

# MY FRANCHISE ROADMAP



1

## FREE CONSULTATION WITH FRANCHISE CONSULTANT

We will map out your goals, motivations and what drives you to succeed.

2

## FRANCHISE BRAND EXPLORATION

We explore many different brands and business models to begin to narrow your search to a few brands before you start the Discovery Process with a brand.

3

## FRANCHISE BRAND DISCOVERY PROCESS

### STEPS IN THE DISCOVERY PROCESS INCLUDE:

#### INITIAL CALL WITH FRANCHISE DEVELOPMENT REP

You learn about the brand.

The brand learns about you.

#### UNIT ECONOMICS

Learn about the costs to open and operate the brand and the potential you can make from your investment.

#### FDD REVIEW

The FDD provides franchise rules and detailed financial performance information.

#### MARKET RESEARCH

Evaluate the opportunities and risks in your potential market to consider territories.

#### VALIDATION CALLS WITH CURRENT FRANCHISEES

Talk with current franchisees to ask questions and get real-world answers.

#### DISCOVERY DAY AT CORPORATE HEADQUARTERS

An invitation to meet with the corporate team and experience the brand culture.

4

## FRANCHISE AWARDED!

Franchise agreement signed, fees due, official welcome to the brand family!