



initial consultation

Want to Excel, Expand, and Exit your business?

Regardless of whether you ever franchise, attending an initial consultation with a FranchiseRight Certified Advisor now will help improve your current business and get you on the Right track for future expansion. Get all of the facts about franchising so that you can make an informed decision. No obligation, no commitment, no pressure.

Why Attend?

Almost every successful business person has thought about franchising ... and for good reason! Franchising is the most successful method of distribution and business expansion worldwide; especially for the small business person. Don't be dissuaded from this course of action by well-meaning but very misinformed business consultants or lawyers – most legal, accounting, and consulting professionals simply don't know about franchising unless they specialize in serving the industry. Find out for yourself how easy and profitable franchising your business can be!

Prepare to FranchiseRight!

"Franchising Your Business is "The New Wealth Strategy." Of course, this applies to you as a franchisor. But, did you know that it also applies to your franchisees? When you FranchiseRight, you empower others to duplicate your successful business in neighboring communities (they make money and you make money). Because most franchised operations employ local workers and often pay higher wages than the industry average, franchising is community-friendly! Through franchising, small business can achieve the same economy-of-scale as large corporations (wholesale buying power) and brand recognition (advertising power). Franchising is one of the fastest-growing "socially-responsible" distribution systems worldwide and it's the most viable expansion alternative for small businesses like yours!

Get Specific

We will discuss a specific development and capitalization plan for franchising your business and help you determine if franchising is right for you and your business. Find out about the legal and practical aspects of franchising. We will demystify the process and give you accurate information regarding the development steps including process, costs, and timeline. We will introduce the Franchise Right Network and describe our upcoming seminar at the FranchiseRight Institute and FranchiseRight Incubator.

Get Knowledge First!

Start with an orientation about how to prosper in this lucrative market niche! You need the background and the tools regardless of your current size of position. If you are considering franchising now or in the future, our confidential *Initial Consultation* will give you insight on what you really need to succeed! We will discuss, in detail, the feasibility of franchising your specific business as well as how you can get better prepared for the process. Although there is a set *Conference Agenda* you'll have time to address your specific questions and concerns.

One opportunity you won't want to miss is our exclusive "Franchise Partnership Program" where in less than 12-months, your new franchise company will be developed, fully-funded, and ready to roll-out franchise sales with a full management and support staff in place. If you qualify, your net investment is \$0 and this does not affect your current business which you continue to own and operate separate from the new Franchise Company. You'll even get paid during the development period and fundraising process!

How will you benefit?

Our 2-hour consultation will give you insight on what you really need to succeed in franchising! You and your team will meet privately with Fred Kriss, a leading franchise expert, franchise business planner, start-up franchise system investor, and FranchiseRight founder.

First, you will get answers to the most commonly questions (Is my business franchisable?, How complicated are the legal requirements?, How will franchising effect my current business?, How long before we can start selling franchises?, How much capital do we need to franchise?, How fast can the system grow?;

Second, your Advisor will look at the feasibility of your company (prototype business) as the basis for a successful franchise system. Your potential for franchising will be discussed in detail and, although there is a set *Conference Agenda* you'll have time to address your specific questions and concerns including a discussion of capitalization and the structuring of founder stock.

Third, At the conclusion of the consultation period (your time), the Advisor will spend a few minutes (our time) discussing next steps, specifically *Concept Analysis*, Boot Camp, or FranchiseRight's bundled seminar and workshop series called the StartRight™ Option.



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