



Panel of the Pros Webinar: Franchise Sales Index (2020) Focus: Franchise Brokers

Meet 2020's Top Ranked Franchise Brokers
March 10th, 2020

Recognized for What Matters

#**1**
VOTED

Franchise
software supplier
by Entrepreneur
Magazine



Highest Net Promoter
Score among franchise
software companies

68.4

44%

FranConnect
customers grew faster
than the broader
franchising market

More Than a CRM



800+
Brands



140,000+
Franchisees

Relied on FranConnect to effectively manage their
businesses through the entire franchise lifecycle

\$362 M

Processed
in royalties

Franchise sales
leads generated

1.145 M

8,022
Franchises Awarded

6,088
New Units Opened



Assisted Franchise
Business Consultants
in completing 29,696
field visits



Centralized storage of
593,000+ assets for
searchability and
easier access

TODAY'S SESSION IS SPONSORED BY FRANCONNECT: THE LEADER IN FRANCHISE SOLUTIONS & INSIGHTS



FranConnect has more access to franchise data than any other company in the world.

We are more than technology. We are also best practices in franchising.



Your Subject Matter Experts:



Moderator:
Keith Gerson, CFE
President of Franchise Operations
FranConnect
keith@franconnect.com



Jania Bailey, CFE
Chief Executive Officer
jbailey@frannet.com



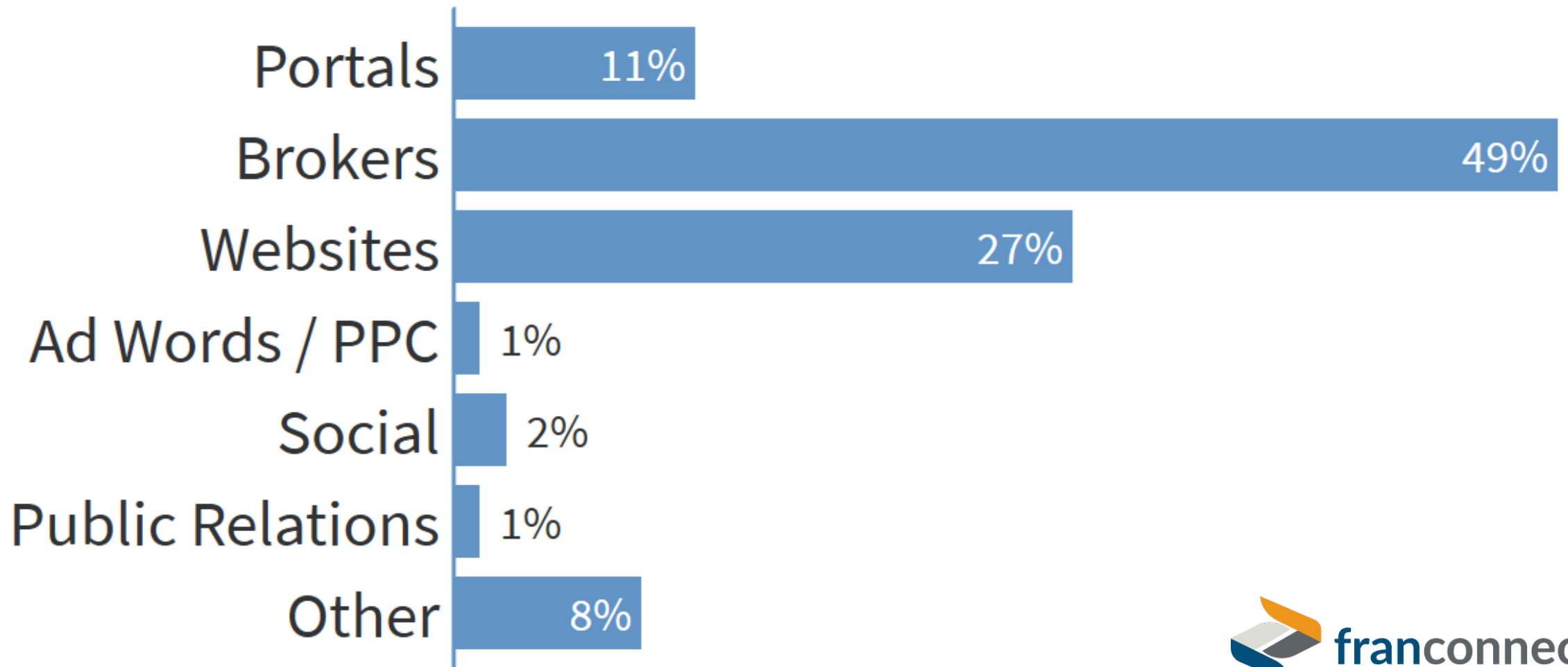
Jeff Elgin
Chief Executive Officer
jelgin@franchise.com



