

Buying a Franchise

If We Could Do it All Over Again ... Would We?

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Buying a Franchise. If We Could Do it All Over Again ... Would We?

We have a very exciting topic today, which we'll bread down into multiple episodes because we are jam-packed full of content today. So we're just going to go ahead and dive in.

We always like to start with a myth or fact. The question for you Dave (my husband and franchise business partner), "Myth or Fact. Did we know all of the questions we were supposed to ask to help us pick our **perfect franchise**?"

After a long laugh, Dave says "Myth".

Myth is right because if we had to do it over again there are many questions we should have asked.

Now there are many things that Dave and I have in common. One of those is that we both love football.

Dave will tell the story.

Oh, sure. So a long time ago, many, many, many years ago, 30+, Stacey and I were at a Superbowl party that my roommates and I were hosting. Stacey came with her friends, and during the pre-game show I noticed she had on a Redskins sweatshirt. It would be the Commanders today, to be politically correct. I was sitting a few seats away from her next to somebody else. I was like, wow, she has a Redskin sweater on, I'm going to make this fun. I'm going to bet her that the Redskins were going to lose the game. I said, I bet you that for every touchdown that the Redskins score, I will drink a beer. And for every touchdown that the Denver Broncos score, which happened to be the opposing team in this Superbowl, you will drink a beer. And the moral of the story was that I believe the score was 44 to 10, the Redskins won.

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I lost that bet pretty bad. Actually, I did not. Of course, it was a great bet because here we are 31 years later of marriage and everything has been absolutely wonderful. That's why we love football so much.

Many people love football and we all tend to kind of be the armchair quarterback. We all just sit back and say "He should have done that and he should have done that. And why didn't he do that? Or why did he do that? So, it's really easy to be the armchair quarterback.

Where It All Started

Well, one thing you may not know about us in addition to us is that loving football is that we still **own a franchise today**, 16 years later. So today we want to play armchair quarterback and look back to see if we were to do it again, would we do it again? But more importantly, what questions would we, could we, should we have asked because this is what we help our clients do today so that they can make an informed decision and pick a **great franchise** ... that's a great fit for them.

Those of you that already know us know we love to be transparent and share the good, the bad and the ugly. So the first thing we want to talk about is when you're looking at different franchise concepts, the most important thing you want to do is get clarity of that **franchise's strengths and weaknesses**. Dave will give a little bit of a background on the model of our franchise and paint the story a little bit so that you, the audience, can understand how you get clarity on strengths and weaknesses.

When we went into this **franchise search** this was our first franchise. We had come out of running another business that we started completely from scratch so we had business experience. We kind of went into it like, oh, we know everything. What can they possibly **teach us about a franchise**? But we knew this time we wanted a proven system. We wanted a system that we could just implement and be successful because we felt that with our background and business strengths that we would be able to just take anything that was already kind of predefined and run with it and really make it work.

Beware of Shiny Objects

So a little bit about the **business model** of this franchise, it's a coffee and smoothie franchise that was developed originally on what they call an events model. Meaning that most of the business that was done by the franchisees was at events. You would go out to certain events or they would set up in a stadium or wherever there's a crowd and you would serve coffees and smoothies in those environments. That was really how the **franchise grew** so quickly and became successful to that point. What started to happen over time was that the franchise even eventually saw a new need (and probably just from the feedback about their products, their products are really, really, really high-quality products. People would ask where's your store. They'd say, "we love this, where can we get it? Where's your store? And so ding, ding, ding, we said let's open up a store, right?

So yeah, ding, ding, ding, the franchisor ran out and decided that they needed to be in brick and mortar. We see this today with the franchisors we work with where the franchisors want to have a multiple revenue stream model, which means that for instance, in the foodservice business, it's common for them to have both brick and mortar and some type of mobile concepts available under the same franchise. In **our franchise**, they started with a mobile model and went towards brick and mortar. What we see more today is that franchisors are going from brick and mortar into mobile, which both concepts work. So that's really the overall arching framework of how when we went to acquire this franchise, what we were expecting, and what was really working well was pretty much exclusively doing events.

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So it was an event-based model, something that's super fun, sexy and working well. And everybody loved the products and they're like great, where's your store? And everybody was asking this within the system. So the franchisor said, okay, great. Let's open up some brick-and-mortar stores.

