



Synergy Franchise Group, LLC

"Furthering Franchising Through Education and Communication™"

"How Do I Franchise My Concept"

Questions commonly asked once "Franchisably" of the Concept has been determined.

Q. What is needed before a concept begins offering the franchise and recruiting franchisees?

A. There are many things that need to be done before you can begin offering your franchise opportunity and recruiting franchisees. Four of the most critical items that will be required and put together, assembled or developed in order to recruit franchisees are:

1. FDD (Franchise Disclosure Document) formally known as the UFOC (Uniform Franchise Offering Circular) and Franchise Agreement. You also will need to have any additional items or requirements listed as Exhibits. Examples: Proprietary software licensing agreements, Direct Debit agreements, and equipment leases (if any). You will also need audited financials and comply with the additional requirements for registration in the 14 states that require it before offering franchises in those states.
2. Manuals –Will vary depending on Concept—Should have available via one or more of the following; Printed, CD, DVD, Intranet: Operations, Sales, Marketing, Employee, Manager, Best Practices, Training, Pre-Opening, Supplier, Forms
3. Franchisee Recruitment Materials: –Brochure (both printed and electronic), Video, CD, Website (should have separate link from consumer site)
4. Franchise Recruitment Strategy; Budget, Market Demographics, Recruitment Staff (Internal and/or 3rd Party Franchisee Recruiting Team™, Infrastructure, Passion and Commitment.

Note: Additional items that will need to be addressed as part of the above will include: What the initial franchise, royalty, marketing and other fees will be, by whom, to whom and when they are to be collected and paid.

Q. What amount of time are we talking about to complete all of this?

A. Once all of the needed elements have been determined it generally takes 90 – 180 days to complete the process and begin offering the franchise and recruiting franchisees.

Q. Will Synergy Franchise Group, LLC help with the necessary steps and procedures that will need to be taken and followed?

A. Synergy Franchise Group, LLC and our team of professionals will help guide you through each step. It is critical that you have the D.R.I.V.E. (Dedication, Respect, Integrity, Vision, Enthusiasm) and the patience that it will take to complete the process.

Q. What will it cost me to take a franchisable concept through the steps to being able to offer the franchise and begin recruiting franchisees?

A. The total cost to get from the concept to the franchising stage will vary depending on type of concept, complexity of the needed manuals, documents, FDD, Franchise Agreement and other factors; however you should be prepared to spend between \$60,000 and \$150,000 for the entire process. Synergy Franchise Group, LLC will work with you in putting together a realistic plan, strategy, timeline and budget before going forward.

Q. What are some of the "Next Steps" after we are ready to ready to offer franchises and recruit franchisees?

A. Once the FDD and all other documents and completed and the franchise offering is approved and if required registered in the states the franchisor is looking to recruit franchisees, Synergy Franchise Group, LLC will assist in putting together and implementing a realistic growth and expansion strategy that is in line with, or if need be, helps establish the goals, plans, deliverables and desires of the franchisor. The initial strategy normally covers the first 24 months and is broken down into quarterly or semi annual modules.

Q. What if I have additional questions relating to franchising a concept or franchising questions in general?

A. We would like to offer you a free no obligation phone consultation to discuss these or answer any other questions you may have. Visit www.sfgnow.com, click on the "Consultation Offer" link and fill in your contact information. We will reach out for you within a couple of days to answer your questions and explain how Synergy Franchise Group, LLC can assist you and your concept harness the passion and synergy that makes franchising, and the many franchise opportunities available, the preferred method for those looking to realize their dream of business ownership.

Much and Continued Success

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