

9 Steps to Successful Franchise Business Ownership

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The Franchise Academy



1

Personality and Financial Assessment

Start on the path to determining which business may be best suited for you! Have a one-on-one phone interview with one of our experts, followed by an online personality profile assessment. From there we have a one on one meeting with you to review the assessment in person and conduct a personal evaluation.

2

Evaluating Concepts

The Franchise Academy represents the franchise industry, not just one brand. Choose from hundreds of concepts ranging from Restaurants, to Gyms, Health Care, Beauty Industry, Home Based Trades and Education. After reviewing all of your options we will follow up with a shortlist for you to begin your due diligence.

3

Review the Agreements

Our consultants will help you become franchise savvy and learn to ask the right questions. Our expert staff can educate you about the business, franchise agreements, leasing, and more We will review the franchise and disclosure agreements of your top 5 brands and get a better understanding of their Return on Investment.

4

Validation Tour

Walk before you run. Meet with other operators, take a tour, and discover first-hand what it's to be in the business you are considering. Find the answers you need to help your financial and non-financial goals.

5

Meet the Franchisor

Be fully prepared for your Executive Interview with the Franchisor. Come equipped with knowledge of their system, franchisees and business model. This meeting is for a mutual approval and is a great step toward further evaluation. You may choose to enter a deposit or franchise agreement with a Franchisor to proceed.

6

Location, Location, Location

Find the right location for you and your business! One of our affiliates will work with you to use our location intelligence and 100-point site selection tools to find the best site for your specific business.

7

Lease & Build Out Negotiation

Negotiate the best possible lease by using competitive information to determine the real market rates while leveraging our deep landlord relationships. Cost out the build out expense and verify the final numbers for construction. We help confirm timing for the build out and ensure it aligns with the lease dates.

8

Business Plan & Financing

Build a better business plan by using one of our affiliate business plan writers. They will ensure the return you are looking for is achievable and that you're the financing you need is there for your business.

9

Sign Agreements & Open for Business

Finalize your paperwork and get ready to open your business! After your independent legal counsel, accountants and other professionals have reviewed the leasing and business agreements. Our team will help you finalize your paperwork and organize start dates for training and a schedule for your grand opening celebration!