



#IFA 2017

CONVENTION

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How Multi-Unit and Multi-Brand Franchisees Select New Brands (and the Top 5 Deal Killers)

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How Multi-Unit and Multi-Brand Franchisees Select New Brands

- **Moderator:**
 - **Therese Thilgen**, *CEO/Co-Founder*, Franchise Update Media
- **Speakers:**
 - **Yaron Goldman**, *Multi-Unit Franchisee*, McAlister's and MOD Pizza;
 - **Jeff Sturgis**, *Chief Development Officer*, McAlister Corporation

Key Takeaways

- Understanding How Multi-Unit Franchisees Select New Brands
- Understanding How Franchisors Determine if a Multi-Unit Franchisee is the Right Fit for Their System
- Understanding the Red Flags in the Process

5 Deal Killers for Multi-Unit Franchisees

- Trusted Leadership / Management
- Brand Reputation
- System Performance
- Growth Potential
- Financial Claims

Red Flags

- Trust & Integrity
- Closures & Resales
- Lack of AUV Growth
- Small % of Franchisor Operated Locations
- Frequent Change in Leadership

5 Deal Killers for Franchisors

- Fit with brand culture
- Operational compatibility and transference
- Poor operations in existing business
- Challenging system standards and operations before signing
- Development deal structure

Learnings from Working with MUO's

- Transparency is a must
- Access is important – to information, franchisees and management
- Recognize that they know how to buy and research a franchise
- Real estate is a big part of the decision making process – support and availability
- Have a clear development plan and explanation of how they fit in it

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Thank You