

FRANCHISE SELECTION PROCESS MAP



01 START FRANCHISE SHOPPING

Begin looking at franchise concepts and define what you are looking for.

02 ACQUIRE FUNDING

Discover your financial options and begin the process of funding.

03 COMPARE YOUR OPTIONS

Compare the selected franchises & opportunities that are available.

04 PREPARE YOURSELF

Use tools, resources and education to fully understand your options.

05 FRANCHISOR INTRODUCTIONS

Introduction to each of your selected options to learn about the concept.

06 DUE DILIGENCE

Research the concept's history, financials & other franchisees experiences for confirmation.

07 FRANCHISE AWARD

Discovery Day with a Franchise and/or acceptance within the system.

08 BECOME A FRANCHISE OWNER

Proceed with your chosen concept & begin your new business.

FRANCHISE SELECTION PROCESS MAP

DEFINITIONS

01

One of the first things you do as you are going through the franchise selection process is to do a little bit of shopping. You have to know what is for sale before you can even begin to start assessing what is right for you.

Industry

First we want to know what kind of industry is really the best fit for what you want to achieve.

Objectives of Business

What are your objectives for this business? Define what you want out of the business.

Passions - Enjoyment - Lifestyle

We live in a great time. There are so many options. You literally can get exactly what you want.

START FRANCHISE SHOPPING



04

Preparation is key. During this step you will be armed with valuable information and essential tools. As a Franchise Consultant, I spend all day, every day looking at and assessing franchises. I have developed numerous systems to prepare you.

Education

The first step is educating you on how to get the information you need to assess the concept. A lot of franchisors don't give you the information you need to assess the financial opportunity. I will ensure that you get that information.

Tools

We have a huge library of tools to help you with every step of the selection process.

PREPARE YOURSELF



07

Getting the Franchise to say YES to you!

Because the franchise is a business in itself and they are trusting their system to the care of each franchisee, the franchisor has a process that will determine if you are a good fit for them.

This is important to their business to ensure they will be successful in the long term and that they are only bringing the best candidates into their business.

Our goal with this step is to work with you and ensure that you have everything you need to impress the franchisor on the things that they are looking for.

FRANCHISE AWARD



02

Quality

What do you qualify for?

What is in your price range?

What is going to keep you comfortable in the start-up phase?

We never want to overextend you. Our goal is to prepare you for success all the way through the life of your business - not just at the beginning.

Leverage

One of the ways that investors are able to grow their assets faster is by leveraging. We want to start the funding process to be able to give you the option to leverage with other people's money.

ACQUIRE FUNDING



05

When we have narrowed your selections down to those that meet your personal goals and those who have proven to be a strong business it is time to introduce you to them.

Our consulting group has established relationships with hundreds of concepts and know the best people to speak with.

The goal of introducing you is to see if both you and the concept are a good fit.

After this meeting you'll have a much better picture of how you see the concept and if you'd like to proceed.

FRANCHISOR INTRODUCTIONS



08

Then comes the reward!

At this point you have completed your research, selected and analyzed numerous concepts and decided on the best fit for you.

Because you have qualified for all the hurdles that are set before you and impressed the franchisor you have been brought into a growing business.

Now you are in complete control over your financial future and have all the support and guidance of a successful system and team.

BECOME A FRANCHISE OWNER



03

Now that we know what industry best suits you and in the industry are, we need to compare them to one another.

When comparing your options you establish a reference point to make a confident selection.

Through this process we look at each of the concept's growth, track record, retention, competition, costs, etc.

At the end of this step you will have a clear picture of which concepts are the movers and shakers and those which fit you and your personal goals.

COMPARE YOUR OPTIONS



06

Research the franchise in great detail. Below are a few of the key steps I will guide you through.

Investigate the History

All franchises & business opportunities are regulated and have to disclose their history.

Experiencing the Franchise

We arrange for you to go see actual franchisees and experience the concept first hand.

Talk to Franchisees

Hear directly from others who have bought into the system to discover their thoughts on the opportunity.

Find out Numbers

How much can I make and how quickly can I make it?

DO DUE DILIGENCE



Congratulations! You did it.