AGENDA FOR TODAY'S WEBINAR

- Introductions/Webinar Objectives
- Live Polling of Audience
- Report Highlights (Review of 2020 Results)
- Panel of the Pros – Interpretations, Recommendations & Hotseat
- Audience Q&A (Audience)
- Wrap-Up

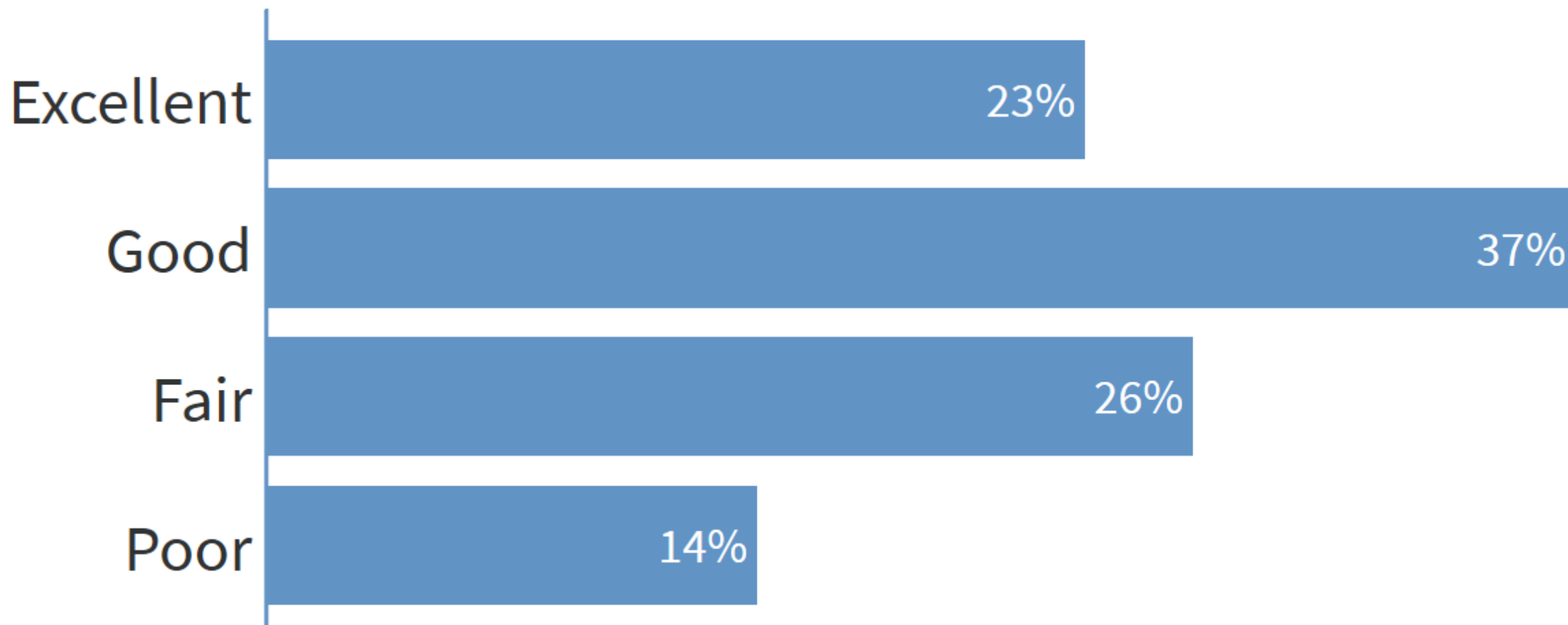
What is the #1 source of leads that become sales?



