



# IFA ANNUAL CONVENTION

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# How Franchisors Attract Multi-Unit Franchisees to Their Brands



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**Franchise Update Media**

# Attracting Multi-Unit Franchisees



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Chief Development Officer  
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# KEY TAKEAWAYS

- How Franchisors Attract Multi-Unit Franchisees
- Where Experienced Multi-Unit Franchisees Seek New Brands
- How Multi-Unit Franchisees Conduct Due Diligence
- What Multi-Unit Franchisees Expect with a New Brand

# The Why



# How Do Franchisors Attract Multi-Unit Franchisees to Their Brands & Where Do Experienced Multi-Unit Franchisees Seek New Brands

- Online
- Trade Magazines
- Trade Shows
- Personal Reference
- Fan of the Brand

# Franchise Due Diligence Prior to Contacting a Franchisor

- Brand Power, Strength in Number of Locations, Marketshare
- Strong C-Suite
- Profitable Franchisees
- Satisfied Customers
- Unit Economics: Investments, ROP, Cash-on-Cash Returns, FDD item 19 and consult with existing franchisees



# How Do Multi-Unit Franchisees Expect a Franchisor to Respond to Their Interest and Inquiry

- Like Any Interested Prospect or With Special Consideration?
- Application?
- Drip Campaigns?
- Personal Meeting with Leadership Team Early in the Process?

**Yes! Yes!**  
**Yes!**

# What Do Multi-Unit Franchisees Want to Know Upon First Contact with a Franchisor

- Territory Availability
- Scalability
- Standard Agreements Altered
- Special Incentives\*

# Drawbacks & Challenges of Recruiting Multi-Unit/Multi-Brand Franchisees

- Diluted Focus/Interest in Your Brand
- Financial Capacity for Growth
- Non-Compete Issues
- Other?

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