What was the problem here you may be asking? Well, the issue was that the management team that was in place at the franchisor really didn't have the experience with brick and mortar. They had never opened and operated a store themselves. They didn't have a proven system!



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Since they did not have a store(s) of their own. They were not familiar with real estate and negotiating leases. They just kind of rushed into delivering this concept to the franchisees. We were one of the ones that was early on and we rushed in. We felt that everyone loves this product, how could this not work? We'll run down this route a bit more in a bit. Don't stop here ... you will see what can go wrong.

Yes Distribution Matters

To start you really need to think about what are the **franchise's strengths and weaknesses** and kind of where they are headed. But you also want to look at some other things, one of those would be the product. You're buying into a franchise to not only be able to have the brand name, but to be able to offer the product(s) in your business. In our business, it was the coffees and smoothies. Now they have an amazing product, but one challenge was they had only one vendor making their product and what happens, dot dot dot, when that vendor comes back and wants to double their price or they go out of business or there are distribution challenges.

We ran into it when there was a strawberry shortage with their smoothies. Our franchise literally could not get strawberries. And if they did, we were going to have to pay like five times the price. So these are considerations when you're looking at a franchise, how and where do they get their product? How is it sourced? Who owns it?

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There are franchises where they actually make their own product, and there are literally pros and cons to that as well. Then there are franchises where they outsource their product. So understanding the product piece of it, where and how, and who is the vendor and how and where are you going to get your product is definitely something you're going to want to fully understand, which then ties into distribution.

How are you going to get your product? I'll give you two distribution nightmares that we had to deal with. The first one was early on when we were just doing events. We were running this out of a warehouse and we had commercial freezers to store the product for what we were doing. We had some shelving. There were two issues: one is that we had a minimum product order. At the time we had to order an entire pallet of smoothie mix or, or none meaning if you just need two boxes of smoothie mix but you would have to order a whole pallet in order to get some. Each order was thousands of dollars.

To order by the pallet wasn't even the biggest challenge. The biggest challenge was that where our warehouse was, it was not conducive in any way, shape or form to having a tractor-trailer pull up and deliver a pallet of anything. So what ended up happening is that the distribution company refused to pull their truck in there, and the landlord of the property wouldn't even allow it. So they ended up negotiating with us to meet them at the shopping mall down the street. We would drive our truck over there, unload an entire pallet into our truck, drive it back to our warehouse and load it into our storage facility. So you could see that was definitely a lot of extra work and a major challenge.

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The second major distribution challenge came when we had two brick-and-mortar locations in an airport. Sounds great right? Well not so much.

The first issue here was that when we wanted to source things that were on the menu, that wasn't directly related to this **franchise's product mix**. At the time the franchise was only really familiar with distribution of their coffee and smoothies. We were in the airport and we were selling additional things like muffins, water and bottled juice drinks and such. We had to offer other things in the airport. The airport pretty much required it for us to even have facilities there. So the challenge was that we had to work with multiple vendors and coordinate getting all this stuff in there on a regular basis. Getting one thing from here, and another thing from there, and in the airport, it's not easy because they don't even distribute the stuff to where your actual stores are located. It goes to a distribution building that's a half a mile away and then gets shipped over to your place by them, and it was really expensive. It became a real challenge to be able to work with this franchise to get things at a reasonable cost that we could offer, that weren't their products, and we paid royalties to them for these third-party sales (in which we got close to nothing in return). So by the time we would add it all up, in a lot of cases, the third-party products netted us almost nothing. That's really because the distribution wasn't well organized and wasn't really well thought through to help the franchisees maintain a healthy profit margin on these products.

To summarize, it's up to you to know where your products are coming from. Understand the **distribution model**. How easily you can get them, and is there real distribution in place? What, how much do you need to order? Because that's going to impact your cash flow and money that you're going to need perhaps to invest in inventory. How quickly can you get it replenished? What happens if there are issues with the vendor if it's an outsourced kind of model. So these are some of the criteria and questions that you're going to want ask as you're talking to different **franchise concepts**.

Competition ... a two edged sword

The next thing that you're going to want to consider is the competition. If you're going to **invest in a franchise**, you want to know who your competitors are going to be. Is there room for another player? We were a very small coffee/smoothie concept and guess who our competition was? What everybody drinks. That white cup with the green logo on it. And maybe that's a good thing, because I think competition can be a good thing. It means that there is a market and there is opportunity there, but you should really understand it.



