

## TURN YOUR DREAM INTO A REALITY AND BUY A FRANCHISE

TopFranchiseBroker.com

### A STEP BY STEP GUIDE OF DIRECTIONS, TIPS, ADVICE AND EXPECTATIONS.

#### 1 CONTACT US

Tell us how to reach you most efficiently. On-going communication with us will be key to your success.

#### 2 YOUR FIRST APPOINTMENT

We will arrange a phone conversation to gather preliminary information that helps identify a franchise to meet your goals.

#### 3 THE CONFIDENTIAL QUALIFICATION FORM

You'll complete a confidential Qualification Form to provide us additional information about you and the type of business best suited for you and your family.

#### 4 RESEARCH

Using your information, we research our extensive list of available franchises to match them with your stated goals. Our objective is to identify the top three or four opportunities that match your needs from more than 1,500 franchises available.

#### 5 PRESENTATION

We present you with the opportunities identified from our research. If an

opportunity interests you, we arrange an introduction to a franchise representative. Be prepared to supply the franchisor with additional information and paperwork. This does not obligate you in any way. It demonstrates to the franchisor that when you find the right opportunity, you are capable of buying it.

#### 6 INTRODUCTION TO FRANCHISOR

For each opportunity that interests you, we introduce you to the franchisor. The franchisor sends materials to acquaint you with their franchise and the Franchise Disclosure Document (FDD), a disclosure document for their franchise opportunity.

#### 7 REVIEW OF THE FDD

We discuss the FDD's items especially those that require your close attention. You should review the FDD in complete detail, noting any questions or concerns for the franchisor.

#### 8 CALL FRANCHISEES

The franchisor provides a list of several franchisees to question about the franchise. You want to ask them why and how they

became successful. Then you can determine if you can realistically duplicate their efforts.

#### 9 CONSULT WITH ATTORNEY, ACCOUNTANT

Always consult with an attorney and accountant before making a decision. It is important to make sure that both professionals have a solid background in franchising.

#### 10 ATTEND A DISCOVERY DAY

Many franchisors host a Discovery Day, when they invite you to their location. You learn crucial information for making your decision and meet the staff who provide your initial training and continued support.

#### 11 DECISION TIME!

You've reached the end of the journey, and it's decision time. Congratulations, you have decided to buy a franchise! You have become a "Frantrepreneur," a cross between a traditional entrepreneur and a modern franchise owner—a person who desires to be a business owner, but does not want to re-create the wheel.

**After 10 years, franchises have a 90% survival rate, compared to an 18% survival rate for independent businesses.**

**With more than 1,500 available franchises, Top Franchise Broker is well positioned to identify and recommend the right opportunity for you.**

**Franchised businesses currently account for nearly one-half of all retail sales Canada.**