

1. What is your professional background? What kind of education, experience or skills did you have prior to purchasing this franchise, and what specifically has helped you be a better franchisee?
2. Did you look at other franchise businesses before this one? if so, why did this stand out?
3. What are some issues that you have had that the brand has helped you work through?
4. How would you rate the training process?
5. How long have you been in business?
6. What was your first-year gross revenue? What is it now? When did you make a profit?
7. What do you wish you had known going into business that you did not? Is there anything you would have done differently?
8. How did you choose your territory/ location? If you could go back what would you change about it?
9. What is your opinion on the marketing support?
10. How did the franchisor help you in the hiring process of your employees?
11. How much competition do you face in your local market?
12. Were there any unexpected costs that put a drag on growth from week-to-week or month-to-month?
13. How much time do you have to devote to daily operations versus growing your business with marketing, advertising, and new employee training?
14. Is the franchisor or support staff accessible when you need them to be?
15. Are you satisfied with the return on your investment so far? Do you feel you are on your way to achieving your financial goals?
16. What advice would you give a new franchisee?