Is there room for you to come in? Do you understand the local dynamics that are happening?

Are customers or clients very attached to who they currently use and why ultimately would they want to do business with you? There are so many questions to ask here.

Brands were NOT us

The next thing you're going to want to look at is the brand. Now, when you're paying a **franchise fee**, this is definitely what you're investing in. You're investing in that brand, that name, that logo. So how is that brand represented and how important is it in helping you to get new business in your area? Now in our coffee smoothie business, people loved our products. But Dave, would you say that the name or the brand was an important part of the franchise?

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I think it's the **most important part of a franchise**. I'll give you an example. When we went out to do events and we'd generally be there with multiple other vendors set up in a row with them or even in stadiums and venues like that. And to get people to buy our products, particularly in the early days, we had to do something called sampling and we had to do a lot of it.

I mean, we had to have people standing out in the front, offering our product to get them to try it. And it was an instant hit. It was love at first sight once they tasted it, they loved it. They would literally go up, take their whole family up and buy a whole slew of smoothies or, whatever we were offering that day. So it was a great product, but it didn't have a well-known brand name. And as Stacey said, when you think about it, we were literally there competing with other brands that are a lot more well known for these types of products. You know which one we're talking about. And there's another one with an M that started serving smoothies after a while. So competition can be great. But it's only great if your brand can stand out and your brand can be important in that market space.

So I think for us in the beginning, we didn't have name or brand recognition, at least in our local area. But as Dave said, we were sampling, we got our product into as many people's mouths as possible. And then people started talking about it and there was **brand recognition** and people were literally naming our smoothies and they were tagging us on social media. I would say it probably took about two years for us to build a strong name. But then we had that brand recognition.

Yeah. It took a while. It really did.

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Now the other side of that is that if people love your product and people are seeing that they love your product, people may try and knock you off. You want to talk about how that happened to us, Dave?

I can certainly talk about that too. We were set up was in a football stadium. I'm not going to name anybody here. They had us on all three floors or concourses of their stadium. We had a three-year agreement with them to serve our smoothies. Actually, we served everything. We served smoothies and coffees, and even hot chocolate. So we served them on all three floors for three years and our contract was up for renewal and they said, oh gee, you know what: we don't want to have you back anymore. We're like, well, that sucks. Why? Well, we're going to do it ourselves.

We're going to build our own tiki bar, put a purple surfboard on it. And we're just going to pour smoothies out of a machine. We can do 'em really fast that way. Yeah. And we get to keep all the money. Yep.

That's what happened and this can happen to you too. Literally overnight, we were out of this stadium and somebody else was doing something like what we were doing. We won't call it the same product by any means, but they copied the concept. Not necessarily the product or the quality of what we delivered.

So be aware of knockoffs. Know who your competition is and be aware of the knockoffs. And when you're looking at your brand understand how important it is. Dave, talk about being in an airport and how important is a brand name in an airport location?

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Again, it's everything. We were in an airport and I don't want to understate this because we did pretty well there as a whole. The only thing is that we had major brand competition. This airport is one of the busiest airports in the world and when people are walking around and they're looking for something, they go to things that they recognize, right?



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They're going to run right over to the S word. They're going to run right over to the D word or the M word. And, because they recognize it, this is the power of a brand. We had to work really hard to make this concept work in this airport by differentiating ourselves. And again, this came from our prior business experience and pivoting: being able to pivot when things are difficult. We noticed that in this particular wing of the airport where we had our stores, that there weren't a lot of breakfast options. And so we really focused our menu and our messaging to bring people to our stands for breakfast. And, that was really the thing that made these locations work without having a great brand. So we did well with this concept at the airport over time, but it didn't start that way. We had nobody at our stands. We've got our employees out there with bright floral shirts on, standing out, handing out samples to everybody coming by and basically guerilla marketing them into buying stuff from us as they walked past. And that's not brand recognition, that is guerilla marketing.

An airport location can be great for a brand, but it's better for the franchisor because they're getting so many eyeballs looking at their sign and menu and store, maybe not so good for you as a local operator. Dave said, we were in a huge international airport. Are people who are traveling overseas going to ultimately be our customers on a local level? No, probably not.

