

1. What do you look for in a prospective franchisee?
2. What professional background do your top-performing franchisees come from?
3. What type of marketing support do you provide?
4. What does your training program look like as well as the ongoing training?
5. What issues in the past have you had with franchisees and how were they resolved?
6. What does your pre opening process look like?
7. How do you create territories/ select real estate? What analytics do you utilize to identify viable locations for your brand?
8. What type of professional background/ experience does the leadership team have?
9. How do you help with equipment procurement/ vehicle leasing/ real estate site selection and construction?
10. How do you assist or coach franchisees in hiring staff? Do you vet or help on the local market level with hiring?
11. What is the vision of the leadership team for the next ten years, and how are they working towards that?
12. Do you provide a call center? If so, how are we billed for its use?
13. How do you help with online marketing? Do you provide a subdomain, SEO, SEM, etc.?
14. What is the main differentiator between you and your competition?
15. What happens when I would like to retire or sell my business?
16. How many hours a week of involvement do you like to see your franchisees dedicate?
17. What happens if I am generating business outside my territory?
18. Are there benchmarks or targets that need to be achieved? Questions to ask the Franchisees During the due diligence process, you will be allowed to speak to franchisees in group sessions and/or one on one calls. Because franchisors are not legally able to make earnings claims, speaking to other franchisees is a great way to determine if a brand has the potential to meet your financial goals.