

Taking the next step to becoming a McDonald's Franchisee

Smart Moves

Also inside:

Relocation
roundtable

Go where
you'll grow



**How relocation with
McDonald's sparks opportunity**

The Power of Place

Move with purpose. Grow with McDonald's.

Where you live matters. Where you start your franchise matters. Where you build your legacy matters. We understand relocation is a major decision, which is why it's one of the most important aspects of the franchise process.

We work closely with you to make sure your business is not only in a promising market where you'll have the opportunity to scale, but also fits with your personal and professional goals. We collaborate with you to identify areas with strong demand, competitive advantages, and the potential to support you over the long haul.

Timing is everything. Whether you're ready to move immediately or need time to plan, McDonald's offers flexibility to match your needs. We take into consideration key elements like market trends, demographic data, and local business conditions to make sure you start your business in the right place at the right time.

McDonald's Franchisees have the potential to thrive because they're embedded in expanding markets, not saturated ones. With our support, you'll become part of a community poised for growth, giving you a chance to build a profitable and sustainable business from day one.

When you become a McDonald's Franchisee you're positioning yourself for the potential for long-term success in a location well-suited for you. With McDonald's, you'll get the ideal balance of strategic location and personal preference. Are you ready to make your move and make your mark?



Right market, right time

When new McDonald's Franchisees enter the system, relocation is very often part of the process. But that doesn't mean going it alone. McDonald's works closely with every candidate to help make sure they find the right opportunity at the right time.

Whether you are moving across the country or the state, McDonald's is a partner in helping to make sure the move makes sense for your business, your family, your community, and your long-term goals.

The collaboration doesn't end when you take the keys to your restaurant. McDonald's makes it easier to put down roots, build your business, and become part of a new community. Let's hear from Franchisees who made the smart move with McDonald's.



Lauren Mitchell

TX → OH → GA



Lauren Mitchell, a Franchisee who moved from Houston to Cincinnati and eventually to Atlanta, jokes that she and her family “were open to going anywhere with an airport.” But the reality was serious. With two young kids and a working spouse, Lauren had to make decisions that balanced professional opportunity with personal logistics. “McDonald's helped us through it,” she says. “When we landed in Ohio, we had my parents nearby. When we moved to Atlanta, we were closer to my husband's family. And now that my parents are retiring, they're moving here too. Every step was part of a bigger plan.”



Paul Dias

CA → CO → AZ



Steve Samuel

NJ → GA



Manny Abreu

FL → GA

“They knew I could do it and they placed me in a store that gave me room to grow.”

For **Paul Dias**, the move from California to a small town in Colorado was daunting but it laid the foundation for an incredible career as a McDonald's Franchisee. When Paul and his wife moved to Alamosa, CO., they were leaving more than their home state. Paul and his wife both came from large families who were very close. When Paul's sister got married, his parents, immigrants from Portugal, moved to be closer to the newlyweds.

Moving 1,000 miles away was a big deal for Paul and his wife. That first store in Colorado doubled its sales in two years. Paul eventually sold it and used the equity to expand into a new market in Tucson, AZ. Today, he owns 22 restaurants. “They knew I could do it and they placed me in a store that gave me room to grow.”

Manny Abreu, a former corporate McDonald's leader and single father, knew it was unlikely his first opportunity to become a McDonald's Franchisee would be in his home state of Florida. That didn't stop him from pursuing his dream. He worked

with McDonald's to find restaurants in the Atlanta area, and in just 18 months, he went from two restaurants to six, with a brand new seventh restaurant on the way. “They didn't just drop me in a market,” he says. “They helped me think strategically and build a path that made sense for my life.”

With decades of experience as a McDonald's manager, **Steve Samuel** knew the value of patience. He waited for the right market, eventually landing in Georgia with a multi-store opportunity. “I told them I didn't want snow,” he says. “But this is a business first and you go where you and McDonald's see the best potential for growth. For me that was Atlanta.”

McDonald's doesn't just hand you the keys to a restaurant and wish you luck. McDonald's helps you map a future rooted in support and resilience. When the right person meets the right opportunity at the right time, a move becomes more than a relocation, it becomes the start of something bigger.



Make your mark, make your move:

Q&A with a McDonald's relocation expert

For more than 15 years, Shiho Tillman has been helping aspiring Franchisees make their dreams of owning and operating a McDonald's a reality. We asked Shiho how she works with Franchisees to help find the right time and right place for every new Owner/Operator.



Moving can be daunting, especially for people with careers and families. How do you help people decide if relocation is the right decision?

The first thing I ask is simple but powerful: What would your family say if you told them you wanted to move? That answer tells us a lot. Relocation only works if there's buy-in at home. I'm not here to push anyone. I help people clarify what this move really means for them and their loved ones. The dream has to be strong enough not just to excite them, but to help them paint the picture for their family. If they can't see it clearly, it's probably not the right time. But when they can? That's when the momentum starts.

How does McDonald's work with applicants to find the opportunities that meet some or all of their requirements?

It's a real back-and-forth. I start by asking, What's important to you? The more detail I hear about lifestyle, schools, business goals, the more we can tailor the options. Most people want to grow, that's the easy part. The challenge is matching that growth potential with places they can actually picture themselves living. A lot of times, they come in thinking it has to be a big city. But then we look at places with great quality of life but maybe off the beaten path, and suddenly it clicks: this could actually work for my business and my family.

What makes moving for a McDonald's opportunity different from other professional relocations?

The community. Our Owner/Operators are incredibly supportive. I've seen people relocate and immediately get help finding a home, finding a school, even shadowing an existing team. One candidate told me it was nothing like the corporate world. This isn't about

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competition, it's about welcoming the next person in. And the brand recognition helps too. You're not starting from scratch. People know what you do. You walk in with credibility and a network ready to help.

What are some misconceptions about relocation people considering a McDonald's opportunity might have about the process?

One big misconception is that we assign you one opportunity and say take it or leave it. That's just not how it works. We don't dictate. We collaborate. We work closely with applicants to find options that align with their goals. You're in the driver's seat. We bring the market knowledge, the business potential, and the insights. You bring your preferences, priorities, and vision. Together, we find the right fit.

What do you love most about your job?

It's when someone says, "I couldn't have done it without you." That moment means everything. Knowing that I helped them not just with logistics, but with confidence, clarity, and belief in the journey. That's what keeps me going.

The right opportunity starts with the right questions

Switching careers. Starting a new business. These are not small decisions. The decision to become a McDonald's Franchisee often requires a second major decision: Am I willing to relocate for an opportunity to own and operate a McDonald's?

Here are some questions to ask yourself when evaluating relocation with McDonald's:

What type of community do I want to live in? If you live in a large city now, would you be willing to live in a smaller community or vice versa?

How far are you willing to be from family at this stage in your life?

Do you have hobbies that are easy to do now that would be hard to do elsewhere? For example, if you live near the ocean now and enjoy surfing, would you be willing to take up a new sport in a new location?

Are you looking for a market you can grow in now, or are you willing to move for the next opportunity in a few years?

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