So it's important that you really understand the dynamics of the brand and what it means and how you can benefit from it both on a local, regional and national basis. Those are some considerations and questions to ask related to brand. The next thing you're going to want to get some clarity on is support and training. After all, when you're buying a franchise, you're buying this system and they all talk about the training and the support that you get, but what are you really getting? Now, Dave did we get some training with our franchise?

Training and Support

I can't say no. I mean, we did and we learned the basics, and I think we got a very good grasp on how to run the mobile model. With the events model I think they did a really nice job with that training. We got zero training or even assistance on how to run a brick-and-mortar. So it's very important that you know, depending on your franchise, if they're adding on new models make sure you get the training and they have it available with that model before you invest in whatever it is they're asking you to do because you might be on your own. I mean, we had to literally work the brick and mortar model ourselves, without a lot of assistance just by a lot of it being trial and error. And that's not the way that you want to do it if you're buying a franchise. You want the proven system, you want to buy what they're good at.

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And so with training and support, a lot of the franchises that we work with, they actually do have really great training. And most of them make you come on-site or some of them will come out to you, but make sure you understand what is training? How is it accomplished? And is there any fee for it, but more so than that, what happens after training? On the support piece, what happens 3, 6, 9 months down the road? When you have a question, an issue or a problem, who do you contact? What if it's 6 in the morning? What if it's 10 at night? What if it's on a weekend? Make sure you understand where and how you get support.

As Dave was alluding to in our airport location, the support really became a big issue between us and the **franchisor**. Mostly because they didn't have the experience to give us any support because they had never done it themselves. But we had run into a challenge where they wanted us to pay royalties on top of our ad fee for products that were quote-unquote non-proprietary, meaning they didn't make them, create them, sell them to us like the coffees and the smoothies. So we had permission to sell these other products, but they were demanding a huge percentage of the sales, but they were doing nothing for us. They weren't supporting distribution. Anything.

So we were on our own and this is the lesson learned is that just because they have a new sexy revenue model be sure that you ask all these questions in advance. What and how are you helping me? Why is this going to work for me? And how are you going to help me be successful? Because I feel like that's where the biggest part of where our franchise came unglued was when they went out of their core strength, which was the event model and tried to support brick and mortar. And I think we probably got more information by talking to other vendors at the airport asking them questions about how to make this stuff work than we ever got from our franchisor.

So these are really important questions to ask. And when you work with us we're going to give you a checklist. We're going to help you hone in on the questions that you want to ask each of the different franchises, because the questions will be different and we're very familiar with all of them.

What is Marketing?

The next one that we're going to talk about to close out today's topic, which is passionate to Dave and my heart is marketing. You can buy a franchise, you can have the recipe and the proven system, but you still have to do marketing. How is your franchise going to help you with that? Dave, what kind of marketing help did we get from our franchise?

All right ... I want to say zero, but I'll say 1 out of 10. How about that?

Let me just finish this statement because I'm passionate about this topic. We probably got more information about marketing for this industry, for food service, from the foodservice businesses. And this is the part of a franchise that we never got from our franchisor. They were the ones that should be telling us, you need to try to do this ... you need to try to do that. You've got to sample it's the only way you're going to get this to work because without a brand (we talked about the brand) ... without a brand marketing becomes even more critical.

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Marketing is so important. And so you need to understand and **ask your franchise** what kind of assets do they have and how do they help you with what marketing, especially on a local level, because the franchisor tends to always think of beating their own chest. And they more think in bigger branding terms like do people know our brand. Are they aware of us? Do they like our logo kind of a thing, but on a local level you got to talk about guerilla marketing. And so what does your franchise do to help you? What kind of marketing assets and how easy are they to create and to produce? We have some franchises we work with where you can very easily go in and customize and make materials that you can use on a local level. And some of them it's like pulling teeth. They don't do anything.

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You have to go get your own website and figure out social media on your own. And you want email marketing? Oh, well go figure it out. So marketing is really important because look, let's face it, that's how you get your customers and clients. So make sure that you understand the marketing piece of it, especially because a lot of people who go into franchising, I think they're not so marketing oriented. They don't necessarily come from a marketing background which is why a franchise can be a great solution for them because those pieces, those assets, those procedures are already in place.

Dave we went so, so long on just this one area of a **franchisor's strengths and weaknesses** and some of the considerations and aspects that they should be looking at. We're continuing this ... we've got much more ... and we'll soon answer the question: "If we could do it all over again .. would we?"



