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THE FRANCHISE CONSULTING COMPANY™



Client guide to using a franchise consultant

Developed to help you understand the **benefits, process, and goals** of utilizing the services of a professional franchise consultant.

Presented By

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Client Benefits

Why Use a Franchise Consultant

If you are taking the time to review this document, there is a strong likelihood that you can benefit from the services of a professional franchise consultant. First and foremost, you *don't know what you don't know*, and utilizing someone who understands franchising will have an immediate positive impact. Here are some common reasons why people utilize my services:

- **Impact of Decision** - For most people, selecting a business is one of the biggest decisions one can make and this one decision will have long-term consequences on their lives.
- **Lack of Knowledge** - Most people have heard about franchising, but many don't know the details. Franchise consultants educate you on all aspects of franchising and are available to lend their perspectives as questions arise.
- **Mitigation of Risk** - Franchise consultants provide you the knowledge and support through the franchise buying process, helping you assess and calculate potential risks.
- **Time** - The franchise investigation and evaluation process can be very time consuming. Franchise consultants help reduce the time wasted on franchise concepts that *are not* a good fit for you.
- **Uncertainty** - Many people looking for a business may not know whether now is the right time, if they have sufficient capital, or what franchises would be a good fit. We help bring clarity to those questions and concerns through education and collaboration.

Franchising is Not for Everyone

Going into business, *whether it's your first rodeo or you've owned businesses in the past*, is not an easy task. Most people have a plethora of questions and concerns - and rightfully so. We help people understand what franchising is all about and what it's going to take to be successful based on their personal, lifestyle, and financial goals. We are also prepared to let you know if franchising *may not* be for you, if you do not to have the required skills, ability, personality or capital needed to succeed.

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Process Overview

Thousands of Clients

The process we use for helping clients investigate franchising has been used to help thousands of people research and select franchises that are best suited to help them achieve their lifestyle and financial goals. Coupled with the experience of your franchise consultant, your franchise education process will be effective in helping you make a more informed business decision that is best for you. Whether that means you move forward with a franchise *or not*.

The Franchise Consulting Company Process

The purpose of this document is to serve as a resource as you make a decision to utilize the assistance of a franchise consultant. It's vital that you understand our process and more importantly why the process can help you succeed in finding that *perfect fit* franchise.

Here's a brief overview of the process:

- Confidential Questionnaire Completion (5 minutes)
- Franchise Consultation Call (60 minutes)
- Franchise Options Presentation (60 minutes)
- Franchisor Investigations (4 to 8 weeks)

Time Commitment

If you are serious about researching franchising, then please understand that there is a significant time requirement. The initial phase with your consultant (first three steps above) does NOT take very much time, the real time commitment is when you begin interacting with franchisors. Each franchise company has a specific process that is required of franchise candidates that wish to be awarded a franchise. Just know that you can stop the process at *any time* for *any reason*, ultimately you control the process.

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Getting Started

Making the Decision

Congratulations for making the decision to investigate franchising.

Typically the decision is a result of one or more of the following:

- Tired of working for someone else
- Concerns over stability of employment outlook
- Desire to grow income and net worth
- Need to gain freedom, flexibility and balance in your life
- It's something you've always wanted to do

No matter what your decision is, there's no better time than now to start your investigation. I have always believed that making the best decision warrants a thorough investigation. This is your opportunity to investigate franchising with the help of a franchising expert. What could be better?

The Confidential Questionnaire (5 minutes)

The confidential questionnaire is required prior to your initial franchise consultation, so that we can be as productive as possible. The on-line questionnaire provides a basic understanding of your franchise preferences, business outlook, location preference, and your ability to fund the business.

You are required to complete the confidential questionnaire, the information you share remains 100% confidential. If you decide to engage in discussions with a franchisor, your information will be provided to a franchisor (at your discretion) as a means to pre-qualify you.

[Access the Confidential Questionnaire](#)

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Franchise Consultation

Goals of Our Initial Call (60 minutes)

The Franchise Consultation call is a vital step in the process, allowing us to set your criteria for goals, expectations, business attributes, your level of involvement and bring clarity to the process. My ultimate goal is to educate you and help you find that “perfect fit” franchise.

Here is what we’ll accomplish during the Franchise Consultation:

- **Build your criteria for the perfect business** - We will will dive into your background, interests, time commitment, business ownership objective, etc., so that I can build the criteria for the perfect business for you. (This step also includes reviewing the answers to the franchise questionnaire)
- **Educate You on Franchising** - I’ll spend time educating you on the specifics of franchising, developing a foundational understanding that will help you navigate through the process.
- **Industry Preference Exercise** - We’ll take the time to review over 20 franchise industry segments (i.e. restaurants, fitness, automotive, home service companies, senior care, professional services, etc.). I will educate you on investment ranges, attributes of the different industries, and we will discuss your level of interest in each industry segment.
- **Legal & Financial Discussion** - It’s important to understand the legal and financial resources used in the franchise buying process. I make sure that you understand what resources you may need and when it is appropriate to reach out to industry experts.

