



# World Franchising Network



## World Franchising Lead Generation Program

*The Definitive Source for Qualified Leads*

### WEBSITES

WorldFranchising.com  
 PickThePerfectFranchise.com  
 100TopFranchises.com  
 HottestNewFranchises.com  
 MinorityFranchising.com  
 LeadGenerationReport.com  
 FranchisingAttorney.com  
 FranchisingSuppliers.com  
 FranchisorDatabase.com  
 SourceBookPublications.com  
 FranchisingResourceCenter.com  
 UFOCs.com  
 FranchiseDisclosures.com  
 FranchisingURLs.com

### PUBLICATIONS

*Bond's Franchise Guide*  
*Bond's Top 100 Franchises*  
*Bond's Hottest New Franchises*  
*Minority Franchise Guide*  
*"How Much Can I Make?"*  
*Bond's Intl. Franchise Guide*  
*Tips & Traps When Buying a Franchise*

The World Franchising Network is the pre-eminent provider of reliable, up-to-date and easy-to-use information on franchising.

Our portal website, WorldFranchising.com, and our annual franchise directory, *Bond's Franchise Guide*, provide detailed profiles on over 1,000 North American franchisors, as well as listings of franchise consultants and service providers. Our Network's proprietary listing of industry resources makes it the ultimate choice for anyone — whether a prospective franchisee or a seasoned industry professional — seeking immediate access to current information on all facets of the franchising industry.

**We invite you to join the World Franchising Network and take advantage of the most expansive and cost-efficient way to promote your franchise system to prospective franchisees.**

### Our \$1,500 / year package includes

#### Online Lead Generation:

www.WorldFranchising.com  
 www.PickThePerfectFranchise.com  
 www.100TopFranchises.com<sup>1</sup>  
 www.HottestNewFranchises.com<sup>2</sup>  
 www.MinorityFranchising.com<sup>3</sup>

#### Access to Industry Knowledge Base:

Lead Generation Reporter™  
 Earnings Claims Reports  
 World Franchising Newsletter

#### Print Exposure:

Bond's Franchise Guide  
 Bond's Top 100 Franchises<sup>1</sup>  
 Bond's Hottest New Franchises Guide<sup>2</sup>  
 Minority Franchise Guide<sup>3</sup>

<sup>1</sup> Inclusion is Merit Based  
<sup>2</sup> Inclusion Applies Only to Franchises With 50 or Fewer Operating Units  
<sup>3</sup> Inclusion is Optional

**Unquestionably the Most Comprehensive and Cost-Effective Lead Generation Program Anywhere**

## WorldFranchising.com

THE MOST COMPREHENSIVE AND UP-TO-DATE WEBSITE ON FRANCHISING —  
NEW FEATURES IN A USER-FRIENDLY INTERFACE

WorldFranchising.com lists detailed profiles on over 1,000 North American franchisors. The profiles are sorted by six search criteria — Alphabetical, Industry Type, Average Total Investment, Average Franchise Fee, Average Royalty Fee and Total Operating Units — for easy comparison.

### LISTING INCLUDES:

- Your detailed company profile, taken from an exhaustive 46-point questionnaire, including data such as background information, capital requirements, level of training, franchisee evaluation criteria and areas of geographic expansion
- Your 4-color company logo providing brand recognition of your company and allowing visitors instant access to your franchise system
- Website profile updates throughout the year at no cost
- Access to franchisees via the Franchise Info Expediter™, an online lead generation program that gathers critical personal information from potential franchisees and allows you to contact qualified individuals who are truly interested in your franchise system



## Bond's Franchise Guide

THE DEFINITIVE ANNUAL DIRECTORY OF OVER 1,000 FRANCHISES

*Bond's Franchise Guide* (19 Editions published to date), considered by many to be the “bible of the franchising industry,” provides detailed profiles of over 1,000 North American franchisors, as well as leading franchise consultants and service providers. *The Guide* is the only franchise directory marketed in the book section, rather than the magazine and periodical section, of major bookstores. We anticipate 10,000 – 12,000 copies of *The Guide* will be sold through bookstores, library sales, franchise shows, online bookstores (20 major franchise websites will promote the book), outplacement firms and direct mail.

### LISTING INCLUDES:

- Your detailed company profile in the upcoming Edition of *Bond's Franchise Guide*
- Your black/white company logo in *The Guide*
- A complimentary copy of *The Guide* (retail \$34.95) upon publication