The Franchise Leadership Team

Now we're going to be looking at the leadership team. Dave, give me your insight on this because in our franchise, when we were looking at this subject what was your initial impression of the leadership team?

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My opinion of the leadership team was that I didn't really have anything bad to say about the **leadership team of the franchise** that we purchased. On the other hand, that was probably more out of being naïve than it was out of reality. What we found over time was that the leadership team, not that they were really a bad leadership team, but they were **very unfocused**. They were trying to do too many things and not really doing any particular one of them extremely well.

I agree with you because at the time we were in what was considered a hot franchise, it was an **emerging brand**, and therefore the leadership team was growing and they had a lot of great people focused on marketing and things like that, but not necessarily so much on support. At the time, like Dave said, we were a little naïve. We didn't necessarily know what questions to ask. So we are going to give you those questions today. When you're looking at the leadership team is there high turnover? Are people coming and going?

Because in our franchise, we learned very quickly that people were leaving or they were bringing in new people so quickly that they didn't really understand the brand well enough to even support us.

- Who makes the decisions in that leadership team?
- Is it the founder? Is there a CEO in place?
- Is it the marketing person who makes the decision(s)?
- Where is the leadership taking that franchise? What are their goals?
- What does success mean to the franchise?

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These are questions that if we had dived a little bit deeper and as we were doing our due diligence may have led us to a different logic in our decision-making process. I'm not sure we actually had the opportunity to have those in-depth discussions with the leadership team early on. As you're going through your process, and especially if you work with us, we're going to make sure that you have those conversations and will give you appropriate questions to ask. Ultimately, you should come to a point where you have the opportunity to participate in what's called a discovery day. Now in our franchise, we didn't get that opportunity. So discovery day, now they do many of them virtually, but in the past you would travel and would get to go visit the franchise. Sometimes they'll take you out to some of their locations. They'll have you meet franchisees and it's definitely something you want to partake in.



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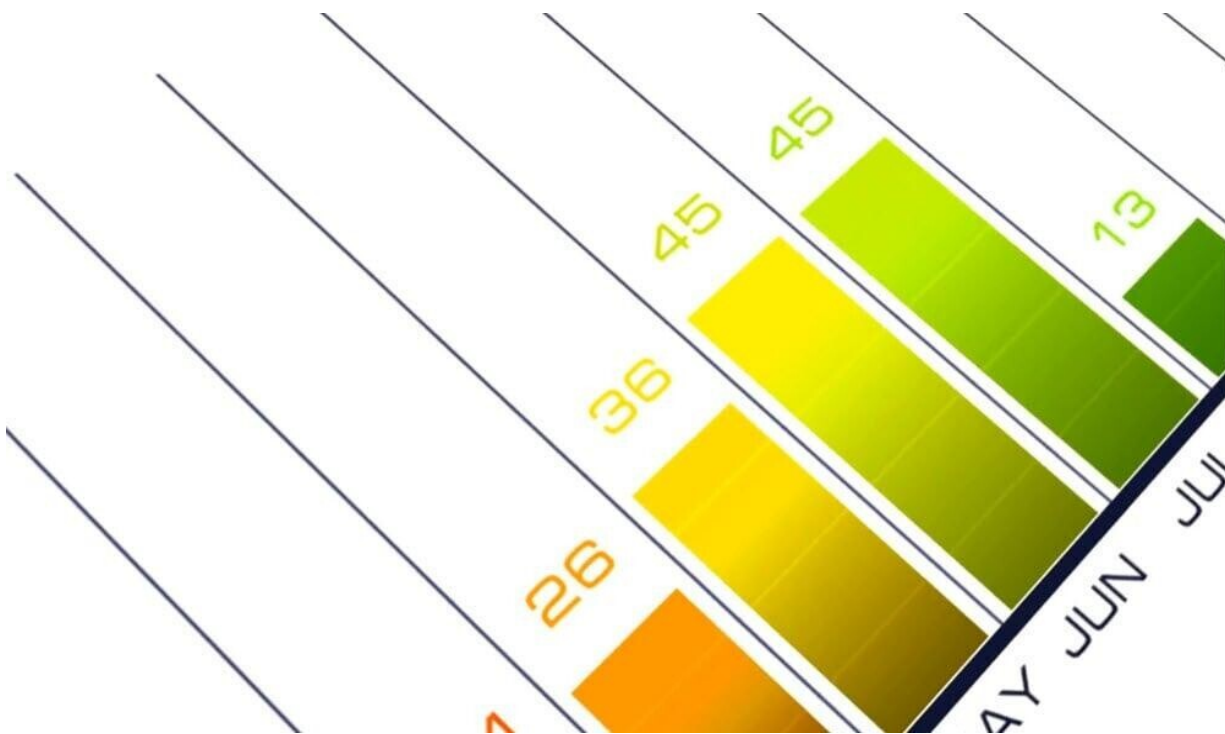
Again, I don't necessarily think they were a bad leadership team as a whole, I just think that they were all over the place and really not really super supportive and focused enough because of being all over the place they really **weren't helping us be successful**. That's kind of my overall feeling.

