



Questions to Ask the Franchisor

If I qualify, why should I invest in this business?

What is unique about the product and services this franchise offers?

What are the long term goals & growth strategy of your company?

What type of consumer response is this franchise receiving?

Tell me about marketing, and how you would help me drive consumers or businesses to me.

What is the total investment, and are there any ongoing fees?

What kind of support should I expect from this franchise? Please include initial fees for Startups, Operations and Marketing.

How long of a term is the contract I'll be signing?

Tell me about the training and help in the field I'll need.

How much working capital will I need? What do you suggest?

Is there a defined territory? Why or why not, and if so, what will it look like? Can I get a right of 1st refusal for additional territory?

If I wanted to sell my business, are there any restrictions or fees?

Are you involved in other business activities?

How does the franchise use the initial franchise fees?

Will I, as a franchisee, have the right to use your name/reputation to help promote my business?

How long (average) has it taken for franchisees to recoup their initial investment?