



KEY QUESTIONS TO ASK THE FRANCHISOR

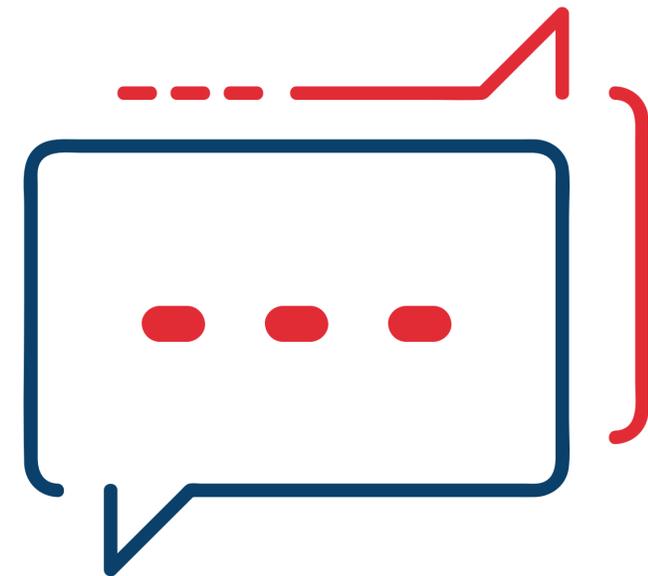
A VISA FRANCHISE GUIDE

Overview



Analyzing franchise concepts can be a an overwhelming task, even for the most seasoned investors. That is why at Visa Franchise, we provide support to our clients throughout their franchise discovery and review process, ensuring they are well-informed before making any investment decisions.

While our primary focus lies in providing investment consulting for clients interested in visas such as the E2 and EB-5, our expertise in franchise investments is beneficial to anyone exploring this avenue. Prior to committing to a franchise investment, potential franchisees will have ample opportunities to engage with their chosen franchise. In the following pages, we have compiled a list of essential questions to aid in their decision-making process, helping individuals determine whether a franchise represents a sound investment opportunity.





Questions



1. What should I know about joining your franchise system?
2. What are the characteristics of your ideal franchise candidate?
3. What are the strengths of your franchise system?
4. Where do you see this franchise system in 5 years and what steps are being taken to reach that goal?
5. What does your target market look like?
6. What competition is there in this field?
7. Can you give me a break down of all of the expenses associated with getting started?
 - a. Startup (including franchise fee):
 - b. Operations (first 6 to 12 months):
 - c. Additional costs to keep in mind (marketing costs, physical location, recruitment, etc.)



Questions



- 8.** Explain the contractual responsibilities if I join your franchise system. (i.e. length of agreement, renewals, etc.)
- 9.** What can I expect to earn if I join your franchise system and does your franchise disclose this amount in your written materials?
- 10.** What does your training program look like? What ongoing training do you offer?
- 11.** How much additional capital will I need after I launch my franchise?
- 12.** If applicable, what goods or services do I have to purchase directly from you, the franchisor, and can I competitively shop for a better deal?
- 13.** Is there an advertising fund that I must contribute to? And what rights do the franchisee's have regarding auditing that fund?



Questions



- 14.** What is my protected territory and how is it defined?
- 15.** How many franchises have been awarded in my state and have they all opened? If they have not opened, why not?
- 16.** What are your plans to develop my state and how will that impact my franchise?
- 17.** How many franchised units have failed and why?
- 18.** How many existing franchises are currently for sale?
- 19.** Does the franchisor have resources to assist with financing, real estate, and construction?
- 20.** Has the franchisor faced any lawsuits, past or ongoing?
- 21.** How have previous franchisee/franchisor disputes been settled?



Questions



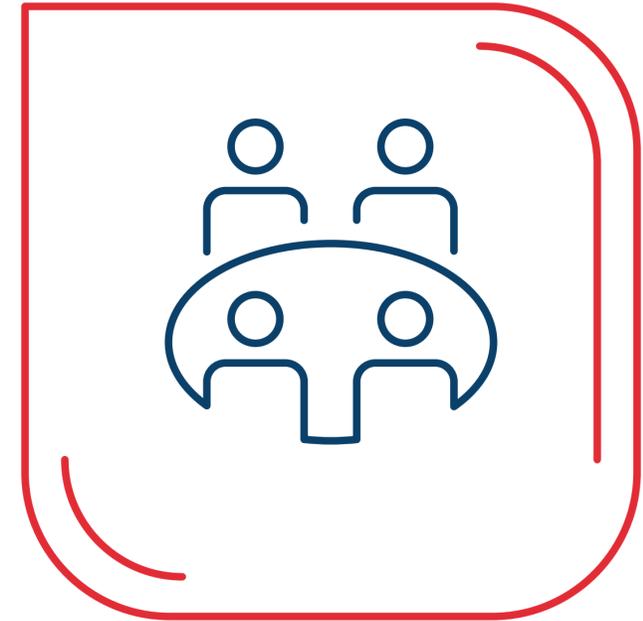
- 22.** Do I need a physical location to run my business? If so, what type of location do I need? Commercial, storage, a showroom for sales?
- 23.** How have most franchisees located their franchise locations? Did they use the franchisor's people or did they find their own help?
- 24.** What will you do to help make sure that I am properly set up to run my own business?
- 25.** What happens when I want to retire or sell my business?
- 26.** If I do sell my business and leave the franchise system, what am I forbidden to do?
- 27.** What are the next steps in your Discovery Process?

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

Be Prepared Before Speaking



It is always recommended to do some initial research before speaking with the franchisor. The franchisor's website will typically have a lot of very useful information for anyone that is looking to franchise and we highly recommend going through any marketing or educational materials the franchisor or Visa Franchise have shared with you ahead of time.



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

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