

# Ready To **Franchise** Your Business?

Welcome to the most comprehensive global franchising system. We are the only organization on the planet that has the in-house franchising resources under one roof to help you achieve your vision. Our platforms have been built and perfected to seamlessly enable the entire franchising process. From start to finish. Step by step. Just like your franchisees will expect when they buy the franchise you are creating.

We have the resources you need, at the right time, at the right price. We can help you choose the right path no matter where you are in your franchise development process.

All with a single point of contact and absolute accountability for quality results.

## Franchise Genesis

The Genesis of It All. The first step in your journey – taking your business and turning it into a franchise system. It all starts with a rock solid Franchise Disclosure Document (FDD). Our attorney partners construct an FDD that is built for the long term. The most effective and successful franchise system launches are done with complete support and guidance along the way. With a well known and experienced team in building and developing franchise brands, we will use our experience to build your franchise expansion program.



### Outsourced Franchise Sales and Franchise Management

Manage your franchise sales at a fraction of the cost of an in-house sales organization.



### Franchisor Funding Sources

Locate and source funding opportunities for both franchisors and franchisees.



### Franchise Advertising Research

Conduct research on franchise industry-specific advertising practices for different franchise industries.



### Franchise Negotiation

Works to negotiate franchise transactions and oversee the acquisition of franchise networks.



### Dealer Conversion

Assist in converting dealership models into franchise systems which allow the franchise organization to have better control, performance and management over the operating network.



### Franchise Industry Metrics

Develop and measure industry performance metrics based in industry segments within franchising.



### Franchise Marketing Programs

Develop customized and efficient franchise marketing programs for franchisors.



### Franchise Best Practices

Conduct best practice reviews and audits for franchise systems to oversee the level of efficiency in day to day operating and management of the organization.

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## Franchise Sales

Oversee the review and audit of a franchise sales program for a franchisor.



## Feasibility Study

Works with businesses considering change in strategy or mission to develop feasibility studies and market analysis.



## Franchise Advertising Research

Conduct research on franchise industry-specific advertising practices for different franchise industries.



## Legal Consulting

Disclosure Documents, Franchise Registrations, and Renewals. Franchise Genesis works with third party, experienced franchise attorneys who represent the Franchisor.



## Retail Strategy and Positioning

Retail price comparison and positioning study for a multi-billion-dollar retailer looking to refine retail strategy.



## Unit Valuation and Unit Sale

Selling company operations with the valuation of existing operations and the development of a company-unit sales strategy.



## Franchise System Valuation

Work with franchisors to develop and build valuations for existing franchise systems.



## Expert Witness

Serve as an expert witness and in franchise litigation for franchisors and franchisees.



## The Franchise Consulting Company (FCC)

FCC refers entrepreneur clients who want to purchase a franchise with businesses that fit the criteria the client is looking for. With 150 offices in the USA and 19 countries, FCC works as a single united team to give our clients the highest quality advice possible as to what franchises they should investigate for ownership. We help clients structure a franchise strategy based on the uniqueness of their situation and what they find most compelling as to brand, culture and operating models in order to attain their goals.

Franchisors benefit from the aggregate efforts of the largest number of experienced franchise experts in the space. We will help find franchise candidates across the country and worldwide. With offices around the world, our reach is the most extensive in franchising.



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