

StartRight Option

We serve Franchisors and Franchisees!

While FranchiseRight provides a comprehensive list of franchise-related services, our overall mission is to utilize "best-of-class" methods, standards, and techniques to elicit high levels of success for the following three processes:

1. Launching successful start-up franchise systems
2. Accelerating the growth of existing franchise systems
3. Assisting prospective buyers to purchase a franchise business

If your business is franchisable, you should prepare as early as possible to Excel, Expand, and Exit via franchising. This is a process, not an event! The StartRight™ Option is about getting you all of the background orientation you'll need if you are considering franchising as an expansion strategy, preparing to franchise your business, or already involved in the process.

If you are considering the purchase of a franchised business, the StartRight™ Option is equally valuable. You'll come away with the background orientation you need before starting the process, and be better prepared to find, evaluate, and select a franchisor that will provide the support you need for success.

Start Here!

After your 2-hour Initial Consultation with your FranchiseRight Certified Advisor, you will be better able to decide if you want to get more information about how to franchise your business or purchase a franchise. Our StartRight™ Option gives you a low-cost orientation and overview designed to get you started right! Attend three highly informational sessions, plus a follow-up meeting with your FranchiseRight Certified Advisor. To accommodate busy entrepreneurs we hold all three educational sessions in one day. If you live outside the Orlando area, plan to extend your day with us and schedule your follow-up consultation immediately after the workshop.

45-minute Preview. You start with our FREE 45-minute Preview about franchising (in-person or online). You'll get a great overview of the services we offer and how we can assist you.

90-minute Seminar. You'll then attend a more comprehensive 90-minute Seminar where you will get the facts you need to consider whether franchising is appropriate for you. You can attend a live event or a live online Webinar.

½-day Workshop. If you plan to franchise your business, you will then attend a ½-day workshop. You'll get comprehensive information about the franchise development process and preparing for a feasibility analysis. If you are considering the purchase of a franchise, you'll attend a separate ½-day workshop, which will prepare you for the research, selection, and negotiation process -- including how you can pre-qualify for financing your business.

1-hour Follow-up Consultation. When you complete the seminar and workshop, you will meet privately with your FranchiseRight Certified Advisor to get any remaining questions answered and discuss how to prepare your current business to Excel, Expand, and Exit via franchising.

Next Step

The seminar and workshop (also available on DVD or home study) will prepare you for Boot Camp, the first formal step in the FranchiseRight Process. Our Boot Camp is designed to educate both prospective franchisors and franchisees and provide access to the information needed to develop a viable franchise strategy -- after all, you need to know what is expected of the other! If you plan to purchase a franchise, you'll attend for 4-days. If you plan to franchise your business, you'll stay for 5-days. If you are already committed to franchising, just attend our boot camp -- the above subject matter will be covered during the week and you'll receive the home study version of the workshop so you'll be totally prepared.

\$497.00 for all 4-steps
Save \$150 over separate prices

Contact Us at:
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Fred C. Kriss

FranchiseRight Certified Advisor

Fred Kriss is the Founder and chief architect of FranchiseRight -- the proprietary methodology he developed for creating "best-of-class" franchise systems. In addition, he is the lead investor in start-up franchises developed in partnership with FranchiseRight. With more than 30 years of business and marketing experience, he has developed investment-grade business plans and comprehensive franchise programs in more than 25 market verticals, successfully launched more than 50 start-up companies and served as Chief Operating Officer of several of the start-up franchise companies he developed.

A member of the country's most active angel investor networks, including the Keiretsu Forum, Fred travels extensively to identify potential franchise concepts as well as like-minded angels who will co-invest in FranchiseRight-managed projects. He also pursues a busy schedule as a keynote speaker and franchise seminar leader and is currently writing the definitive book on the subject, "Franchising Your Business, The New Wealth Strategy."

Fred formerly served as the Chief Operating Officer of Explorations Franchise Group, Inc. of Boca Raton, Florida. He was a member of the Board of Directors of the Gold Coast Venture Capital Association and The Technology, Enterprise, and Development Center (Florida's leading business incubator) and a past-president of the Treasure Coast Venture Capital Forum (now Angel Investors Association of Florida).

Fred holds a patent in the construction industry and is a Florida licensed general contractor. A multiple academic scholarship winner, Fred received his Bachelor of Arts degree from Temple University's School of Communications.