



Validation Calls

How Will I Be Supported?

How long have you been a Franchisee?

Was the training the franchisor offered helpful in the beginning of your franchise?

Is the franchisor responsive to your needs?

Do you feel like the franchisor's ongoing training and support is helpful to your business?

Does the franchisor reinvest in growing the brand and innovations?

Can I See Myself in This Business?

Can you tell me what a typical day looks like for you?

What was your employment background prior to becoming a franchisee?

How Much Money Can I Make? How Quickly Can I Make it?

How much did it cost to start your franchise?

How long did it take to break even?

What do you think is a realistic profit margin?

Do you mind sharing what your annual gross revenue is? If not, do you know what a typical gross revenue would be for a franchisee in your system?

Knowing what you now know, would you make this investment again?

What Does The Competition Look Like?

How do you find customers?

Why did you select this particular franchise system?

What is your opinion about how competitive your franchise is with similar businesses?

Are there any other franchisees whom you'd recommend I contact?

Notes:

Determine how the franchisees feel about the franchisor. Is the franchisor supportive, caring, focused on their success, responsive, effective, organized, and trustworthy?

Make sure you have a good feeling about the values of the organization and that they are consistent with your values.