

Success stories

Franchisees make their mark and make a difference



©2024 McDonald's

McDonald's USA, LLC, 110 N. Carpenter St., Chicago, Illinois 60607. Minnesota File No. 10. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. U.S. residents: Please note that the states of California, Florida, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin regulate the offer and sale of franchises. If you are a resident of one of these states, or seeking a franchise in one of these states, we will not offer you a franchise unless and until we have qualified for an exemption, or have complied with applicable pre-sale registration and disclosure requirements in your state. New York residents: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

Be a part of something bigger

McDonald's Franchisees are just like you. They're your neighbors, those you see at school drop-off or the grocery store. They come from all walks of life with their own unique stories and paths to success. And through their restaurants, they have an immeasurable impact on people, careers, and the communities they call home.

Becoming a successful Franchisee doesn't happen overnight. It takes entrepreneurial spirit, time, and energy. It means taking risks, making leaps of faith, and sometimes cross-country moves.

But McDonald's Franchisees also have incredible opportunities to make a difference. In their own lives, their employees' lives, and those of everyone in their communities. It's the chance to take on a rewarding, challenging career backed by a global brand that delivers the resources and support to help owners thrive.

Read on to learn more about the stories behind thriving McDonald's Franchisees and their tips for success.



From left to right:

Leonardo Lopez
Orlando, FL

Kerri Harper Howie
Los Angeles, CA

Harris Liu
Sacramento, CA

“

We are a global company made up of local entrepreneurs. Franchisees are in your house of worship, they're in your chambers of commerce, they're on your school boards. They are giving free meals to first responders, doing backpack drives, coffee with a cop, and teachers' nights. Building workforce development, leadership opportunities for folks, and creating jobs right there in the community.”

– Brad Bogan, VP of US Franchising at McDonald's.

See how Nicole and Kerri turned a dream into the American dream

Nicole and Kerri's journey with McDonald's started with their family business. In the '90s, the duo's mother, Patricia Williams bought her first McDonald's after quitting her job as a rehab therapist and cashing in her 401(k).

"A black woman in the '90s on her own running these restaurants — she had to have a tremendous amount of courage," Kerri said. "The sheer willingness to take such a chance was incredible foresight for her, and I have to assume she did it because she thought she'd be able to create more opportunities for Nicole and me."

The mother's drive and determination inspired her daughters, who went on to successful careers in psychology and law before taking over their mother's restaurants in 2019. The two sisters are continuing their mother's legacy of partnering with community groups, hoping to inspire the next generation of women.

"One of the comments we always get is, 'Oh, we didn't even know African American people owned McDonald's.' So the opportunity to show that we're obviously African American and women, and doing business this way is something we're very proud of."

— Nicole Harper Rawlins



Nicole Harper Rawlins and Kerri Harper Howie
Los Angeles, CA

An established framework for success

For more than 70 years, we've found that amazing things happen when proven leaders harness the McDonald's System to build a legacy and make their mark.

Why leaders choose McDonald's:

- Globally recognized brand
- Built-in customer base and traffic
- Business growth
- Opportunity to build generational wealth
- First-class training and support
- Tried-and-true business model
- Support of a world-class supply chain network



Leonardo Lopez
Orlando, FL

When you join McDonald's, you join an established brand with a proven playbook and a recession-resilient business model.



I have been very fortunate in my life and career with McDonald's in many ways. Today, my family owns several restaurants between me, my spouse, and my son. I am very grateful that McDonald's encourages the Next Generation Program, as this is key for me and others as we transition and sell our businesses over time to our children. Although we are part of a large, multinational corporation and system, we are a small family business.”