Are you working with Brokers at this time?



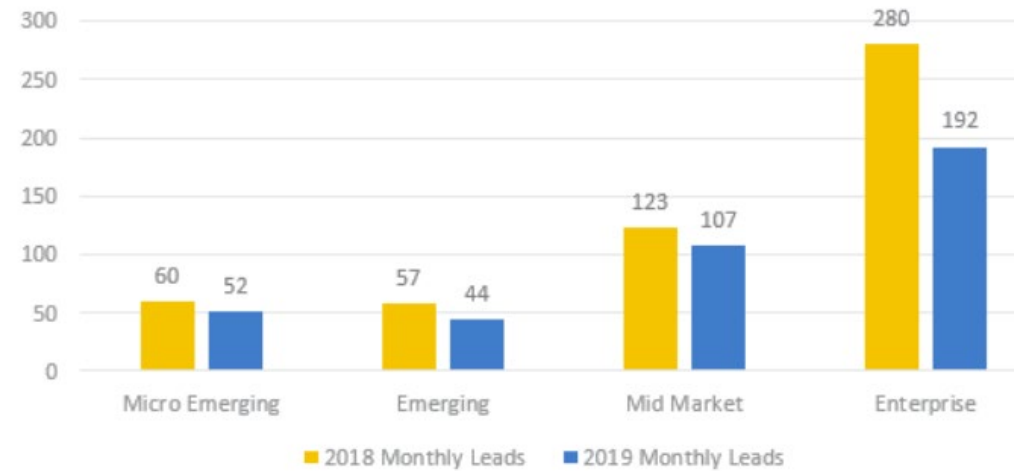
If you're working with Brokers, how are they performing?



