



*Make Working in Hospitality Fun Again*  
**WHILE BEING  
YOUR OWN BOSS.**

Let Go, and Let Gecko.

**Gecko**  
Hospitality®

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

# Are you ready to let go and let Gecko help you:

- Earn more?
- Improve your life?
- Walk from the hassles of your current job?

You have a career of experience in hospitality management. You know what makes hotels, resorts, clubs, restaurants, and casinos successful.

You have a lot to offer.

You're ready to call the shots.

Why not use that hard-earned knowledge to grow your own business?

***Build a business on your terms.***



**FRANCHISE**





“After 30 years in my industry, I knew there must be a way to put all I learned to better use. It was easy to adjust to interviewing management candidates and matching them to the right groups with my background and skills. 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.”

—Marty Tarabar, CPC  
Gecko Hospitality Franchisee





**2000**

Year Founded

**#1**

North America's  
Top Hospitality  
Recruiter

**100+**

Offices

## Who is Gecko Hospitality?

Gecko Hospitality, one of the most profitable franchises to buy in the hospitality industry, was founded in 2000 by a seasoned hospitality recruitment executive. We have since become the nation's largest award-winning hospitality recruiting firm with more than 100 offices internationally and growing fast.

We provide a proven framework for success that will give you a leg up on the competition as well as all the training and support you need to ramp up quickly.





# Why Gecko Hospitality?

Gecko is among the top business opportunities in the hospitality industry. When it comes to finding and placing the very best hospitality talent, Gecko Hospitality is the master.

## **Our Competitive Edge – Your Competitive Advantage.**

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

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

This access provides you with the competitive advantage to build a successful business.



## CPC Certification

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

## Committed Candidates

The professionals we recommend are loyal to Gecko because we treat them well, provide the support they need to succeed and the respect they deserve.

## National Network

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

## True Partnership

To help their clients achieve their desired success, our franchise partners go the extra mile to learn about the client's business, culture, and the qualifications needed.

***Finding the right candidate is the most important thing we do.***

“The support is unbelievable and sets Gecko apart from its competitors. I consider this the most valuable part of joining Gecko. The available tools and resources and the support that the franchise owners give each other are incredible. I know that if I need anything, it's just a phone call or email away.”

—Victoria Epstein, CPC  
Gecko Hospitality® Franchisee





# What's in it for me?

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

Your enterprise will be part of our highly effective organization. You'll benefit from an excellent brand with strong name recognition and a well-established reputation for excellence from day one.

## **Gecko Hospitality Gives You Structure and Ongoing Support**

Gecko Hospitality is with you every step—from our comprehensive training program to site assistance, sales and marketing tools, pre- and post-grand opening support, centralized billing/collections, and other day-to-day operations.

## **Leverage Our Reputation**

As a hospitality recruiter, we have extensive industry expertise, state-of-the-art technical resources, and longstanding relationships that earned us a trustworthy and experienced organization. As the owner of a Gecko Hospitality recruitment franchise, you start your business with our track record of success—you're not starting from scratch in your new business.





## Home or office?

Your business. Your call. We want your situation, needs, and family to dictate where you set up your office.

**Your Career in  
Hospitality Has  
Prepared You to Own  
Your Own Company.**

“By joining Gecko as a franchisee, I have dramatically improved my quality of life. I am my own boss, and I also make my own schedule. The very best thing is the freedom to plan with my family. I can do things now that make a difference for my family and be there for them.”

—Larry Friedkin, CPC,  
Gecko Hospitality® Franchisee

# Your recipe for success.

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
- Turnkey operation with proven strategies
- Excellent quality of life
- Fully integrated, internet-based technology
- Highly effective franchise structure and models
- International recognition
- Nonstop innovation





**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, support, and 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.
- Work at home or the office—that's entirely up to your needs.

# FRANCHISE FEES

## Gecko Hospitality®

\$40,000 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™

\$30,000 for a territory with a population between 2M and 4M,  
\$40,000 for a territory with a population greater than 4M, up to 8M.

## Total initial investment: \$49,085 - \$84,960

Includes franchise fee, initial inventory, 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/university
- Healthcare/senior living
- Airport
- Catering
- Banquet facility
- Restaurants that lease space within a hotel, motel, resort, or casino.

### 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.







# PRESIDENT'S MESSAGE.

It's an incredible honor to be included among the best recruiting firms in the country. Coming directly from restaurant operations, long hours, quality of life, and not being able to chart my own course for financial freedom was one of the reasons why I chose the recruiting profession.

At the age of 26, I became the most successful recruiter for a large firm. In 2000, I started Gecko Hospitality because I knew there was a better way to connect quality candidates and the businesses that need them.

Today, I'm surrounded by passionate and dedicated recruiting professionals. We all love what we do and we love the control we have over our own lives.

A handwritten signature in white ink that reads "Robert Kyak". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

President, Gecko Hospitality.







# Let Go, and Let Gecko.

**Join us and start building your business today  
by becoming a franchise partner.**

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



Take control of your future.

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Suite #1  
Fort Myers, FL 33919

[GeckoHospitality.com](http://GeckoHospitality.com)  
239.690.7006



Disclaimer: The information 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.

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