



# Isn't it time for your next big move?

Gecko Hospitality  
Franchise  
Opportunities

**Gecko**  
Hospitality®

[franchise.geckohospitality.com](https://franchise.geckohospitality.com)

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*“By joining Gecko as a franchisee, I have improved my quality of life dramatically. Not only am I my own boss, but I also make my own schedule. The very best thing is the freedom to plan with my family. I can do things now that really make a difference for my family and be there for them.”*

*–Larry Friedkin, CPC,  
Gecko Hospitality® Franchisee*



# It's time.

**Time to take your well-earned place in one of the fastest growing industries.**

**Time to build an exciting career that leaves you time to enjoy life.**

**Time to explore franchise ownership with the leading hospitality recruiter in North America.**



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*“The support is unbelievable and what I would consider the most valuable part of joining Gecko, and I believe it is one of the things that sets Gecko apart from the rest, not only in terms of tools and resources available—but even more so by the incredible support that the franchise owners give. I know that if I need anything, it is just a phone call or email away.”*

*—Victoria Epstein, CPC  
Gecko Hospitality® Franchisee*



# Connecting people and changing lives, one career at a time.®

Our mission says it all. Every day, our franchise partners around the country are connecting top-tier talent to hospitality clients seeking the best-of-the-best.

We truly believe that a fulfilling career can change someone's life, and we have lived this mission since our founding in 2003 .

Today, Gecko is the nation's largest hospitality recruiting firm for hotels, resorts, clubs, restaurants and casinos—and we owe our success to our franchise owners and recruiters.

**We want you to join us. Become a franchise owner and be part of something great.**

**2003**

Year Founded

**#1**

North America's  
#1 Hospitality Recruiter

**70**

Offices

# The competitive edge.

Our franchise partners and recruiters place professionals in hundreds of leading clubs, casinos, restaurants, hotels and resorts throughout North America.

Our unique model gives franchise partners access to the industry's best resources and most up-to-date technology and information available.

In turn, this provides you with the competitive edge you need to build a successful business.

## **CPC Certification**

Our professional recruiters have the CPC certification (Certified Personnel Consultant)—which requires a rigorous process of compliance with the highest industry standards of recruiting professionalism and ethics.

## **Committed candidates**

The professionals we recommend are loyal to Gecko because we treat them well and provide not only the support they need to succeed, but the respect they deserve.

## **National network**

We work as a team to ensure every one of our offices across North America finds and places only the best professionals from our nationwide database of top-tier candidates.

## **True partnership**

All of our franchise partners go the extra mile to learn about our client's business, their culture, and the qualifications needed in their next employee to help them achieve the success they desire – **because finding the right candidate is the most important thing we do.**



*“After 30 years in my industry, I knew there must be a way to put all I learned to better use. With my background and skills, it was easy to adjust to interviewing management candidates and matching them to the right groups. And Gecko Hospitality® and its franchise owners have been right here beside me through the years, as advisers, mentors and listeners. I would not be where I am today without their tremendous support.”*

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*–Marty Tarabar, CPC  
Gecko Hospitality Franchisee*



*“It’s an incredible honor to be included among the best recruiting firms in the country. I started Gecko Hospitality because I knew there was a better way to make connections between quality candidates and the businesses who need them.”*

*–Robert Krzak  
President, Gecko Hospitality.*



# Your recipe for success.

*In addition to hands-on guidance from our experienced staff during the preparation stages, we offer the following benefits:*

- A turnkey business operation with established operation and administration procedures and organizational support from other recruiters and franchisees.
- Access to established working relationships with some of the best-known clients in the restaurant, hotel, resort, casino, and hospitality fields.
- Sales and marketing materials and support, as well as systems and procedures designed to maximize your effectiveness.
- Access to Internet employment recruiting/advertising search and marketing providers.
- Comprehensive operations and sales manuals.
- Convenient, centralized client billing.
- Group-purchasing discounts.

Starting a new business takes hard work, but our franchisees will tell you that it's more than worth the effort.

Plus, you're not alone. We're there from the start, setting you up for success with our proven franchise model



Low capital investment



Fully integrated, internet-based technology



Turnkey operation with proven strategies



Highly effective franchise structure and models



Excellent quality of life



International recognition





## Our Code of Ethics

Our standards are high, and our Code of Ethics helps us keep them that way. All members of our recruiting team and franchise partners are bound by these guiding principles:

- Candidate information will be accurate and complete.
- Candidates will be screened and interviewed by a professional recruiter before being presented to a client.
- Gecko Hospitality will never present a candidate's information to a client without consent.
- All client information will be kept confidential.
- Active professionals placed by Gecko Hospitality will not be solicited by Gecko Hospitality recruiters or franchise partners.
- Gecko Hospitality will provide complete candidate profiles to clients, never withholding information clients need to make the best hiring decisions.

# Build your business.

Opening your Gecko Hospitality® business is easier than building a business from the ground up.

From day one, your enterprise will be part of our highly effective organization, which offers an excellent brand with strong name recognition and a well-established reputation for excellence.



## Franchise fees:

### Gecko Hospitality®

\$45,000 for a territory with a population between 2M and 4M

\$50,000 for a territory with a population greater than 4M, up to 8M

### Gecko Executive Hospitality™

\$25,000 for a territory with a population between 2M and 4M

\$35,000 for a territory with a population greater than 4M, up to 8M

### Total initial investment: \$47,190 - \$84,565

*Includes franchise fee, initial inventory and supplies, equipment, furnishings, advertising, recommended working capital, and our training program.*

**Royalty:** 10% of monthly gross sales.

**Term:** The initial term is eight years with the option for renewals.

#### RESTAURANT DIVISION:

- Restaurant
- Corporate dining
- Retail food outlet
- Stand-alone convention service
- Sports and entertainment venue
- Correctional institution
- Vending
- Cultural attraction
- Education: K-12 and college and university
- Healthcare/senior living
- Airport
- Catering
- Banquet facility
- Restaurants that lease space within a hotel, motel and/or resort

#### HOSPITALITY DIVISION:

- Hotel
- Resort
- Motel
- Casino
- Country club
- Private club & association
- Vacation ownership club
- Airline catering
- Conference center
- Cruise line
- Bed & Breakfast
- Inn
- Lodge
- Restaurants owned in part or managed by a hotel, motel, resort, or casino.

**Don't wait any longer. Start building your business today.**

Visit [franchise.geckohospitality.com/request-information](https://franchise.geckohospitality.com/request-information) to get started.

# Gecko Hospitality®



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 @GeckoHospitality

 @GeckoRecruit

 Gecko Hospitality

Disclaimer: The information contained in this brochure is not an offer of a franchise, nor is any such communication directed to the residents of any jurisdiction requiring registration of the franchise being offered and sold. An offer can only be made through a Uniform Franchise Disclosure Document in states where it has been registered and declared effective and in compliance with applicable law.