



Email me - [info@worldwisefranchise.com](mailto:info@worldwisefranchise.com) – <https://worldwisefranchise.com>

## The Value of Working with Kim

**NO CHARGE SERVICES** You don't pay anything before, during, or after purchasing the business. I'm paid a fee **by the franchisor** only if you buy a business. Franchisors are willing to pay me to find them pre-screened, qualified buyers tailor-made for their operations. Outsourcing this service lowers the franchisor's advertising costs and means fewer in-house salespeople to support. In addition, they don't have to pay for worker's compensation, social security, health benefits, etc. Very cost-effective business model for franchisors.

**THE BUSINESS PRICE IS THE SAME FOR YOU.** The business price is the same whether you work with me or go directly to the franchisor yourself. You will not save any money by going directly to the franchisor. You will not have to do months of work because you leverage my inside knowledge and "Franchise Wisdom and Experience."

**SAVES YOU MONTHS OF RESEARCH** WorldWiseFranchise has already screened franchises. I will narrow the best ones down for you. I'll **already know** the initial investment required, the net worth you must have to qualify, whether it can be a home-based business or not, whether the market in your area is still available, in what states the companies are registered to be able to sell franchises, how long they have been franchising, what kind of Franchisees they are looking for and much, much more. Don't waste your time focusing your search on companies that are not best suited for your requirements.

### **IT SAVES YOU TIME AND MONEY**

I provide valuable information to save you time, money, and unnecessary effort and aggravation. I teach you what franchisors are looking for prospective Franchisees, how to investigate a franchise, what questions to ask their Franchisees, and much more. Never mind the "finder's fee"; all of my effort and focus is on advocating for you. I may even tell you that franchising is not for you. I don't pull any punches.

### **GUIDES YOU THROUGH THE SELECTION PROCESS**

I will educate you on the franchise industry, analyze your qualifications so that you don't waste energy on franchises that are not right or that you're not qualified to purchase. I find the best companies for you to investigate. Then, I guide and advocate for you throughout the process.

### **PROVIDES A NETWORK OF RESOURCES**

I have many resources at my disposal which can further assist you through the process and during your franchise negotiations (including access to 3<sup>rd</sup> party funding options, franchise lawyers, accountants, due diligence assistance, and other valuable resources).

# The WorldWiseFranchise Step-By-Step Process

## **Step 1 - Contact Me**

The first step is deciding to work with me. Your contact information is kept confidential and is reviewed only by me to provide you with the best opportunities.

## **Step 2 – Discussion**

We have a mutual interview/discussion, and I request that you complete an information request and assessment. This helps me determine what kinds of businesses meet your needs and qualifications. I want to discuss your lifestyle, business, and financial goals to identify a franchise that best meets your unique personal and professional goals. If you have a spouse, significant other, or partner(s), I'd like them to be on this first call. If you'd rather not, then be sure to involve them in the next call should we move forward. Please remember, these are NOT "sales" calls. There is no obligation on your behalf. We are pursuing this journey together.

## **Step 3 – Research**

I then spend a few days researching your information to determine the best franchises or business opportunities for you to explore further. My goal is to identify three to five franchises that will potentially match you based on the information you provided and our discussion.

## **Step 4 – Presentation**

I present you with the opportunities that I have identified in my research. This meeting should accomplish two goals. First, if any of the options are of interest to you, we will arrange an introduction directly to the franchisor's representative. This will require that we provide and submit a confidential questionnaire to the franchisor. The request for information that we used in Step 2 is usually acceptable. The franchisor wants to know that you are financially qualified to purchase their franchise, that you have a timeframe for pursuing a franchise, and that your partners or family are in complete agreement with you buying a business. This does not obligate you in any way. It simply shows the franchisor that you are then capable of buying it when you find the right opportunity. I will not push, press, or have you involved in speaking with anyone or any franchise that doesn't appeal to you. Nor will I allow any franchisor to push, press, persuade, or attempt to compel you to join their franchise.

Second, this step will allow us to clarify your goals and needs identified in Step 2, possibly sending us back through Steps three and four. This may take place several times throughout the process.

It is important to remember that I am presenting opportunities, but you must decide what is best for you and your family. Therefore, refining the criteria for the best option for you is an ongoing process.

## **Step 5 - Introduction to the franchisor**

For each of the opportunities you have an interest in, I will introduce you to the franchisor. The franchisor will send materials to help you become acquainted with their business. They will also send the Franchise Disclosure Document (FDD), a disclosure document for their franchise. The FDD receipt should be signed and returned. It does not obligate you in any way.

## **Step 6 - Review of the Franchise Disclosure Document (FDD)**

I will discuss the items contained in an FDD, particularly things you should pay close attention to. You should then review the FDD in complete detail, writing down any questions or concerns for discussion with the franchisor. The FDD will contain a list of Franchisees and contact information.

## **Step 7 - Call Franchisees**

Within the FDD, you'll have a list of all existing Franchisees who are currently in their system and even those who have left the system for many reasons. You should use these lists to call to ask questions about the franchise. The reason for calling these references is that you want to ask them why and how they became successful or why they aren't doing as well as you had expected. Then, you need to determine if you can do the same things they did to either be successful or avoid the pitfalls. I will provide you with the kinds of questions you will likely want to ask while adding your own. Clarity and mindfulness are essential here.

## **Step 8 - Consultation with Attorney and Accountant**

You should always consult with an attorney, an accountant, and perhaps another to help you with your due diligence and research before making a decision. It is essential to ensure that these people have a good background in franchising. I can help you find skilled professionals that will provide the guidance you require. This is a critical step.

## **Step 9 - Attend a "Discovery Day," aka "Meet the team day."**

Most franchisors have a "Discovery Day," while some call it something different. This is where they will invite you to their location. You will get crucial information for your decision and get to meet the staff that will be providing your initial training and continuing support. You are **NOT** there to sign documents nor to make a decision. The purpose of this visit is to further assist you on whether or not you wish to invest in a particular franchise. It is another step in your "due diligence" process and nothing more. Moreover, you may want to ask local Franchisees if you can spend a day or couple of days with them to get a real-world feel for the business. This is highly recommended and essentially a must should you be that serious about a particular franchise.

## **Step 10 - Decision Time**

You have taken all of the steps necessary to make an informed and thought-out decision. Congratulations might be in order if you have decided to buy a franchise. Congratulations may be in order even if you have decided **NOT** to buy a franchise. The choice was yours alone with the hope that I have guided you in a way consistent with all that we've discussed.

I will guide you throughout the entire process. Always feel free to call, write, and review. I am and will remain your **Franchisee Advocate**.

