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**FRANCHISE INVESTIGATION PROCESS STEPS**

**Getting To Know You** (2 weeks)

1. Initial Call w/Educator
   1. We will get an overall idea of your thoughts, questions and interests.
2. Fill out the Confidential Questionnaire (CQ), Myers Briggs (MB), Resume and Goals
3. Consultation Call
   1. We will walk through more in depth of your background, career, goals and interests.
   2. Define parameters of what you want in a business.
4. Introduce You to 3rd Party Financing
   1. This step is usually best done at this time to accurately understand what your comfortable investing and how.
   2. This also allows you to have clarity in your options. If a loan is an option this step will help you to understand the amount you are pre-qualified for investing your business.
5. Create Business Model
   1. I will compile your information & answers and create your personal business model to use as a filter when looking at the franchise options.
6. Territory Checks
   1. With the list of options from the filtered options from your business model I will make sure there is territory available in your geographical area.
7. Introduce You to the Top Franchise Concepts

**Investigation w/Franchise Concepts** (6-8 Weeks)

1. Introduction Call
   1. On this call you will learn a high level overview of the business model and all it’s basic parts. (i.e. Real Estate, Marketing etc.)
   2. What the rest of the calls or steps of their investigation entail.
   3. They may or may not give you the FDD after this call. The franchisor can only speak to you about the Item 19 figures in this document. During the validation process later on you could learn more as franchisee are not bound by the FDD….however, it is that franchisee’s choice to share that information on their business.
2. Debriefing Call with Me
   1. What did you like? What did you not like? What do you want to learn more about?
   2. Compile your thoughts & questions for the 2nd call?
3. 2nd Investigation Step
   1. The format & topic vary by franchisor. This could be a webinar, a call with the CEO, a recorded call w/a franchisee.
4. Debrief Call with Me
   1. What did you like? What did you not like? What do you want to learn more about? How is it matching with your goals?
   2. Compile your thoughts & questions for the 3rd call or not move forward with this franchise concept?
5. 3rd Investigation Step
6. 4th Investigation Step
7. 5th Investigation Step
   1. For some franchisors will have 4 calls/steps some may have 6 calls/steps prior to validation.
8. Validation
   1. This is your opportunity to speak with current franchisees to validate the information you have learned about the business.
   2. I can provide you a list of questions to start and you can add your own.
   3. As noted above, you could learn more re: financial returns or you may not.
9. Discovery Day / Meet the Team Day (1-2 Days)
   1. Typically you travel to their headquarters or location of choice to meet the team, view a location (if a brick & mortar), go on a ride-a-long, experience aspects first hand etc.
   2. Every franchisor handles this portion differently – however, the overall idea is to have your final step of the investigation completed.
   3. Traveling to a Discovery Day most clients have a strong thoughts of feeling positive towards the business and wanting to be made an offer. Traveling home from a Discovery Day – you should know a ‘yes’ or ‘no’ if you will accept or decline an offer. Most franchisors will not invite clients to a DDay without having a similar strong feeling that you will make a good franchisee and it would be a good business relationship.
10. If An Offer is Made
    1. Once the franchisor has a chance to discuss the potential franchisees they will notify you of an offer and usually how long you have to decide on a final decision. Just like a job offer from corporate – it is respectful to give an answer within a respectable amount of time.
    2. Prior to this we will have discussed your plan on how to finance the business.
11. To Accept or Not Accept (1 Week)
    1. If you accept the offer than Franchise Agreements will be sent to you. I can make recommendations on franchise attorneys. It is your choice to use one or not. If you choose to use one they will explain the document to you. Once you sign than the beginning funds will be sent to the franchisor per their instructions.
    2. If you do not accept the offer, than the franchisor will close your file. We can asses why you chose no and take the next steps you’re comfortable with doing – whether it is looking at more concepts or taking some down time on your search.