Franchise Territory

The next area we're going to talk about is franchise territory. When you invest in a franchise, most **franchises will have territory restrictions**.

This means you are buying the rights to sell a particular product or service in a specified territory. So you want to know how is that territory defined and what happens when you want to grow? Who is the competition?

All these kinds of questions revolve around territory. Dave, did territory impacted us in our franchise?



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The reality of it is that I don't think it really did affect us because in our franchise it wasn't restricted territories. You were restricted in that if you had a brick and mortar, you're probably not going to operate one 240 miles away at least to start. As far as the events went, and venues and stuff like that, we were kind of free to roam within a very large radius of where we are located and that was a blessing and it was a curse.

I think part of what intrigued us about this **franchise concept** was it was one of the few that actually did not have any territory restrictions. And we liked that because at the time we really wanted some freedom and flexibility. Our thought was, oh, in a few years, we might just want to pick up and move to Florida. We liked the idea that we could take the business with us, the equipment, and it was not like we would have to go buy a brand new territory in a new area. So there are definitely some benefits to not having franchise territory restrictions, just make sure you understand what you're getting with your franchise.

The other thing is that many of the concepts that we work with are emerging brands, meaning they're new up-and-coming franchises. When it comes to looking at the territory, you might have some bonus points in your favor, especially when you work with someone like us because we can possibly help you negotiate a larger territory. In many of the more established franchises, when you get to the point of **signing a franchise agreement**, there is no room for negotiation. We found this out when we were going through the process. When we came to the point of the franchise agreement we wanted some things taken out and some things added in, and what did they tell us? They said, you can pound sand.

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Now looking at it from the other side, now we understand why, because you can't have one franchisee who can do something and another franchisee who is doing something else. The whole point is to be systematic where everybody's treated the same and equal. When you are looking at an emerging brand, many times we can help you sometimes negotiate a larger territory. So that's one area where you might get some additional bonus points.

When you're looking at franchises here are some territory related questions:

- What is your territory?
- What's it based on?
- What happens if you want to scale and grow?
- Are there territories available and is it possible to get a larger territory from on the outset, if it's an emerging brand?

Emotional Decisions

Tying this all together you're going to come down that [franchise roadmap](#) with us to decision day. You're going to have to make a go or no go decision. And I would say, when we were going through it, we made a lot of our decisions based on emotion. Should we have done that?