– Leonardo Lopez

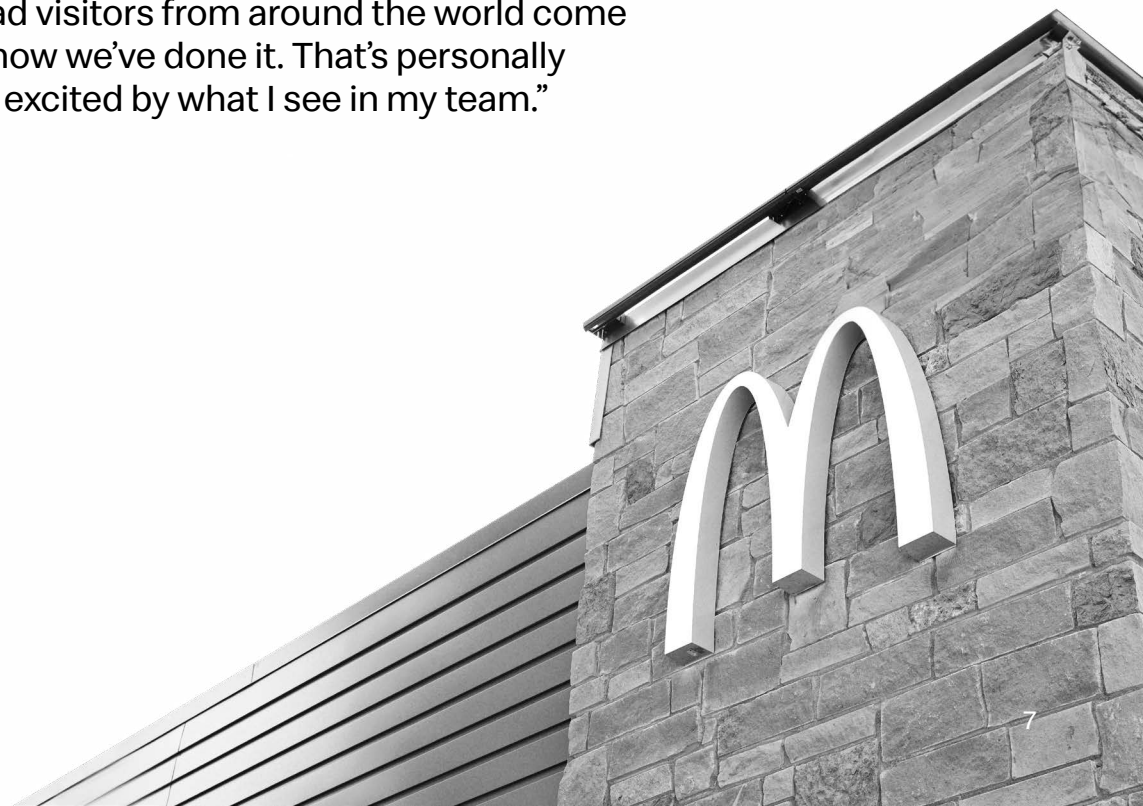
See how Tony created a network for success

After 30 years of steadily progressing through his career at McDonald's, from a restaurant worker to director of operations, Tony wanted to take the next step. Motivated by a desire to pass on his hard-earned knowledge, he wanted to own and operate his own franchise.

“I love to help people rise up above what they thought they were capable of and become strong leaders.”

While working in restaurants, Tony was fortunate to work with a Franchisee who saw his potential and worked with him to develop his leadership skills and people practices — tools Tony believes are instrumental to successfully running his organization today.

“I believe a successful leader has a duty to give back, train, and share the results to help make our communities stronger,” Tony said. And empowering his people is paying off. “By investing in my team, we have had the opportunity to transform a number of restaurants. We have had visitors from around the world come to see what we do and how we’ve done it. That’s personally satisfying, but I’m most excited by what I see in my team.”



“

Working in the community is one of the most important things we do as McDonald's Franchisees. And community means a lot of different things. It's the people who come into the restaurant. It's the local churches, the schools that we support, the people we employ.”

– Nicole Harper Rawlins



Nicole Harper Rawlins
Los Angeles, CA

Franchisees inspire the next generation

The average Franchisee has nine restaurants, impacting hundreds of thousands of people daily — directly, through employment opportunities, and indirectly, by providing a place in their communities.

As a Franchisee, you can choose causes to invest your time and resources in across your community. Our Franchisees donate backpacks at the start of the school year, provide hot meals to first responders, sponsor youth sports teams, provide scholarships to students, and more.

You also have the opportunity to join national and regional owner-operator affiliations to find like-minded leaders dedicated to providing positive, lasting change in the communities in which they live and work.



60 million people choose to make McDonald's part of their lives every single day.

Imagine the impact you could have as a Franchisee.

See how Harris shows up for his community

After his career in construction, Harris was determined to start his own business. He saw McDonald's as the perfect franchise opportunity because it allowed him to work with and serve people from all walks of life and show up for his employees every day.

"I wanted to be a part of a brand where the employees are passionate about their work," Harris said. "I am now surrounded by a team of motivated individuals who are a positive force for change in the community and organization."

"McDonald's has provided me the opportunity to connect with a much broader part of society, as well as the skills to influence others in a positive way."



Make your mark with McDonald's

To be a McDonald's Franchisee is to be part of something extraordinary. It's about joining a network whose sole focus is to help you succeed in delivering delicious, feel-good moments for each customer in each restaurant every single day.

It's your restaurant, employees, and community. It's your story. But you're not alone. Being a McDonald's Franchisee means you're in business for yourself, but not by yourself, backed by the training, guidance, and support to help you succeed.

"McDonald's can't be successful unless our Franchisees are successful."

– Ray Kroc, McDonald's Founder.

Pictured left to right:

Nicole Harper Rawlins, **Kerri Harper Howie** (Los Angeles, CA), and **Leonardo Lopez** (Orlando, FL)



Interested in becoming a Franchisee?

Head to our **learning guide** for more insights on franchise operations, or head straight to the **form** to take the first step on your franchising journey.



Harris Liu
Sacramento, CA



©2024 McDonald's

McDonald's USA, LLC, 110 N. Carpenter St., Chicago, Illinois 60607. Minnesota File No. 10. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. U.S. residents: Please note that the states of California, Florida, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin regulate the offer and sale of franchises. If you are a resident of one of these states, or seeking a franchise in one of these states, we will not offer you a franchise unless and until we have qualified for an exemption, or have complied with applicable pre-sale registration and disclosure requirements in your state. New York residents: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.