



Client guide to using a franchise consultant.

Developed to help you understand the **benefits**, **process**, and **goals** of utilizing the services of a professional franchise consultant.

Presented By

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MyFranchiseAdvisor.com

1

CLIENT
BENEFITS

2

PROCESS
OVERVIEW

3

GETTING
STARTED

4

FRANCHISE
CONSULTATION

5

FRANCHISE
OPTIONS

6

FRANCHISOR
DISCUSSIONS

7

QUESTIONS
& ANSWERS

Client Benefits

Why Use a Franchise Consultant

If you are taking the time to review this document, there is a strong likelihood that you can benefit from the services of a professional franchise consultant. First and foremost, you *know what you don't know* and place value on getting the help you need to make an informed business decision. Here are some common reasons why people utilize my services:

- **Impact of Decision** - For most people, selecting a business is one of the biggest decisions one can make and this one decision will have long-term consequences on their lives.
- **Lack of Knowledge** - Most people have heard about franchising, but many don't know the details. Franchise consultants educate you on all aspects of franchising and are available to lend their perspectives as questions arise.
- **Mitigation of Risk** - Franchise consultants provide you the knowledge and support through the franchise buying process, helping you assess and calculate potential risks.
- **Time** - The franchise investigation and evaluation process can be very time consuming. Franchise consultants help reduce the time wasted on franchise concepts that *are not* a good fit for you.
- **Uncertainty** - Many people looking for a business may not know whether now is the right time, if they have sufficient capital, or what franchises would be a good fit. We help bring clarity to those questions and concerns through education and collaboration.

Franchising is Not for Everyone

Going into business, *whether it's your first rodeo or you've owned businesses in the past*, is not an easy task. Most people have a plethora of questions and concerns - and rightfully so. We help people understand what franchising is all about and what it's going to take to be successful based on their personal, lifestyle, and financial goals. We are also prepared to let you know if franchising *may not* be for you, if you do not have the required skills, ability, personality or capital needed to succeed.

1

CLIENT
BENEFITS

2

PROCESS
OVERVIEW

3

GETTING
STARTED

4

FRANCHISE
CONSULTATION

5

FRANCHISE
OPTIONS

6

FRANCHISOR
DISCUSSIONS

7

QUESTIONS
& ANSWERS

Process Overview

Thousands of Clients

The process we use for helping clients investigate franchising has been used to help thousands of people research and select franchises that are best suited to help them achieve their lifestyle and financial goals. Coupled with the experience of your franchise consultant, your franchise education process will be effective in helping you make a more informed business decision that is best for you. Whether that means you move forward with a franchise *or not*.

The Franchise Consulting Company Process

The purpose of this document is to serve as a resource as you make a decision to utilize the assistance of a franchise consultant. It's vital that you understand our process and more importantly why the process can help you succeed in finding that *perfect fit* franchise.

Here's a brief overview of the process:

- Confidential Questionnaire Completion (20-30 minutes)
- Franchise Consultation Call (60-75 minutes)
- Franchise Options Review (60 minutes)
- Franchisor Investigations (4 to 8 weeks)

Time Commitment

If you are serious about researching franchising, then please understand that there is a significant time requirement. The initial phase with your consultant (first three steps above) does NOT take very much time, the real time commitment is when you begin interacting with franchisors. Each franchise company has a specific process that is required of franchise candidates that wish to be awarded a franchise. Just know that you can stop the process at *any time* for *any reason*, ultimately you control the process.

1
CLIENT
BENEFITS

2
PROCESS
OVERVIEW

3
GETTING
STARTED

4
FRANCHISE
CONSULTATION

5
FRANCHISE
OPTIONS

6
FRANCHISOR
DISCUSSIONS

7
QUESTIONS
& ANSWERS

Getting Started

Making the Decision

Congratulations for making the decision to investigate franchising.

Typically the decision is a result of one or more of the following:

- Tired of working for someone else
- Concerns over stability of employment outlook
- Desire to grow income and net worth
- Need to gain freedom, flexibility and balance in your life
- It's something you've always wanted to do

No matter what your decision is, there's no better time than now to start your investigation. I have always believed that making the best decision warrants a thorough investigation. This is your opportunity to investigate franchising with the help of a franchising expert. What could be better?

