



The Definitive Guide to Franchise Research

Worksheet #2
Franchisee Calls

www.thefranchiseking.com

Print a copy of this (or have this worksheet on your screen) for each and every franchisee you talk to as part of your franchise research.

Name of Franchise Opportunity:	
Name of franchisee:	
Phone/email:	
City, State:	
Years in business	

Top Questions to Ask Franchisees

Were there any unexpected costs or hidden fees after you purchased your franchise?	
Do you have repeat business? If so, do you have more or less than you originally thought?	
Are you busier during certain times of the year? If so, how do you prepare?	
What was your biggest challenge in your first year, and what's your biggest challenge currently?	
Were you aware of any competitors before you invested in your franchise? How does your business compare?	
Have any new competitors enter the scene? If so, who are they?	
How do you rate the franchisor's product/services?	



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Any new ones coming down the pike?	
Do the products/services give you a clear advantage in your market area?	
Does the franchisor set sales quotas?	
Is it difficult to find and retain employees? Where have you found them in the past?	
How much do you pay your employees? Do you offer benefits? If not, are you thinking about doing so?	
How much time do you spend hiring and training employees?	
Does the franchisor provide ongoing training?	
Does the franchisor have field personnel that make in person visits? If so, how often? Are they beneficial?	
How do you feel about the support you get from your franchisor?	
When you need help, how long does it take for you to get a response from headquarters?	
If you do have a complaint, how do you go about making it, and how does the franchisor respond?	



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Is the franchisor's technology/equipment current and trouble free? Do you like it?	
Who are the top franchisees?	
Are you aware of any unhappy franchisees? If so, why do you think they're unhappy?	
Do you pay into a marketing/advertising fund? How much? Do you feel that it's worth it?	
What specific promotions has the franchisor done lately? Did they work? Why or why not?	
What help will I receive with local marketing/advertising?	
Is the franchisor using social media marketing effectively?	
Does the franchisor setup a local website or web page for you? Does it work? In other words, do people visit it and does it bring you any business? Do they control it, or do you?	
Do you have any input into the franchisor's marketing, operational or management decisions?	



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Is there money to be made in this business? How much?	
What were your gross sales in years one, two, and three?	
What kind of profit margins do you have?	
Are your income expectations being met, and if not, why do you think that is?	
Do you have any growth plans? Will you be adding other units or more space?	
Do you feel that you've received all the tools you need to handle the day to day operations?	
If I invest in this franchise, are you comfortable with me calling you for help and advice?	
Can you tell me something that I would have no way of knowing unless I was already a franchisee?	
If I was a close relative of yours who was interested in buying the franchise, what would you tell me about this opportunity	