



Daytime restaurant Turning Point to start franchising

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Turning Point Restaurants in Eatontown will begin franchising after 23 years, the group announced Jan. 25.

“With over two decades of experience perfecting our craft and building a concept that we are really proud of, the timing of launching our franchise opportunity is truly ideal,” said owner Kirk Ruoff, who started his first restaurant when he purchased a small lunch and dinner restaurant in Little Silver in 1998. “Turning Point has been a labor of love for the last 23 years, so when we knew we wanted to launch our franchise opportunity, we were patient, made sure our business model was sustainable, and waited until the right moment to ensure that our franchisees work with an experienced leadership team.”

Ruoff has grown Turning Point to 21 restaurants across New Jersey, Pennsylvania and Delaware, with plans to expand into Virginia, Maryland, North Carolina and Florida.

“The events of the past two years have not only opened up an opportunity for us to grow, but also allow us to provide prospective franchisees with a better quality of life,” said Ruoff. “The pandemic created a sense of urgency for existing restaurant operators and entrepreneurs to evaluate their priorities in life and we know our franchise opportunity will give them exactly what they are looking for – business success and the perfect work-life balance.”

Turning Point, well known for its breakfasts, is looking to attract experienced restaurant operators with deep community ties to purchase franchises. The initial investment to become a Turning Point franchisee ranges from \$695,000 – \$1,195,000, which includes an initial franchise fee of \$45,000.

Turning Point will then provide franchisees with everything from site selection assistance to construction and design management, on-site visits and coaching, extensive training programs, and cutting-edge technology to help them thrive.

“Becoming a franchisee with us means joining a team of individuals who are passionate about exceptional hospitality and operating successful restaurants with attractive unit-level economics in the fastest-growing segment of the restaurant industry,” said Graham Buckley, vice president of franchise development for Turning Point, in a prepared statement. “Our franchisees can say goodbye to working 80-hour weeks and say hello to spending more time with their loved ones and controlling their financial destiny.”