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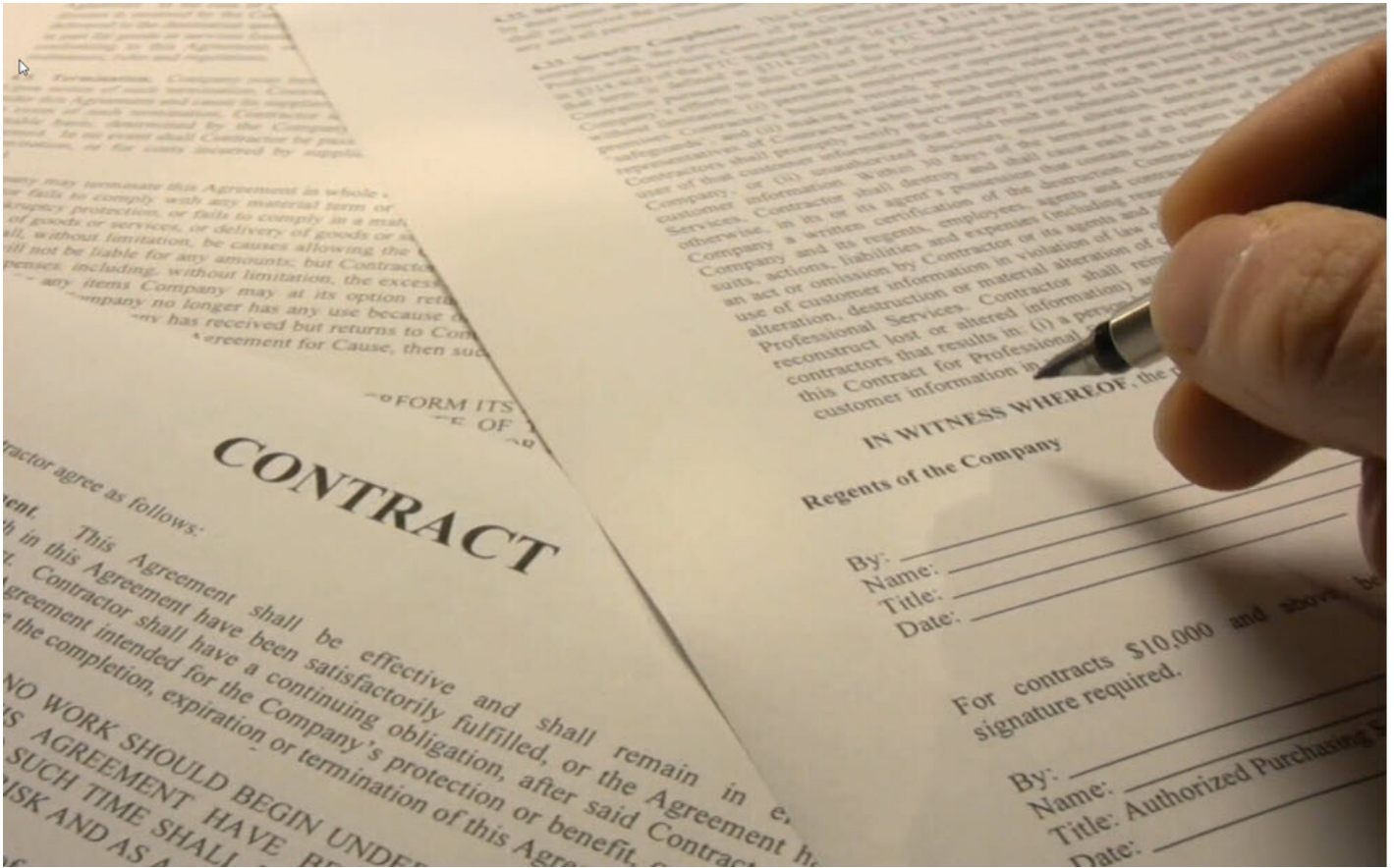
It's hard not to in most cases. I think that looking back on what the process we went through there were some gaps in what we should have gotten as far as information before we made our final decision that we did not get. Which means that if we didn't get that then part of that decision was definitely emotional. That is something that you really need to be careful of. It worked out well for us because the **franchise was a good match** to our why. We really liked the concept and it had a great product, and was a lot of fun. So it really worked out okay for us. But I think that looking back it would've been better to spend more time getting the answers to those questions that we didn't get.

You're probably by now asking, what kind of questions would you have asked especially as you're getting closer down the line?

The Franchise Disclosure Document

As you go through this process, there's a couple areas that you will become familiar with in in the **FDD (the franchise disclosure document)**, and these are **Items 7 and 19**. I'll talk about item 7 which lays out the **costs of the franchise**. What is your investment and what does that look like? The more important one, at least to me, is the Item 19. At the time our franchise was an emerging brand franchise so they did not have an item 19. There were no item 19 disclosures which talks about the **revenues and profitability of this franchise**. And so what that meant is that it put a lot of extra effort on us having to make sure that in our due diligence phase of talking to the franchisees of this franchise that we got that information from them. The reality of it was that it was not easy to get. We only got nuggets, not really true direct answers that we would hope that we would've gotten. We decided, well, we ran a previous business, we'll make this work no matter what.

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Well, let's clarify since this is only partially accurate. Our franchise was a little bit different, no territories, and no Item 19. The reason no item 19 was because we were **not required to report our sales**. In our franchise there was a royalty based on the product purchase. You're paying it up front and then you can determine your own prices. Whereas **most franchises you're paying the royalty** on the backside and you are reporting your sales and therefore a franchise can put that information in the Item 19 appropriately.

