



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

- ☐ 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

- ☐ What do you think would cause a franchisee to fail?
- ☐ What's the biggest mistake new franchisees could make?
- ☐ 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 you choose the franchise over others?
- ☐ 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.
- ☐ How long have you been a franchisee?

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

- ☐ What are the top tasks you do each day to reach your business goals?
- ☐ 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 you 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)

- ☐ 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?

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