



HOME
FRANCHISE
CONCEPTS®

There's no place like HFC™

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Home Franchise Concepts Transforms a Charlotte Veteran's Life with the Gift of Business Ownership

*Sohel Gilani, a 15-year U.S. Marines Corps veteran,
honored with a business franchise, training and operating income
during today's Veteran's Day ceremonies*

ORANGE, Calif. (Nov. 13, 2017) – [Home Franchise Concepts \(HFC\)](#), one of the largest business franchisors in the U.S., has transformed the life of a U.S. Marine Corps veteran and family from Charlotte on Veterans Day with the gift of a business package valued at up to \$300,000.

Sohel Gilani, a 15-year U.S. Marine and former Marine Staff Sergeant, was proclaimed the winner of the HFC "[There's No Place Like Home Veteran Partnership and Giveaway](#)" during special Nov. 11 ceremonies at HFC offices in Orange, Calif.

HFC's three, direct-to-consumer brands in the home-related goods and services space, [Budget Blinds®](#), [Tailored Living®](#) and [Concrete Craft®](#), are consistently rated at the top of their categories and supported by close to 1,400 franchisees in the U.S., Canada and Mexico.

One of four finalists in the year-long program, Gilani was presented with a Concrete Craft franchise territory, extensive business-development training and up to \$80,000 in first-year operating capital by Shirin Behzadi, CEO of Home Franchise Concepts. He was one of multiple veterans nominated by existing HFC franchisees to receive the award as part of HFC's ongoing support of veteran groups.

(more)

“On behalf of everyone at Home Franchise Concepts, I was beyond honored to proclaim Soheli as the next Concrete Craft franchisee,” explained Behzadi. “He joins a proud family of Budget Blinds, Tailored Living and Concrete Craft franchise owners who have served honorably in the U.S. and Canadian military. Our hope is that this presentation will inspire other veterans to a new beginning after deployment.”

Gilani enlisted as an U.S. Marines Corps Single Channel Communications Operator in 2000, was promoted to Lance Corporal and eventually deployed to Kuwait, Iraq and Afghanistan. That service led to a stint with the Office of Legislative Affairs (OLA) at the Pentagon and promotion to rank of Staff Sergeant in 2011, where he mentored hundreds of other U.S. Marines.

After a medical discharge in 2015, Gilani qualified as a Charlotte Police Trainee but was prevented from continuing because of his medical condition. He currently serves as operations manager at [Concrete Craft of Charlotte](#) in Waxhaw, N.C.

Saturday’s presentation follows years of HFC support for veteran programs including Homes for Our Troops, Wounded Warriors Canada, Military Makeover, NBC’s *George to the Rescue* and the HFC Million Dollar Franchise Event which awarded more than \$1 million in franchise discounts to former servicemen and -women.

Thanks to this and an ongoing discount program, HFC has introduced hundreds of veterans to business ownership to the point that veterans now represent a sizeable percentage of the company’s close to 1,400 franchise territories in the U.S., Canada and Mexico.

About Home Franchise Concepts

[Home Franchise Concepts \(HFC\)](#) is the top-selling family of direct-to-consumer brands in the home-related goods and services space, one of the world’s largest franchise businesses and a recognized leader in franchisee-franchisor relationships. HFC’s three brands including [Budget Blinds®](#), [Tailored Living®](#) and [Concrete Craft®](#) are consistently rated at the top of their categories and supported by close to 1,400 franchisees in the U.S., Canada and Mexico.

Through a proven track record, the best consumer warranties in the business, continually high satisfaction awards and a low cost of entry for franchisees, the Orange, Calif., company provides would-be entrepreneurs the opportunity to plan their own futures and control their own lives. Today, the HFC franchisee family ranges from 20-year pioneers and Millennials with a passion to own their own business to entrepreneurial-minded veterans who have successfully transitioned from military service to self-employed profitability.

For information on Home Franchise Concepts franchise opportunities, 2017 programs and initiatives, go to <http://homefranchiseconcepts.com/>.

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