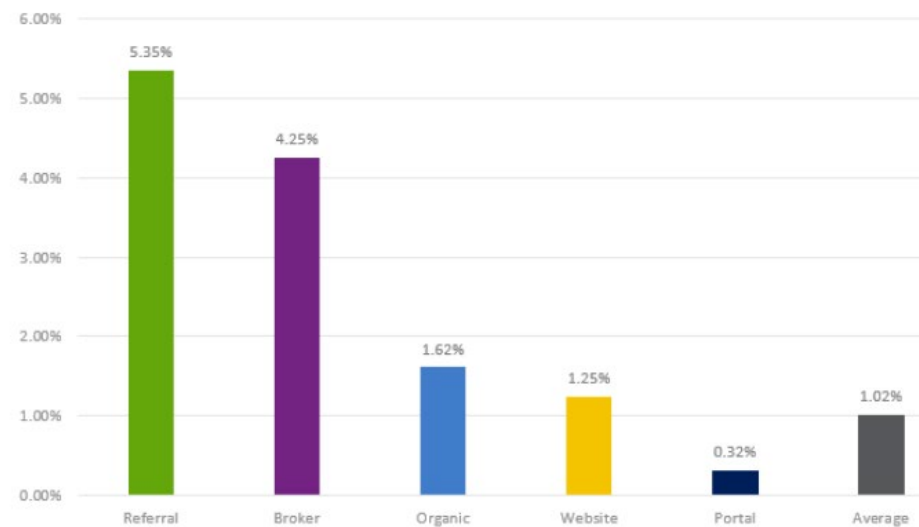
2020 Franchise Sales Index

Re

Monthly Leads by Segment - 2020



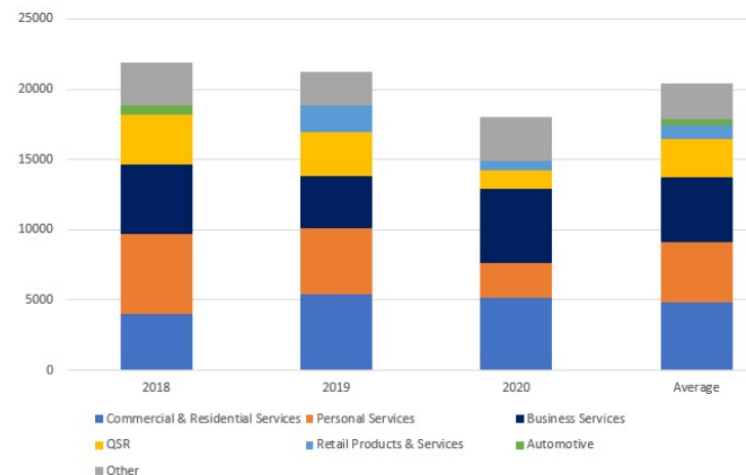
Lead-to-Deal Ratio - 2020



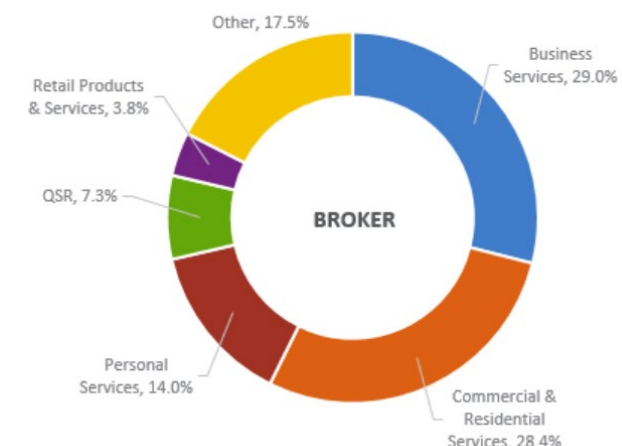
2020 Franchise Sales Index

Results

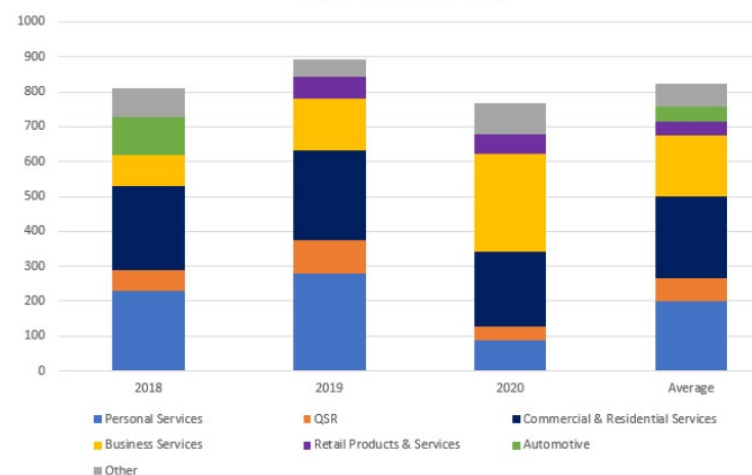
Broker Leads Over Time



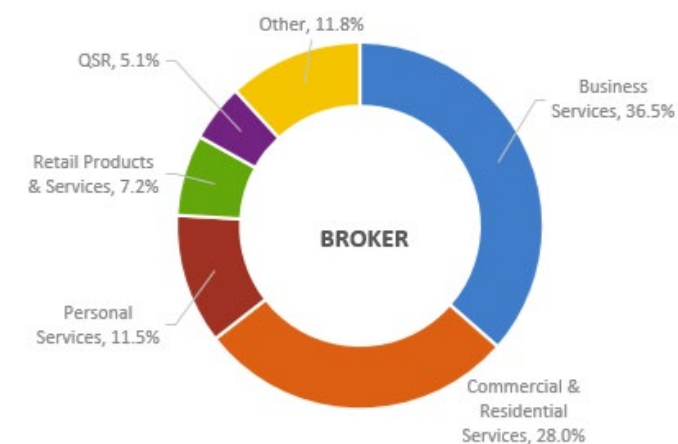
Broker Leads by Vertical - 2020



Broker Deals Over Time



Broker Deals by Vertical - 2020



INQUIRING MINDS WANT TO KNOW.

