

**Leaders wanted**

# The entrepreneur's guide to opportunity with McDonald's



©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.

# Your determination has paid dividends

With grit, courage, intelligence, and wisdom, you've found success and you've reaped rewards.

Others might reach this place in life and opt to slow down and take it easy.

But not you. You know you can't wait for your purpose to find you. You have to create it.



Pictured:  
**Jennifer Quintana**  
Newark, NJ

# You've proven yourself and so have we

For almost 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.

**“There is no such thing as standing still: we are always either going forward or going backward.”**

– Ray Kroc,  
McDonald's Founder

## Define your American Dream

The Golden Arches have been a gateway to success for countless entrepreneurs. Our framework for excellence has helped individuals create generational wealth while enriching their communities, grow as leaders while teaching others to develop new skills, and build their legacy while helping to shape the future of one of the world's most iconic and beloved brands.

More than

**95%**

**of the McDonald's restaurants in the U.S. are operated by Franchisees.**

Pictured:  
**Nathan Carter and son**  
Whittier, CA



# You have plans, we have a playbook

As a Franchisee, you enjoy independence and flexibility while the McDonald's global brand helps you deliver on our core principles of quality, service, value, and cleanliness. From our 12+ month training program to award-winning advertising and marketing, you're given the opportunity to create a legacy.

Local Operations Officers make sure you have access to expertise when you need it.



Pictured:  
**John Carnagio**  
Lombard, IL



# McDonald's is more than a restaurant

As an entrepreneur, you know money isn't the only measure of success. Some of the richest rewards can never be put in a bank. 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.

Pictured:  
**Nathan Carter and  
staff members**  
Whittier, CA



# A McDonald's franchise is a platform for impact

Franchisees work together in diversity associations to drive positive change in their communities. The McDonald's Hispanic Owner/Operators Association (MHOA) started the Hispanic American Commitment to Educational Resource (HACER) scholarship program in 1985 to help serve our communities and help high school students pay for college.



Pictured:  
**Jennifer and Celestina Quintana**  
Newark, NJ

**“McDonald’s gives me the opportunity to invest in dreams for my community.”**

– Aneka Young, Current Franchisee



Pictured:  
**Aneka Young**  
New Britain, CT

# You've got this and we've got you

A McDonald's Franchisee doesn't have to worry about some of the biggest challenges other restaurant owners face. While you're taking care of your employees and your customers, you have one of the most recognizable brands in the world providing you with resources to help you and your employees thrive.

## McDonald's offers local and national support in:

**Operations**

**HR**

**Real Estate**

**Construction**

**Purchasing**

**Equipment Maintenance**



Pictured:  
**Jennifer and Celestina Quintana**  
Newark, NJ



# Help build a brand that looks like America

Our doors have always been open for prospective Franchisees to find us. Today, we're actively recruiting top leaders whose unique strengths and diverse backgrounds enrich the McDonald's brand.

Pictured clockwise from lower left:

**Jennifer Quintana** (Newark, NJ), **Aneka Young** (New Britain, CT), **John Carnagio** (Lombard, IL), **Nathan Carter** (Whittier, CA)



**“We are a global company made up of local entrepreneurs. People who are part of the community, who are in our houses of worship, who are in the chamber of commerce. They are part of a global brand that people trust.”**

– Brad Bogan, McDonald's  
Vice President of US Franchising

That trust is why more than 60 million people choose to make McDonald's part of their lives every single day. It's why McDonald's has created enormous opportunities for multiple generations of entrepreneurs. And it's why we want to attract the next generation of McDonald's Franchisees — people who've earned their success and are ready to lead in a new direction.

# See how becoming a McDonald's Franchisee can help you make your mark

[Learn more](#)



Pictured:  
**Nathan and Norman Carter**  
Whittier, CA



©2024 McDonald's