The Confidential Questionnaire (20 minutes)

In working with your franchise consultant, you are required to complete our confidential questionnaire prior to your initial franchise consultation so we can be as productive as possible. The online questionnaire provides a basic understanding of your franchise preferences, business outlook, location preference, and your ability to fund the business.

You are required to complete the confidential questionnaire, the information you share remains 100% confidential. If you decide to engage in discussions with a franchisor, your information will be provided to a franchisor (at your discretion) as a means to pre-qualify you.

Access the Confidential Questionnaire

Use password - **franchisnow**

Enter Marty Greenbaum & marty@thefranchiseconsultingcompany.com where prompted so the completed questionnaire gets routed to me.

1

CLIENT
BENEFITS

2

PROCESS
OVERVIEW

3

GETTING
STARTED

4

FRANCHISE
CONSULTATION

5

FRANCHISE
OPTIONS

6

FRANCHISOR
DISCUSSIONS

7

QUESTIONS
& ANSWERS

Franchise Consultation

Goals of Our Initial Call (60 to 90 minutes)

The Franchise Consultation call is a vital step in the process, allowing us to set your criteria for goals, expectations, business attributes, your level of involvement and bring clarity to the process. My ultimate goal is to educate you and help you find that “perfect fit” franchise.

Here is what we’ll accomplish during the Franchise Consultation:

- **Develop Rapport & Trust** - This is essential in our working together successfully. I welcome you to investigate me at MyFranchiseAdvisor.com or LinkedIN so you understand my extensive experience in business and franchising.
- **Understand You** - Reviewing your responses from your confidential questionnaire and asking you very specific questions during the first half of the Franchise Consultation, I make sure I have a clear understanding of who you are, what you’re looking for and what you are trying to accomplish.
- **Educate You on Franchising** - I’ll spend some time educating you on the specifics of franchising, developing a foundational understanding that will help you navigate through the process.
- **Industry Preference Exercise** - We’ll take the time to review over 20 franchise industry segments (i.e. restaurants, fitness, automotive, home service companies, senior care, professional services etc.). I educate you on investment ranges and attributes and we will discuss your level of interest in each industry segment.
- **Legal & Financial Discussion** - It’s important to understand the legal and financial resources used in the franchise buying process. I make sure you understand what resources you may need and when it is appropriate to reach out to industry experts.

Why People Opt Out

Some people let fear, skepticism, and doubt get in the way of having a franchise consultant assist them. I *do not sell* franchises, there’s no pressure and you are not obligated in any way (there is *no contract* between us).

1

CLIENT
BENEFITS

2

PROCESS
OVERVIEW

3

GETTING
STARTED

4

FRANCHISE
CONSULTATION

5

FRANCHISE
OPTIONS

6

FRANCHISOR
DISCUSSIONS

7

QUESTIONS
& ANSWERS

Franchise Options

Determining Franchise Options (6-7 days)

Drawing from your Confidential Questionnaire and our Franchise Consultation, I gain a very clear understanding of those things that will steer my franchise research on your behalf. Leveraging my 30+ years of franchise and business experience, and first hand knowledge of hundreds of franchise brands, I research franchise options in those industry segments that you have the most interest in. My research includes a comprehensive analysis of the franchise attributes against your specific criteria. I then conduct my market research to insure that there is territory availability and it makes sense for your preferred market(s).

Franchise Options Review (60 minutes)

Typically one week after the Franchise Consultation, I will have completed my research and am prepared to share the results with you.

Here's what you can expect from our Franchise Options Review call:

- **Specific Brand Review** - We will discuss in detail 6 to 8 franchise opportunities that I believe are best suited for you. We will take a deep dive into the details of the brand, organization and why I believe it is a worthwhile choice.
- **Franchise Selection** - At the end of our call I will ask you which brands you have the most interest in and if you would like me to connect you to one or more so you can begin your discussions with the franchise companies. You are *not obligated* to select a franchise or begin discussions, however, most people are typically excited to learn more about the franchises that peaked their interest.
- **Discussions with Franchisors** - Based on your selections, I will reach out to only the franchisors *you selected*, provide them with your information and have them reach out to you to schedule an initial discussion.

