

# QUESTIONS TO ASK FRANCHISEES

# **History and Competency**

What did you do before you purchased the franchise?

Why did you leave your previous position?

How long have you been a franchisee?

#### Competitiveness

- What do you believe is the most valuable part of the franchise system in helping you to effectively compete?
  - What do you think are the key advantages and disadvantages the franchise has over its competition?

## Expectations

- Did your due diligence prepare you for the business? And if not, what surprised you?
  - How much time do you spend on your business per week? How has this changed over time?

#### **Goal Achievement**

Would you invest in this franchise if you were to do it all over again? Why/Why not? If not, are you planning on selling?

Why did you invest in this particular franchise?

#### Leadership Validation

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What do you feel about the leadership of the franchise?

Is your franchise staff competent?

Does the franchise corporate office act with your best interests in mind? Can you provide an example?

## Marketing

What kind of marketing support does your franchisor provide to your marketing efforts? What might you change if you could?

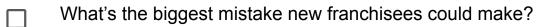
Is the franchise company's advertising program effective?

What additional things do you do to generate new business?

#### Performance

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What do you think would cause a franchisee to fail?



What's the most important thing a new franchisee can do to be successful?

## Relationships

	What do you like most/least about your franchise relationship?
	Do you feel you have a positive rapport with the franchisor and your fellow franchisees?
	Does the franchisor sincerely care about your success? Can you provide an example?
Support	
	How does the franchisor provide ongoing support?
	Does the franchisor support your business activities and results to your expectations?
	Does your franchisor respond quickly to your questions and concerns?

#### A Day in the Life of an Owner

What do you believe are the most important tasks to be completed to make your business successful?

Tell me a little bit more about what your typical day looks like?

How have your responsibilities changed much over time?

#### **Franchise Systems**

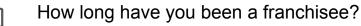
	Why did y	you choose	the franchise	over others?
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- Without the franchisor could you have done this concept successfully on your own?
- What are the biggest advantages of being with this franchise versus being on your own? Disadvantages?

## Competitiveness

What do you believe is the most valuable part of the franchise system in helping you to effectively compete?

What do you think are the key advantages and disadvantages the franchise has over its competition.



# Questions for the best franchise owners with the franchise (identify the top owners prior to asking these questions)





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What is the number one factor that you attribute your success to with this franchise?

What do you feel separates high-performing franchisees from low-performing franchisees?

# Questions for new franchise owners in business 1 year or less (identify the newer franchisees prior to asking these questions)

Is there anything in particular that you know now that you wish you knew when your started your business/

Have the initial support programs been sufficient in your opinion?

How could the franchisor improve initial training?

Did the initial training prepare you for opening and operating this business?

Can you recall any difference between your initial investment to the total investment of \$\_\_\_\_\_ described in Item 7 for the FDD (Franchise Disclosure Document)? Note: Find the Total Investment amount stated in

Item 7 of FDD.

# Questions for owners with like backgrounds (identify the like owners prior to asking these questions)



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What is your favorite part of the business/franchise?

What is your least favorite part of the business/franchise?

Has your background/previous business experience been an advantage or disadvantage in starting your business? Why/Why not?

# Questions for franchisees that are selling, closing, or have left the system (identify the owners exiting the system prior to asking these questions)

How long were you operating your franchise before you decided to exit?

Did you sell your business, or close your doors?

If you decided to close your doors, why did you do this?

If you sold your franchise business, did you sell your business for a profit or loss? What percentage of yearly net income were you able to sell it for? What was the sales price?

<u>NextLevelFranchiseGroup.com</u> info@NextLevelFranchiseGroup.com (240) 388-9800