

## Accountability Statement & Program

*Changed results will only happen through changed activities!*

### What I Will Do for You:

- 1) I will deliver four currencies of value to you through our process of Franchise System evaluation together, including:
  - a. Money – help avoid wasting your resources pursuing less than optimal matches for you
  - b. Time – spend my time to help you sort through thousands of Franchise options
  - c. Security in decision making – help you make good decisions as you eliminate systems that don't fit for you and your characteristics
  - d. Knowledge – apply my specialized Franchise knowledge and experience for your benefit
- 2) I will provide specific education materials to you about Franchising and the various options available (See List of Topics Below)
- 3) I will help you find the ideal Franchise system that will best match to your goals and dreams
- 4) I will act as a buffer for you as you gather and evaluate information from Franchisors and Franchisees
- 5) I will help you to determine which systems you will qualify for and also help you pre-qualify the system itself
- 6) I will help you identify clearly which reasons are most important to you for wanting to own your own business, and determine which business will best satisfy those reasons:
  - a. Control your own financial freedom
  - b. Build an asset for future sale
  - c. Create more control and freedom for your time
  - d. Fair reward - make money for yourself instead of the company
  - e. Emotional fulfillment of building your own dream
  - f. Satisfaction and happiness in day-to-day activities
  - g. Build an asset to pass on to family members
  - h. Create an opportunity to work with family
  - i. Remove threat of job loss
  - j. Create a business that is recession proof and not affected by economic conditions
  - k. Replace lost income stream
  - l. Other

### How I Will Do That for You – My Accountability

1. I will interview you in our initial telephone conversation to help me understand your goals, dreams, and desires \_\_\_\_\_
2. I will provide you with my initial profile and evaluation form to help identify your areas of appropriate interest and aptitude. I will also gather the right information to understand your background, experience, skills, financial status, interest, and other relevant data \_\_\_\_\_

3. I will send you educational information on a regular basis to inform you about the strategy of Franchising, the various options available, how you evaluate Franchisors, and what to expect in the due diligence process with a Franchisor. Topics include:
- a. Why you pay a Franchise Fee \_\_\_\_\_
  - b. Why you pay Royalties \_\_\_\_\_
  - c. Importance of a Franchisor's qualification system \_\_\_\_\_
  - d. Unified thinking with particular Franchisors \_\_\_\_\_
  - e. Negotiation of Franchise Agreements \_\_\_\_\_
  - f. Advantages of a Franchise system \_\_\_\_\_
  - g. Fears that drown dreams \_\_\_\_\_
4. I will research the Franchise options that are available in the marketplace, which number in the thousands and change every month, so that I can help you narrow down those options and determine which systems you would like to examine further. \_\_\_\_\_
5. Once you have selected the system(s) you would like to examine further, I will introduce you to the appropriate personnel at that Franchisor so that you are considered as a serious Candidate and not just a tire kicker that will waste their valuable time. This particular step is quite valuable as these Franchisors get many inquiries and they will know that you are a valid Candidate that would like more information to determine if their system makes sense for you. \_\_\_\_\_
6. I will help you understand the Franchisor's evaluation process. Just as you are evaluating them, they are evaluating you, and I will help you with that process. As I get to know you better, I will represent you to the best of my ability in the Franchisor's evaluation process. \_\_\_\_\_
7. I will schedule regular follow up phone calls with you to help you as you go through the due diligence process. We will establish the appropriate dates and/or intervals following certain steps for these calls to take place as follows:
- a. Call # 1 - \_\_\_\_\_
  - b. Call # 2 - \_\_\_\_\_
  - c. Call # 3 - \_\_\_\_\_
  - d. Call # 4 - \_\_\_\_\_
8. I am available to help you complete any information forms needed by the Franchisor
9. I am available to help you complete any Application information for the Franchisor if you get to the stage where you can make an informed decision to apply for a Franchise \_\_\_\_\_
10. I will also be available to inform any particular Franchise system personnel that you are no longer interested in their program once you let me know you would like me to do that on your behalf \_\_\_\_\_
11. I promise to inform you if I am no longer interested in continuing our relationship \_\_\_\_\_
12. Other (as we define together) \_\_\_\_\_

## Your Accountability – Participating in the Process of Evaluation

1. You will provide full and honest information to me so I can provide my professional advice and knowledge appropriately to help you determine if Franchising is right for you, and which system fits you best. \_\_\_\_\_
2. You will provide full and honest information to any Franchisors introduced to you so that all parties can make informed decisions. \_\_\_\_\_
3. You agree to meet via phone at our agreed times, or to inform me of any conflicts with a reasonable period of notice. As stated above we will establish the appropriate dates and/or intervals following certain steps for these calls to take place as follows:
  - a. Call # 1 - \_\_\_\_\_
  - b. Call # 2 - \_\_\_\_\_
  - c. Call # 3 - \_\_\_\_\_
  - d. Call # 4 - \_\_\_\_\_
4. You will endeavor to meet with the Franchisor as you have agreed, whether by phone or in person or to provide appropriate notice to the Franchisor if you will not be able to meet at a predetermined time. \_\_\_\_\_
5. You agree to participate in the system of discovery for the Franchisors you are evaluating, which will be a two-way system of information exchange, until you get to the point where you wish to proceed or withdraw your interest \_\_\_\_\_
6. You will let me know if any personal or financial changes take place that would affect your circumstances in relation to proceeding with Franchise evaluation. \_\_\_\_\_
7. You will inform me if you are no longer interested in continuing to evaluate a particular Franchise system. \_\_\_\_\_
8. You will inform me if you are no longer interested in evaluating Franchise options for your future. \_\_\_\_\_
9. Other as we define together \_\_\_\_\_

**70% of people have thought seriously about owning their own business!**  
**Let's determine together if that's the right dream for you!**