



The Differences and Value of Working with Kim

NO CHARGE SERVICES You don't pay anything to me before, during, or after you've invested in the business. I'm paid a fee **by the franchisor** only if you buy a business. Franchisors desire to pay me to find them pre-screened, qualified buyers who can invest in their franchise. Other Brokers/Consultants may refer to you as the "Client." You are **not**. The "Client" is the company that pays and is the one you ultimately choose if you decide to proceed. Don't be fooled by Broker "Jargon." You will, however, be TREATED as the client because that's the way I work.

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. Of course, you will not save any money by going directly to the franchisor. However, you will not have to do months of work because you leverage my inside knowledge and "Franchise Wisdom and Experience" I possess, having done this for nearly three decades with large companies domestically and internationally.

SAVES YOU MONTHS OF RESEARCH. I've 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, and in what states the companies are registered to be able to sell franchises, how long they have been franchising, what kind of candidates they are looking for and most important their history of success and development. While success can never be guaranteed, please don't waste your time when I can focus your search on companies that are best suited for your requirements and have successful franchises and earning potential.

SAVES YOU TIME AND MONEY

I teach you 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, and some have even said I'm often "too candid." If you want a hard sell, I'm not the person you wish to have assisted you.

GUIDES YOU THROUGH THE SELECTION PROCESS

I will educate you on the franchise industry and analyze your qualifications so that you don't waste energy on franchises that are not right or not qualified to purchase. Next, I will find the best companies for you to investigate. Then, I guide and advocate for you throughout the remainder of 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 3rd party funding options, franchise lawyers, accountants, due diligence assistance, and other valuable resources).

The WorldWide Franchise 10 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 should you wish to take the next step, I'll 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 exchange of information journey together.

Step 3 – Research

I then spend a few days doing research based on 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 be a potential match for 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 entirely agree 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. The process 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. I wouldn't have it any other way, nor should you.

Step 5 - Introduction to the franchisor

I will introduce you to the franchisor for each option that interests you. 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.

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

I will discuss the items contained in an FDD, particularly items 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. I will assist you in formulating the questions and the "why" you should ask them. The FDD will contain a list of Franchisees and contact information for existing and past franchisees. You are NEVER to use a list provided to you by the franchisor as "best to call." You'll use the list in the FDD and never allow yourself to be steered to persons the franchisor suggests. While under no obligation whatsoever, you are to sign a receipt indicating you have received the document. It is simply a formality.

Step 7 - Call Franchisees

Within the FDD, you'll have a list of all existing franchisees currently in their system and even those who have left the franchise 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 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 questions you will likely want to ask while adding your own. Again, 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 deciding. It is vital to ensure that these people have a good background in franchising. I can help you find skilled professionals who will provide the guidance you require and my advice. An absolute must in the process.

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

Most franchisors have a "Discovery Day," while some call it different. This occasion is when they will invite you to their location. You will get more information about your decision and meet the staff that will provide your initial training and continuing support. You are **NOT** there to sign documents or decide regardless of whether or not you feel pressured or pushed. This visit aims 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 Franchisees if you can spend a day or couple of days with them to get a real-world feel for the business. It is highly recommended, and a must should you be that serious about a particular franchise.



And finally, Step 10!

Step 10 - Decision Time – Either way and in YOUR time frame, not the franchisors.

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; hoping that I have guided you in a way consistent with all that we've discussed. If need be, we can revisit ANY of the steps outlined to provide you with the information and "comfort" you may need, and again, either way.

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



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