

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING



Responsible Franchising

Maximizing Outcomes For All
Stakeholders

February 12, 2025



Our Illustrious Panel



Nicolas Boudet
Chief Operating Officer
International Dairy
Queen



Dave Mortensen
Board Of Directors
Purpose Brands, LLC
Co-Founder
Anytime Fitness

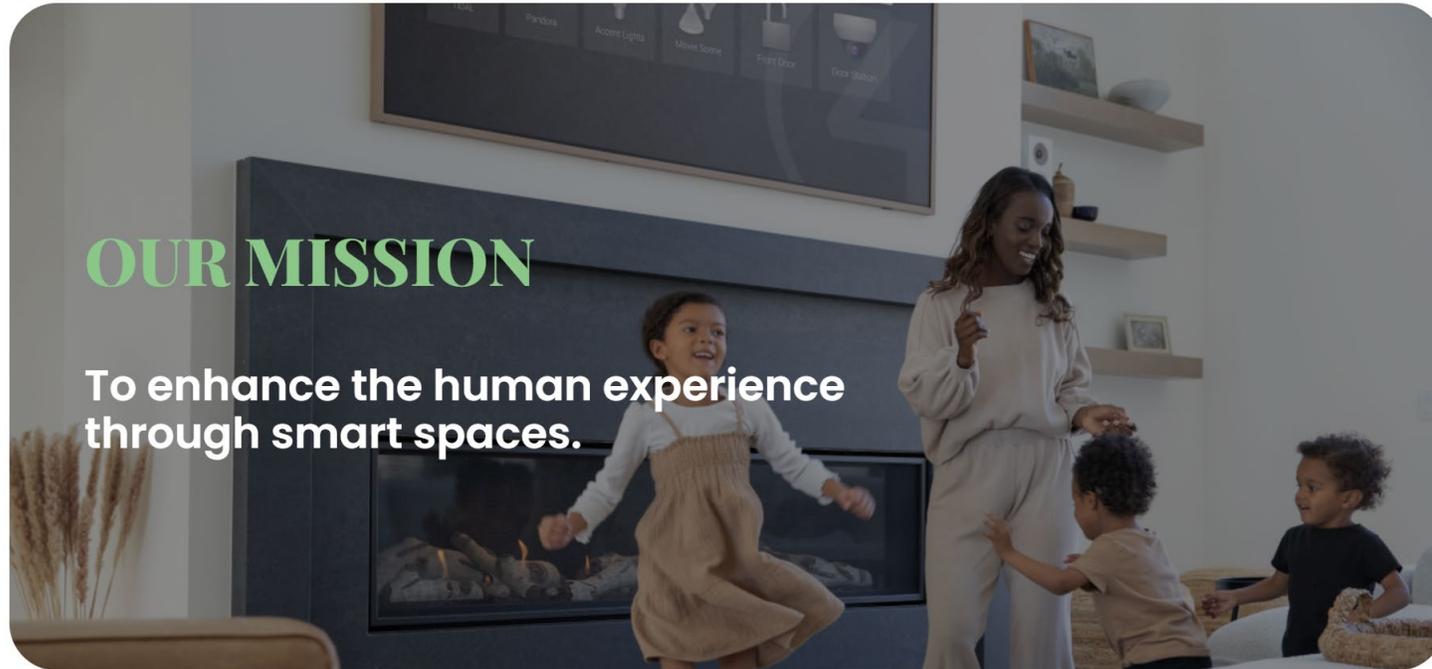


Hagan Kappler
Co-Founder & CEO
Daisy



Ned Lyerly
CEO
Starheel Ventures, LLC
and Weatwell, Inc.





OUR MISSION

To enhance the human experience through smart spaces.

We Help Homeowners & Business Owners Achieve:



Peace of Mind



Entertainment



Convenience



Ambiance



Connectivity



OUR PURPOSE IS CLEAR.

To make personal health and wellness accessible for people worldwide.

We provide accessible and effective wellness support and services to 7,000+ communities and millions of people around the world.

We accelerate:

- more preventive health outcomes for our consumers
- more competitive performance and financial growth for our franchisees
- more purpose-driven opportunities for our people



Responsible Franchising

“Responsible franchising should be practiced intentionally and consistently among franchisors, franchisees, and suppliers to protect the integrity of the franchise model.” IFA

IFA believes the core practices of responsible franchising include:

- ✓ Setting clear goals and expectations during the pre-sale period so that franchisors and franchisees are aligned as to terms of their long-term relationship
- ✓ Connecting prospective franchisees with the right opportunity through due diligence and validation of all parties in the franchise sales process
- ✓ Ensuring that franchisors and franchisees commit to their respective operational obligations to protect both the brand and the franchisee’s equity in their business
- ✓ Focusing collectively on driving unit economics and profitability for all parties
- ✓ Embracing collaboration among the franchisor and franchisees through open communication with franchise advisory councils and independent franchisee associations when modifying standards to respond to changing market forces and consumer preferences.

Roadmap of Responsible Franchising



1

Pre-Franchising

Are You Ready?

2

Selling

The Right Way

3

Onboarding

Proper Training and Support

4

Operating

Systems, Support and Accountability

5

Engaging

Collaboration and Communication

6

Evolving

Brand Relevance

Are You Ready?





Selling

Onboarding



FRANCHISE

Operating



Engaging





Evolving

Responsible Franchising

Foster a fair, transparent, and profitable relationship between all franchising stakeholders, ensuring the integrity of the franchise model and the success of small business owners.

<https://www.franchise.org/responsible-franchising>



Responsible Franchising

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Appendix

Maximizing Outcomes For All
Stakeholders

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Responsible Franchise Considerations

✓ *Are We Ready to Franchise?*

- *Concept Development*
- *Value Propositions*
- *Financial Backing*
- *Unit Economics*
- *Support Systems*
- *Culture and Stakeholder Alignment*

✓ *Selling*

- *Concept Readiness*
- *Comprehensive Franchise Disclosure Documents*
- *Clearly Defined Goals and Expectations Aligned to Long Term Success*
- *Proper Matching of Prospect to Concept - Well Defined Qualification Criteria (Three C's) and Proper Due Diligence*
- *Tools and Resources to Support Proper Concept / Prospect Discovery*
- *Access to Existing Franchisees and Suppliers*
- *Brokers / 3rd Party Seller Diligence and Standards*
- *Clear Understanding of Investment Requirements – Capital and Human Resource*

Responsible Franchise Considerations

✓ *Onboarding*

- *New Franchise Orientation*
- *Commitment to Training*
- *Pre-Opening Support – Tools and Systems*
- *Opening Support*
- *Post Opening Support and Engagement*
- *Proper Structure to Support Opening and Operations*

✓ *Operating*

- *Tools and Systems*
- *Technology*
- *Standards*
- *Support*
- *Marketing*
- *Measurement*
- *Compliance*

Responsible Franchise Considerations

✓ *Engaging*

- *Franchise Support Representatives*
- *Collaboration*
- *Advisory Councils*
- *Communication*

✓ *Evolving*

- *Brand Relevance*
- *Product evolution*
- *Improved Value Propositions*
- *Transforming To Meeting Changing Environments*
- *Reimage and Reinvestment*

HOW TO PROMOTE YOUR SESSIONS

- Tweet from your account or your organization's account before, during, and after your session.
- Use **#IFACon2025** and tag **@Franchising411** on Twitter and Instagram