Why People Opt Out

Some people let fear, skepticism, and doubt get in the way of having a franchise consultant assist them. *I do not sell* franchises, there’s no pressure and you are not obligated in any way (there is *no contract* between us).

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Franchise Options

Determining Franchise Options (6-7 days)

Drawing from your Confidential Questionnaire and our Franchise Consultation, I gain a very clear understanding of those things that will steer my franchise research on your behalf. Leveraging my 30+ years of franchise and business experience, and first hand knowledge of hundreds of franchise brands, I research franchise options in those industry segments that you have the most interest in. My research includes a comprehensive analysis of the franchise attributes against your specific criteria. I then conduct my market research to insure that there is territory availability and it makes sense for your preferred market(s).

Franchise Options Review (60 minutes)

Typically one week after the Franchise Consultation, I will have completed my research and am prepared to share the results with you.

Here's what you can expect from our Franchise Options Review call:

- **Specific Brand Review** - We will discuss in detail six or so franchise opportunities that I believe are best suited for you. We will take a deep dive into the details of the brand, organization and why I believe it fits your criteria.
- **Franchise Selection** - At the end of our call I will ask you which brands you have the most interest in and if you would like me to connect you to one or more so you can begin your discussions with the franchise companies. You are *not obligated* to select a franchise or begin discussions, however, most people are typically excited to learn more about the franchises that peaked their interest.
- **Discussions with Franchisors** - Based on your selections, I will introduce you to the franchisors *you selected*, provide them with your information and have them reach out to you to schedule an initial discussion.

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Franchisor Discussions

Franchise Investigations

Upon your selection of franchises you would like to investigate, I connect you at a high level with those franchisors. Franchisors that work with me put a great deal of value on my services and know that the candidates that I recommend to them have been pre-vetted and meet their requirements.

Once I have submitted your information, you can expect to hear from the franchisor to schedule your initial discussion. During that initial call, they will typically provide you with an overview and make sure you understand their franchise development process. Typically, these processes have 5-9 steps and are designed to leave no stone unturned. The goal of the process is for you to be able to make an informed decision about the franchise and for the franchise company to determine if you are a good fit for their organization.

Time Requirements

Franchisors have a process for candidates to learn about all aspects of their business model, organization, and franchisee requirements. There is typically a time commitment of 1-2 hours per week, per franchise, expanding as you get deeper into the process and start spending time speaking with franchisees. If you are serious about an opportunity, it is likely that you be asked to participate in what is referred to as a Discovery Day, where you'll spend a day or so at the corporate headquarters meeting with franchise executives, touring operating businesses, and experiencing the brand first hand.

Ongoing Consultant Collaboration

Invariably, you will have questions after you speak with franchisors. I welcome my clients to leverage my franchise and business experience to help guide them through the process. I also have a number of legal and financial resources available if you decide to invest in a franchise.

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Questions & Answers

What does it cost for the service?

My services are 100% FREE to you - no gimmicks? Similar to a real estate transaction, the franchisor pays a referral fee, and only if you execute a franchise agreement and become a franchisee.

Do I have to buy a franchise?

You are NOT obligated to buy a franchise. We are merely investigating franchising and focusing on those franchise options that are best suited for you based on the criteria we develop together.

What if I want to quit my franchise investigations?

There is no contract between us and you can quit your investigations whenever you want. Sometimes there are things that happen in life that make us shift direction. I only ask that you notify me as soon as you decide to end your investigation. I will even take the responsibility of informing the franchisors that you are no longer interested.

What if I don't like your options?

Then we discuss why you don't like them, adjust your criteria, and bring you additional options for consideration. This is a learning process, and as we discuss fundamentals of a business/industry, and you investigate specific franchises, your eyes will be open, and the criteria for the right business will in some cases need to be modified.

Can I buy any franchise I want?

Franchises are not be purchased, they are *awarded* by the franchisor. The franchisor has the right to refuse to award a franchise to candidates that do not meet their qualifications or do not think are a good fit. That's why it's a good idea to present yourself in the best light possible and provide the utmost professionalism when working with franchisors through their development process.

How many people have you assisted through the process?

I've assisted hundreds of people in finding the right franchise business for themselves. I've helped even more in deciding that franchising and business ownership is not the right direction. Business ownership is not for everyone, and I dedicate myself to helping individuals make the right decision FOR THEMSELVES.

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