



20 Criteria for Success

1. Percentage Based Royalty
2. Percentage Based Advertising Fund
3. Secured Territories protected by hard street borders
4. Direct leases to Franchisee, minimizing head office on indemnity whenever possible
5. Minimum personal & corporate guarantees to Landlords
6. 1 Corporate Location for Training Purposes
7. Financially sound head office
8. Financing is available for Franchisees
9. Operations Manual in place
10. Happy Franchisees
11. Ad Fund and supplier rebates go toward store marketing with the focus on local marketing.
12. Construction costs are seamless to the franchisee
13. Consumers are Happy
14. Demographic Model is in place for site selection
15. Personality Model is in place for identifying strong and weak candidates
16. 5 + Existing locations with happy Franchisees
17. Local owner operator & Investor operator model
18. Barrier to entry for competitors is significant /unique value proposition
19. Culture of the company is a priority; a Franchise Advisory Council exists or is being put in place
20. Strong leaders and a head office who lead by example