



      | 3 SHARES

More From America's star franchisees



Sub Zero Ice Cream

Jerry Hancock holds a bachelor's degree in chemistry from Brigham Young University. This has served him well as founder and CEO of Sub Zero Ice Cream, which provides gourmet custom-made ice cream with a twist — the flavors and mix-ins are flash frozen with liquid nitrogen.

"There were no guidelines or set of instructions to create this sort of product," he said. "It took us about two or three years to refine the process and get to the point of franchising."

Sub Zero Ice Cream currently operates 55 stores in the United States, China and the United Arab Emirates, and it generated \$8.5 million in sales in 2015. Hancock said the franchise has grown by an average of 15 stores each year, and if he has any advice for the aspiring franchisee, it's to know what you don't know, and don't be shy about handing it off to someone who does.

"We got caught up over our heads in 2010, since we expanded faster than we should have," he said. "My wife and I were doing everything for the company — website, graphic design, bookkeeping, buildouts and franchisee manuals. We've slowly started to bring in vendor partners to help us grow the business and let us focus on what we do best."

Cost to buy: \$155,000

Annual fee: \$30,000 plus 6% royalty