1

CLIENT
BENEFITS

2

PROCESS
OVERVIEW

3

GETTING
STARTED

4

FRANCHISE
CONSULTATION

5

FRANCHISE
OPTIONS

6

FRANCHISOR
DISCUSSIONS

7

QUESTIONS
& ANSWERS

Franchisor Discussions

Franchise Investigations

Upon your selection of franchises you would like to investigate, I connect you at a high level with those franchisors. Franchisors that work with me put a great deal of value on my services and know that the candidates that I recommend to them have been pre-vetted and meet their requirements.

Once I have submitted your information, you can expect to hear from the franchisor to schedule your initial discussion. During that initial call, they will typically provide you with an overview and make sure you understand their franchise development process. Typically, these processes have 7-9 steps and are designed to leave no stone unturned. The goal of the process is for you to be able to make an informed decision about the franchise and for the franchise company to determine if you are a good fit for their organization.

Time Requirements

Franchisors have a process for candidates to learn about all aspects of their business model, organization, and franchisee requirements. There is typically a time commitment of 1-2 hours per week, per franchise, expanding as you get deeper into the process and start spending time speaking with franchisees. If you are serious about an opportunity, it is likely that you be asked to participate in what is referred to as a Discovery Day, where you'll spend a day or so at the corporate headquarters meeting with franchise executives, touring operating businesses, and experiencing the brand first hand.

Ongoing Consultant Collaboration

Invariably, you will have questions after you speak with franchisors. I welcome my clients to leverage my franchise and business experience to help guide them through the process. I also have a number of legal and financial resources available if you decide to invest in a franchise.

1

CLIENT
BENEFITS

2

PROCESS
OVERVIEW

3

GETTING
STARTED

4

FRANCHISE
CONSULTATION

5

FRANCHISE
OPTIONS

6

FRANCHISOR
DISCUSSIONS

7

QUESTIONS
& ANSWERS

Questions & Answers

1

CLIENT
BENEFITS

2

PROCESS
OVERVIEW

3

GETTING
STARTED

4

FRANCHISE
CONSULTATION

5

FRANCHISE
OPTIONS

6

FRANCHISOR
DISCUSSIONS

7

QUESTIONS
& ANSWERS

What does it cost for the service?

My services are 100% FREE to you - no gimmicks? Just as in real estate, the buyer (you) does not pay the agent commission. The seller (franchisor) pays a commission, but only if you execute a franchise agreement and become a franchisee.

Why wouldn't you recommend franchises that pay the most commission?

The commission structure is very similar across the board and there's really no incentive to pick one brand or another for that reason. I would rather find you a great business that you could succeed with and then hopefully you refer friends and family to me.

Do I have to buy a franchise?

You are NOT obligated to buy a franchise. We are merely investigating franchising and focusing on those franchise options that are best suited for you based on the criteria we develop together.

What if I want to quit my investigations?

There is no contract between us and you can quit your investigations whenever you want. Sometimes there are things that happen in life that make us shift directions. I only ask that you notify me and the franchisors that you are in communication with as soon as you decide to end your investigation.

Can I also investigate franchises on my own?

The simple answer is yes, however, it's often best to keep me informed of what franchises you have come across that you have interest in. It is likely that I have insight into the industry segment or the franchise that I would be happy to share with you.

What if I don't like your options?

Then we discuss what you don't like and bring you additional options for consideration. This is a learning process and in some cases we don't hit the bullseye in the first round of investigations. No worries, it's not all that uncommon to have to revisit the franchise selection process as we continue to learn.

Can I buy any franchise I want?

Franchises can not be purchased, they are *awarded* by the franchisor. The franchisor has the right to refuse to award a franchise to candidates that do not meet their qualifications or if they don't think you're a good fit. That's why it's a good idea to present yourself in the best light possible and provide the utmost of professionalism when working with franchisors through their development process.