Again, it goes back to not knowing in the beginning what and Item 19 was. Frankly, at the time we didn't know what an Item 19 was. We didn't know that not having one was not necessarily good or bad in this particular case. They didn't have one because they couldn't. They literally had no way to gather the sales information, which meant the only way to do the due diligence was talking to the franchisees, and it was difficult to get that information from them. It would have been a lot easier to make an evaluation if that was spelled out in the Item 19.

Talking to Other Franchisees

You will get the opportunity as part of your due diligence to talk to as many franchisees as you want. But here's the caveat, a franchisor is going to lead you to talk to the most successful franchisees. We want you to talk to as many as possible. Here are some questions and considerations ([download our full list of Franchisee questions here](#)):

- We want you definitely to talk to the top tier.
- What makes them successful because you want to be like them?
- What about that middle tier? What differentiates them from the top?
- You should also talk to some underperformers. Why are they not performing?
- Is it because they're not marketing?
- Are they just too stuck in their own ways?
- Are they not following the system?

We will help you through this process. Now looping this back to emotion versus logic.

Buying a Franchise. If We Could Do it All Over Again ... Would We?

So Dave (my husband) is generally basing his decisions on the logic. He wants to know the numbers, he wants to know can I make some money? And me, I was more tied into the emotion. Gosh, this is a fun business dealing with people, serving umbrella drinks. It's easy to get caught up in that as you're doing your due diligence. Even when you hear something bad or something that's questionable, it's easy to just put it aside. That'll never happen to me (famous last words). Or that was an anomaly or it's just gonna be so good. It doesn't matter, you have to balance both. You definitely want to feel emotion. You want to be excited and passionate about any business that you look at, but yes, it has to make sense at the end of the day and the numbers must validate.

You need to know when, where and how are you will get that return on your investment. Is it 3, 6, 9 months, maybe it's two years by knowing your numbers. Looking at **Item 7 and Item 19 of the FDD** will give you a lot of clarity on this. So let's bring this full circle. We've given you a framework and multiple questions that you may want to ask. If you're looking at a franchise, understand the strengths and weaknesses, understand the territory, meet the leadership team, do your validation and just really understand if this franchise is going to be a good fit for you. So we've shared a lot of our story and what we went through. Now 16 years later being armchair quarterbacks if we had to do it again, would we?

Would We Do It All Over Again and Buy Another Franchise?

The moment of truth, Dave's answer is "I would do it over again, but I would be a lot more cautious in the evaluation process and NOT make mostly an emotional decision based on a franchise that seemed like it was going to be fun". Even though it turned out pretty well for us, I may not have picked the franchise that we picked then. We may have still picked it, but would've spent more time doing due diligence with other franchises that could have also been a good fit for us.

Stacey is in agreement, "if we had to do it over again, I would, I really enjoy the business". It's definitely been a roller coaster and that's another episode where we can talk about the ups and downs of business and how to proactively get through those tough times that will occur, especially as a **husband and wife team and still stay happily married**. Agreeing, we probably should have more closely looked at other concepts. We were very emotionally excited by the one that we were moving towards and we ultimately decided to go forward with. That was because it was a good fit. We were able to be successful in this franchise, but it also helped us learn so much that that's why we're now able today to help and serve you, the **aspiring franchisee**.

So if you're curious to even know would I, could I, should I be a business owner? Well, we have a quiz that you can take that will help you determine what kind of business owner you would be. Go to bizquiz.NextLevelFranchiseGroup.com. In a few simple questions you're gonna find out what kind of business owner you would be.

Buying a Franchise. If We Could Do it All Over Again ... Would We?

So we look forward to hearing your results. We look forward to hearing your comments. What was your big aha takeaway from this crazy franchise journey we went through, “If I had to do it over again”.

Some Closing Words...

Some closing words are exploring franchises is a process and it's really, really, really, really important that you **match the right franchise to your why**, and that you don't skip any of the steps that are along the way in that journey and make an emotional decision and buy something you may regret later.

Another bonus takeaway, is don't sidestep the process. That's what we did because when you're super excited, you just want to get started and get going. That's why it's really important to work with someone like us because we're going to make sure you follow all the steps of our exclusive **franchise roadmap system**, because that's how you ensure that it's ultimately a good fit for you.

In closing, don't sidestep the process. Make sure you do your due diligence so that you can end up in the **great business franchise** for you.



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