KEY FEATURES:	ESTIMATED READERSHIP:	REVIEWS:
<ul style="list-style-type: none"> <li>• Over 1,000 franchisor profiles ~ 800 American franchisors ~ 200 Canadian franchisors</li> <li>• Profiles of franchise consultants and service providers</li> <li>• 30 distinct industry types, broken down into subsectors</li> <li>• Detailed statistics by industry type and subsector</li> <li>• Direct comparability between franchise listings</li> <li>• All new data every edition</li> <li>• 488 pages</li> </ul>	<p><b>Average Household Income:</b> \$85,000  <b>Liquid Capital Available to Invest:</b> \$400,000  <b>Investment Timeframe:</b> 86% Plan to Invest Within 2 Years</p> <p><b>Education:</b>  College Graduate: 79%  Advanced Degree: 18%</p> <p><b>Age:</b>  18-25: 4%  26-35: 12%  36-45: 41%  46-55: 32%  56+: 11%</p> <p><b>Gender:</b>  Male: 65%  Female: 35%</p>	<p>“This first-step resource should guide budding franchisees directly to the company of their dreams. An important book. Highly recommended.” — Library Journal</p> <p>“The most comprehensive volume for potential franchise investors on the market.” — The Book Reader</p> <p>“As a reference source, Bond's book is exceptional. For those individuals contemplating a franchise purchase, it should be mandatory reading. Recommended for all library business collections.” — Reference Book Review</p>

# Top 100 Franchises Program

AN IN-DEPTH ANALYSIS OF TODAY'S TOP FRANCHISE OPPORTUNITIES



The Top 100 Franchises Program features detailed analyses of top franchises with 50 or more operating units. Companies are evaluated on the basis of historical performance, brand identification, market dynamics, franchisee satisfaction, level of training, on-going support, financial stability and various other features.

To be **considered for inclusion** in the Top 100 Franchises Program, please submit the following materials (only franchisors with 50 or more operating units will be considered):

- **Current UFOC and Franchise Agreement**
- **Marketing/Promotional Packages** sent to prospective franchisees
- **Optional Complimentary Coupons:** *At your option, you may send complimentary coupons to allow us to more fully evaluate your products, services and/or facilities.*

If selected, a 2-3 page write-up of your company and your profile data will be listed on **100TopFranchises.com** and published in the **upcoming Edition of Bond's Top 100 Franchises** (2 Editions published to date) at **no cost** to you.

Selection as a *Top 100 Franchise* presents an unparalleled opportunity to showcase your company to thousands of potential investors. Selected franchisors are also highlighted on WorldFranchising.com and MinorityFranchising.com. **Please understand that inclusion in the Top 100 is not automatic.**

## Hottest New Franchises Program

THE ESSENTIAL GUIDE FOR UP AND COMING FRANCHISORS

The Hottest New Franchises program is designed to assist new and / or smaller franchises – that is, franchisors with 50 or fewer operating units – in gaining market exposure and increased credibility at a reasonable cost. Qualifying companies are promoted through the HottestNewFranchises.com site and its accompanying publication, *Bond's Hottest New Franchises*.

### HottestNewFranchises.com

#### LISTING INCLUDES:

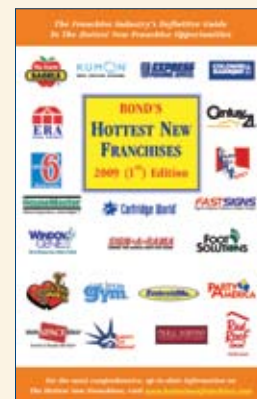
- Detailed franchisor profile – same as on WorldFranchising.com
- 4-color logo
- Expanded business description (up to 1,500 characters) of your franchise
- Linked from your WorldFranchising.com profile
- Website profile updates throughout the year at no cost
- Access to franchisees via the Franchise Info Expediter™ lead generation system



### Bond's Hottest New Franchises

#### LISTING INCLUDES:

- Detailed franchisor profile – including expanded business description of up to 1,500 characters – with black and white logo
- Optional 4-color logo on the cover of the book
- A complimentary copy of *The Guide* (retail \$34.95) upon publication



### Hottest New Franchises Newsletter

PROMOTING THE HOTTEST NEW FRANCHISE COMPANIES ON THE SCENE

Each monthly email newsletter will feature optional detailed write-ups on about ten Hottest New Franchises, accompanied by 4-color logos and/or additional graphics. Exposures will be provided on a first-come, first-serve basis. The write-ups are to be archived. Inclusion in the newsletter will be \$350 per month.

# National Minority Franchising Initiative

THE DEFINITIVE ANNUAL DIRECTORY OF OVER 500 FRANCHISES ACTIVELY SEEKING AND SUPPORTING MINORITY FRANCHISEES

If your organization is committed to recruiting minorities and maximizing business opportunities in underserved markets, we invite you to join the Initiative at no cost.

The National Minority Franchising Initiative (NMFI) is the premiere organization dedicated solely to bridging the opportunity gap that exists between franchisors and potential franchisees in minority communities. The Initiative takes a multi-faceted approach to raising franchise awareness in target markets by delivering high-quality, readily accessible products in the areas of publications, electronic media, education, consulting, training and strategic partnerships.

## Minority Franchise Guide

The NMFI publishes an annual *Minority Franchise Guide* (4 Editions published to date) of over 500 companies that encourage and support the inclusion of minority franchisees. The franchisor profiles detail company background, capital requirements, a breakdown of existing minority representation, programs in place for minorities and much more. NMFI sponsors are prominently featured on the cover of the *Guide*. The publication also includes articles written by NMFI sponsors and resources available to prospective franchisees.



The *Guide* is provided free of charge at seminars and various government and non-profit minority organizations. The *Guide* will also be available for sale through major bookstores, the Internet, direct mail and franchise trade shows.

