



KEY QUESTIONS TO ASK THE FRANCHISEES

A VISA FRANCHISE GUIDE

Overview



At Visa Franchise, we have provided guidance to numerous clients as they navigate their franchise discovery process, aiming to select investments that qualify them for the E-2 or EB-5 investor visa. A key aspect of our service involves educating our clients about the U.S. franchise industry.

One significant advantage of exploring investment opportunities in this industry is the opportunity to converse with existing franchisees within the system. These franchisees often offer candid insights to prospective franchisees, sharing both positive and negative aspects of their experiences. Knowing which questions to pose during these meetings is crucial. In the following pages, we have compiled a list of the most pertinent questions to ask when engaging with franchisees.





Questions



1. How long have you been in the business?
2. How would you describe your adjustment to this business?
3. What was your first year like?
4. What is your business background?
 - a. My business background is..... Is that a good fit for the business?
5. What do you feel is the main function of the owner of this business? Please describe a typical day.
6. Are you working full-time in the business?
 - a. About how many hours per week do you spend in the business?
7. What do you like best and least about this business?



Questions



- 8.** How would you rate your initial training?
 - a. Ongoing training?
- 9.** How would you rate your ongoing support?
 - a. If you need assistance, do you get it easily?
- 10.** How do you rate the franchisees' relationship with the franchisor?
- 11.** How do you rate the franchisor's management style?
- 12.** How do you rate the marketing and advertising and promotional programs?
- 13.** Does your location meet your customers needs?
 - a. Who picked your site?
 - b. How involved in site selection was the franchise company?



Questions



- 14.** How difficult is it to find, train, and retain employees?
- 15.** How is your business doing, in relation to your business plan?
(Note: this is a critical question. A young business may be "struggling" and at the same time be at, or better than the business plan. "Struggle" is the norm for a young business!)
- 16.** How are you doing in your business?
 - a. Are you pleased with your earnings?
- 17.** Do you see your volume growing?
 - a. What is your best ball park estimate of your annual growth?
- 18.** Are you aware of any franchisees that are doing great with the business?
 - a. Do you know why?



Questions



- 19.** Are you aware of any franchisees that are not happy with the business?
- a. Do you know why?
- 20.** Would you help me out by sharing with me some of your monthly costs of doing business:
- \$____Rent; \$____Utilities; \$____Advertising and Promotions
\$____Inventory/Cost of Goods; \$____Labor;
\$____Payroll; \$____Insurance; \$____Other
- 21.** How much can I reasonably expect to earn in my first year?
- a. Second year?
b. Third year?
- 22.** If you had to do it again, would you buy this franchise?
- 23.** Is there anything else that you would like to share with me, or that you think might help me?

...and of course feel free to ask any additional questions you think of!

Don't forget to say "thank you!"



After speaking with the franchisees, thank them for their time. They have generously dedicated their time and shared valuable information with you, contributing to your understanding of the franchise opportunity.

A sincere and generous expression of thanks acknowledges their generosity and reinforces the positive rapport established during the discussion.



**IF YOU HAVE ADDITIONAL QUESTIONS,
FEEL FREE TO CONTACT YOUR CLIENT SERVICES ASSOCIATE!**

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