



The Definitive Guide to Franchise Research

Worksheet #1

Franchise Development Representative Calls

www.thefranchiseking.com

This free worksheet will help you stay organized. Print it out as needed. (One per franchisor)

Name of Franchise Opportunity:	
Contact person:	
Phone number/email	
1. How long has the franchise company been in business?	
2. How long have you been with the company?	
3. How long will it take to go through everything I need to know about the opportunity?	
4. What is the total up front investment?	
5. What are your ongoing fees?	
6. Do you offer any financing options?	
7. How many franchise units are up and running?	
8. Do you have any company owned units?	
9. Is there territory availability in my area?	
10. Is my territory protected?	
11. What do you typically look for in a franchisee?	
12. What types of people have you found to be your most successful franchisees?	
13. What are some of the reasons you've turned down?	
14. What are the executives and other headquarters?	
15. How do you support franchisees?	



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16. Can I have concrete examples of specific problems your franchisees have experienced, and how your team was able to help solve them?	
17. Where does this company stand among competitors?	
18. What kind of marketing do you do?	
19. How much social media marketing are you doing?	
20. Are franchisees required to spend a minimum amount of money on marketing/advertising every month?	
21. Are you involved (on site) in my Grand Opening?	
22. Do I get full credit if someone in my territory purchases any products and/or services from the national website?	
23. Are there any major technology/equipment upgrades being planned?	
24. What new products/services are expected in the future?	
25. What is the approximate franchisee failure rate?	
26. How do you resolve disputes with your franchisees?	
27. When do I get to see the Franchise Disclosure Document? (FDD)	
28. How busy are you right now?	
29. When is the best time of the year to open my business?	