



Franchise Setup

Pricing and Road Map

www.franmetrics.net
Jason@franmetrics.net

Process

Initial Meeting

- Learn about your business model.
- Evaluate the franchisability of your concept.

Franchise Presentation

- How to franchise presentation.
- One hour plus time for question answering.

Disclosure Analysis

- Evaluate public Disclosure Documents of similar concepts.
- Create report of fees, terms and Best Practices found.

Franchise Agreement

- Create a Franchise Agreement and Disclosure document based on best practices and your model informed by the Disclosure Analysis Report.

OPS Manuals

- Create Franchise Operation Manuals. OPS Manual, Pre-Opening Manual and SOP Guide.

Sales Training

- Sales and recruitment training.
- Documents, Recruitment Process and Road Map Included.

Timeline Estimate

Initial (Week #1)

- Initial meeting
- Discuss business model
- Franchise Presentation

Disclosure Analysis (week 2-5)

- Evaluate similar franchise models

Franchise Agreement and Disclosure Document (week 6-15)

Franchise Operations Manuals (week 16-24)

Franchise Sales Process (week 25&26)

Pricing (USD\$)

▶ Package Price all items on pages 2&3	\$15,000 (Package Prices)
▶ How to Franchise Presentation	\$150
▶ Disclosure Document Analysis	\$750
▶ Franchise Agreement	\$2,500
▶ Disclosure Document (FDD)	\$3,800
▶ Attorney Review	\$2,000
▶ Operations Manuals (3)	\$3,500
▶ Branding or Social Media Guide	\$500
▶ Sales and Recruitment Training	\$800
▶ Initial Internal systems	\$1,500
ADD ONS ->	
▶ Trademark Registration	\$600 per Item

Deliverables

FDD analysis and report:

We will analyze six or seven similar franchise systems and create a report.

This report is usually around 12-14 pages and explains what other franchisors are charging, requiring their franchisees, offering their franchisees regarding support, and terms of the actual agreement. This takes one to two weeks and will change depending of the uniqueness of your concept.

Franchise Agreement and Disclosure Document:

This step will require some time as it defines the complex relationship between you and your franchisees. There are many terms, fees, requirements such as defining how you will set up your territory. This contract and disclosure document will define how your franchise operates and is the backbone of any franchise system.

THIS IS WHEN OUR LAWYER COMES IN. I am not a franchise attorney even though I have developed and read many agreements. Laws change from time to time and location to location. I will save you money by not having a lawyer write it from scratch which can cost around \$25,000, but instead review the documents.

Operations Manual:

We can proceed with this if you are happy with my work and you want to get the ball rolling. This step takes a few months and requires good communication between us. It will spell out a lot about your operations, but also inform franchisees how to operate a business in general.

I usually need the most help with the SOP (Standard Operating Procedure) section of the manual. I typically break up the manuals into:

- ❖ Pre-Opening manual (Help to get the location open)
- ❖ Operations manual (How to run the business)
- ❖ SOP Guides (Standard Operating Procedures)

Franchise marketing, sales process and training:

This will take a few of days but only a few hours per day. If you have multiple people you wanted to be trained, we would have to set up a time we could all do a remote training session. This comes with documents and a process road map to assist in recruitment as well.

Internal systems:

I can assist you in this as you grow. The larger you are, the more advanced the system should be. We can start with the ones you will need from the beginning. There is more information about this in my presentation.

