



## The Franchisee Fit Scorecard

*Use this scorecard to evaluate every prospective franchisee. Set a minimum pass mark (e.g., 18/25).*

*Anyone below that line doesn't proceed, no matter how eager or available they are.*

### Instructions:

Score each section out of 5

(1 = Very Weak, 5 = Excellent)

### 1. Attitude (*Coachability, mindset, drive*)

- ☐ Are they receptive to guidance and systems?
- ☐ Do they show resilience and adaptability?
- ☐ Is their energy aligned with your culture?

**Score:** \_\_\_\_ / 5

### 2. Experience (*Relevant operational or business exposure*)

- ☐ Do they bring transferable skills or leadership background?
- ☐ Have they ever run or managed a business/team?
- ☐ Can they execute under pressure?

**Score:** \_\_\_\_ / 5

### 3. Lifestyle Fit (*Do they have time and capacity to operate the business?*)

- ☐ Can they dedicate sufficient time to launch and scale?
- ☐ Do they have personal responsibilities that may conflict?
- ☐ Is there a support system around them?

**Score:** \_\_\_\_ / 5



#### **4. Capital & Financial Clarity (*Prepared and resourced*)**

- ☐ Do they understand the investment required?
- ☐ Have they secured or planned their funding?
- ☐ Do they grasp financial responsibility and risk?

**Score:** \_\_\_\_ / 5

#### **5. Brand Alignment (*Values, vision, long-term commitment*)**

- ☐ Do they genuinely believe in the brand's mission?
- ☐ Are they in this for the right reasons — not quick cash?
- ☐ Do they reflect the image and energy you want representing the brand?

**Score:** \_\_\_\_ / 5

**TOTAL SCORE:** \_\_\_\_ / 25

**PASS MARK: 18**

*(Adjust based on your brand's tolerance threshold)*

**If they score below 18:**

Do **not** proceed.

Recommend they revisit in 6–12 months after strengthening key areas.

*A high performer in the wrong vehicle becomes a liability. The right person in the right system? That's your future brand champion.*