Brokers are frequently perceived as being too expensive, not viable for smaller brands, and lacking in a code of conduct... What's the truth?

- Will Brokers have any advantages in today's market? What & why?
- What impact has the strong job market had on broker leads & resultant sales vs. other lead sources?
- What is your prognosis on the impact COVID-19 will have on franchise sales results over the balance of the year? What can Franchisors do? What industries will thrive?
- How do you address the perception that Brokers are too expensive for most brands?
- Are Brokers regulated? Is there a code of conduct?

INQUIRING MINDS WANT TO KNOW.

Brokers are frequently perceived as being too expensive, not viable for smaller brands, and lacking in a code of conduct... What's the truth?

- How do you determine which brands to send lead to?
- Do you work with emerging brands?
- What should Franchisors look for when selecting & working with franchise brokers?
- And now for the really juicy questions from our audience...

Audience Q&A Session

Please use the questions feature in the GoToWebinar Application

FranConnect Sales

More Than a Franchise CRM

- Grow your pipeline faster
- Get Powerful CRM functionality out-of-the-box
- Maintain consistent engagement
- Automate your responses
- Leave no franchise deal behind
- Automate due diligence
- Designed for the way you work
- Free up teams to focus on high-value tasks
- Maintain momentum on the road

The screenshot displays the 'WALLY WASP' dashboard for 'WW DEV MANAGER HOMEPAGE'. The interface includes a sidebar with navigation icons and a top navigation bar with a search icon and user profile. The main content area is divided into several sections:

- INSIGHTS:** Four key metrics are shown with upward trend indicators: 100 TOTAL LEAD GEN (+5%), 80 ENGAGEMENT RATE (+10%), \$1M REVENUE DRIVEN (+6%), and 25 CONVERSIONS (+2%).
- LEADS:** A 'LEAD RATING' bar chart shows a distribution from LOW to HOT. Below it, a list of leads includes Vicky Metcalfe (1 day ago), Santosh Gupta (5 days ago), and James Williams (1 week ago).
- LEAD FUNNEL:** A horizontal bar chart shows the progression from Total Leads (1,000) to Engaged (250) to Not Engaged (750). Below this, a table shows conversion rates for various stages: Contact (20%), Lead (13%), MQL (8%), Sales OP (5%), and Won (2%).
- RECOMMENDATIONS:** A list of four recommendations: 10 new MQL candidates (UNIT GROWTH), 2 open Franchise Opportunities (UNIT GROWTH), 3 renewals pending (UNIT TRANSITION), and 7 supply orders due (UNIT PROFIT).
- TOP STORIES:** A section with three 'Important Info' items, each with a placeholder image and a 'View' link.
- TASK CALENDAR:** A calendar view for February 2020. To the right, a table titled 'TODAY'S TASKS' lists tasks with their status (Overdue, Priority, Pending) and due dates (01/27/2020).
- LINKS:** A section with four links labeled 'Link One' through 'Link Four', each with a placeholder image and a 'View Links' button.
- ACTIVITY:** A section showing a timeline of messages, tickets, and hub updates. It includes details about Benjamin Padilla's messages, a ticket status change, and comments.

At the bottom of the dashboard, there is a footer with the text '© 2004-2020, FranConnect LLC All rights reserved. Privacy Policy' and a 'Powered by franconnect' logo.

LEADING BRANDS OF ALL SIZES AND INDUSTRIES

FranConnect solutions provide needed capabilities that drive growth and scalability at each phase of system growth



EXPERIENCE FRANCHISE SALES & OPENING DONE RIGHT

*20% Discount Off Develop Bundle
(Franchise Sales & Opener) for First Year

For More Information, contact us at:

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