



LOCAL. TRUSTED. FRANCHISE EXPERTS.

## FranNet - Common Questions and Answers

**FranNet - The Franchise Network** - Our business: to help you find the right franchise business that will give you what you want, affordably and with safety. That's it! We are matchmakers. Our objective is to provide you with help, advice and an invaluable service as you work through what could be one of the most difficult decisions you may ever face.

**What is FranNet?** We are an organization of nearly 100 independent offices of franchise consultants throughout North America. We are one of the largest providers of consulting for individuals wishing to find the right franchise for themselves. Over the last 35 years, we've helped thousands of people successfully find the right franchise, for them! Most clients are referred to us by major outplacement firms, lawyers, accountants, state and provincially funded Enterprise Centres, federally funded Business Development Corporations, and other advisers. We're also business owners, so we understand the importance of the necessity to thoroughly investigate a business opportunity before getting involved. We coach our clients through a successful and proven method of researching a franchise business.

**What Does FranNet Do?** We work with individuals like you who are exploring franchising as a means of securing their future. Our primary goal is to help you select a franchise that meets your career and investment objectives, and that best matches your skills and budget. Our job is to act as matchmakers between qualified candidates and selected franchise companies, in much the same way that an executive recruiter finds qualified candidates for a position. The right person in the right franchise system is a "win" for everyone!

**What Kind of Franchises Does FranNet Work With?** We work with around 90 carefully selected national and international franchise companies. The investment ranges from \$60,000 to \$500,000. These franchise opportunities span a wide range of industries, including personal service and business service industries, automotive, retail, food, education, computers, etc. The choices are quite extensive! Many of these franchises are highly ranked and well established. Others represent exciting new concepts that take advantage of significant market trends.

**Why Should I Use FranNet?** We do not "sell" franchises. We work with you to create your ideal business model then we refer you to several that may be a match for you, according to your model. We give you choices. We guide you in your research. We save you time and money. In other words, we work with you to ensure that you make the best business and personal decision for you, and that you do not get "sold" into the wrong deal at the wrong time!

Grant Bullington

FranNet Franchise Consultant – Western Canada

604-609-6165

[gbullington@frannet.com](mailto:gbullington@frannet.com)

[www.frannet.com](http://www.frannet.com)



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**How Does FranNet Work with Me?** When you work with FranNet we help you by:

- ◆ **IDENTIFYING YOUR GOALS.** We help you to determine what you would like to achieve personally and professionally as a successful business owner.
- ◆ **REVIEWING YOUR STRATEGIES.** We discuss strategies that help you to enter a business safely, and make it successful in the long run.
- ◆ **CREATING A MODEL OF YOUR IDEAL BUSINESS.** We help you define and identify the characteristics of what the RIGHT franchise for you must possess.
- ◆ **INTRODUCING YOU TO** a number of **SPECIFIC BUSINESSES** that closely match your personal **GOALS, STRATEGIES, and MODEL.**
- ◆ Giving you **TOOLS TO RESEARCH** the companies you are interested in, so that you can make an educated and careful decision.
- ◆ Working with you to find any **PROFESSIONAL ASSISTANCE** you may need before you make a decision.

Our process will take you through the full range of issues you need to consider before and during your search for your right franchise. You can't find the right answers if you don't have the right questions!

**Sounds Expensive - What Does It Cost?** Our service is designed to present you with opportunities that match your skills and needs and to guide you in evaluating your choices. The cost to you is nothing other than your investment of time to properly research your options. The franchisors pay our fees, much like an executive recruiter is paid when his or her candidate is hired. It does not cost you a penny more to use our services than to deal directly with the franchisor. Our satisfied clients also compensate us because they found our services to be of tremendous value - they introduce us to others whom they know who are considering business ownership.