## MinorityFranchising.com



The Initiative's website, MinorityFranchising.com, provides a searchable directory (6 custom sorts) of all franchisor profiles listed in the *Minority Franchise Guide*. Leads will be generated through the Franchise Info Expediter™ lead generation system and sent directly to the franchisor.

The site also prominently displays the logos of NMFI sponsors, as well as articles written by sponsors.

## PickThePerfectFranchise.com

QUALIFIED LEAD GENERATION WEBSITE

Your World Franchising participation entails automatic inclusion on PickThePerfectFranchise.com. The primary objective of this website is to ensure that franchisors can "pre-select" the type of prospective franchisees they want to attract and to whom they are prepared to commit time, expense and energies. Unlike other lead generation sites that have no real self-screening mechanism, PickThePerfectFranchise.com makes website visitors specify their interests, experience and financial wherewithal before a list of relevant franchisors is presented. To the extent that a visitor's "profile" is in concert with your specified needs, your detailed franchisor profile from WorldFranchising.com is made available to them. If they wish to proceed, then they can formally request additional information.



The end result is that you only receive requests for follow-up from prospective franchisees who have been pre-screened. If you are only seeking franchisees in specific states or provinces, the system will preclude inquiries from outside those specified states. If you only want franchisees who are interested in multiple units, it will eliminate franchisees only interested in single units. If you only want to entertain inquiries from prospective franchisees who are prepared to start their system within 6 months, it will eliminate inquiries from those who expect to take more than 6 months.

In short, you receive inquiries only from those individuals who meet your specific screening criteria. No telephone tag or marketing materials sent to clearly unqualified leads. No wasted time. No wasted money.

PickThePerfectFranchise.com provides an additional venue in which to promote your franchise and generate qualified leads. Set your specific screening criteria and receive requests only from prospective franchisees who meet your specified needs.

*"How Much Can I Make?"* is an annual publication detailing hard-to-obtain historical sales, expense and/or profit data on actual franchise operations, as provided by the franchisors themselves. Because publication of an earnings claims statement is at the sole discretion of franchisors, only about 15 - 20% provide this critical information. The 2008 *"How Much Can I Make?"* includes 105 recent earnings claims statements in their entirety. As a result of reviewing these actual performance statistics, you will gain invaluable insights on the true economics of major franchise systems.



# World Franchising

## Earnings Claims Reports

### GAIN INSIDER KNOWLEDGE

Included in your World Franchising membership is a complimentary 2007 earnings claims statement package from the food (\$400 - 100 Item 19s), service-based (\$550 - 177 Item 19s), retail (\$200 - 30 Item 19s), or lodging (\$125 - 34 Item 19s) industry (your choice). All Item 19s are from 2006 operating data. For more information, see UFOCs.com.

## The Franchise Info Expediter™

### RECEIVE PRE-QUALIFIED LEADS

All leads sent to franchisors through our sites (WorldFranchising.com, PickThePerfectFranchise.com, Top100Franchises.com, HottestNewFranchises.com and MinorityFranchising.com) are "organic" – they are generated by the sites themselves and are never purchased from third parties. All leads are prescreened; site visitors are required to answer a minimum of seven questions.

## UFOCs.com

### COMPREHENSIVE UFOC DATABASE

UFOCs.com offers the most comprehensive and up-to-date database of current UFOC filings, as well as historical UFOCs dating back to 1997. The site includes over 20,000 UFOCs for 2,400 North American franchisors. Entire UFOCs, including Franchise Agreements, or individual UFOC items are available and fulfilled in an efficient and cost-effective manner.

## FranchisingURLs.com

### FRANCHISE INDUSTRY DOMAIN NAMES FOR SALE

FranchisingURLs.com offers a comprehensive listing of URLs (domain names) for sale that are especially pertinent to companies within the franchising industry.

## FranchisingSuppliers.com

### DIRECTORY OF FRANCHISE CONSULTANTS AND SERVICE PROVIDERS

FranchisingSuppliers.com includes listings of literally hundreds of firms providing their goods and services to members of the franchising community.

## FranchisingAttorney.com

### DIRECTORY OF FRANCHISE ATTORNEYS

FranchisingAttorney.com is designed to help you find the franchising attorney most suitable for your legal needs, whether you are a franchisor or a franchise in need of assistance with agreement preparation, intellectual property rights or transfer issues.

## JOIN TODAY

### Discounts for Franchisors with Multiple Brands

**1 Brand – \$1,500 for 12 months**  
**2 Brands – \$1,000 each**  
**3 Brands – \$900 each**  
**4 Brands – \$800 each**  
**5+ Brands – \$700 each**

To join the World Franchising Network, simply submit the following:

- Online Franchisor Questionnaire  
(WorldFranchising.com/join\_worldfranchising.php)
- Your high resolution 4-color company logo(s)  
(email to logos@worldfranchising.com)

You may pay online by credit card or be invoiced.  
Please contact us at (800) 841-0873 or (510) 839-5471 if you have any questions or would like more details.

WORLD FRANCHISING NETWORK

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