



SKY LANTERN

Matt Gerding, CFE, CFC | [mgerding@skylantern.pro](mailto:mgerding@skylantern.pro) | 513.849.8118

## The Value of Working with a Franchise Consultant

### **COMPLIMENTARY CONSULTATION SERVICES**

You don't pay anything before, during or after you purchase the business. Consultants are paid *by the franchisor* only if you buy a business. Franchisors are willing to pay us to find them pre-screened, qualified buyers who are tailormade for their operations. Outsourcing this service lowers the franchisor's advertising costs and means fewer inhouse salespeople for them to support. It is a very cost-effective business model for franchisors.

### **THE BUSINESS PRICE IS THE SAME FOR YOU**

The price of the business is exactly the same whether you work with a consultant or go directly to the franchisor yourself. You will not save any money by going directly to the franchisor. Plus, you will not have to do months of work because you are leveraging the inside knowledge of a trained consultant.

### **SAVES YOU MONTHS OF RESEARCH**

Our company has already screened hundreds of franchises. We have already narrowed the best ones down and we ***already know*** the initial investment required, the net worth you must have to qualify, whether it can be a homebased business or not, whether the market in your area is still available, what states the companies are registered in to be able to sell franchises, how long they have been franchising, what kind of candidates they are looking for and so much more. Let us help you save time and focus your search to companies that are best suited for your requirements.

### **SAVES YOU TIME AND MONEY**

We are able to save you time, money and unnecessary aggravation. We teach you what franchisors are looking for in a candidate, how to investigate a franchise, what questions to ask their franchisees, and much more.

### **GUIDES YOU THROUGH THE SELECTION PROCESS**

A consultant educates the buyer on the franchise industry, analyzes the buyer's qualifications so that he/she doesn't waste energies on franchises that are not right or that he/she is not qualified to purchase. We find the best companies for you to investigate and then we hold your hand throughout the remainder of the process.

### **PROVIDES A NETWORK OF RESOURCES**

We offer many resources that can further assist you through the process and during your franchise negotiations (including access to 3<sup>rd</sup> party funding options, franchise lawyers and other industry resources).

# Your Path to Business Ownership

## **Step 1 - Contact Us**

The first step is deciding to work with a franchise consultant. Your contact information is kept confidential and is reviewed only by us to provide you the best opportunities.

## **Step 2 – Interview**

We interview you and request that you complete a candidate application. We want to discuss your lifestyle and business and financial goals to identify a franchise that best meets your unique personal and professional goals.

## **Step 3 – Research**

Then we spend a few days doing our research based upon the information provided by you to determine the best franchises or business opportunities for you to further explore. Our goal is to identify 3-5 franchises that will be a potential match for you.

## **Step 4 – Presentation**

We present you with the opportunities that we have identified in our research. If any of the opportunities are of interest to you, then we will arrange an introduction directly to the representative of the franchisor. This step will also allow us to clarify your goals and needs identified in Step 2, possibly sending us back through Steps 3 and 4.

## **Step 5 - Introduction to Franchisor**

For each of the opportunities that you have an interest, we will introduce you to the Franchisor. The Franchisor will send materials to help you become acquainted with their business concept. They will also send the Franchise Disclosure Document (FDD), which is a disclosure document for their franchise opportunity. The FDD receipt should be signed and returned immediately.

## **Step 6 - Review of the Franchise Disclosure Document (FDD)**

We will discuss the items that are contained in an FDD; in particular, the items that you should pay close attention. You should then review the FDD in complete detail writing down any questions or concerns for discussion with the Franchisor.

## **Step 7 - Call Franchisees**

The Franchisor should provide you a list of several franchisees for you to call so you can ask questions about the franchise. You want to ask them why and how they became successful.

## **Step 8 - Consultation with Attorney and Accountant**

You should always consult with an attorney and an accountant before making a decision. It is important to ensure that both people have a good background in franchising.

## **Step 9 - Attend a Discovery Day**

Most franchisors have a Discovery Day at their headquarters. You will get crucial information for your decision and meet the staff providing your initial training and continuing support.

## **Step 10 - Decision Time**

You have taken all of the steps up to the door, and now you must open it. Decision time. Congratulations on buying a franchise!