

## RESPONSE FORM: NEW PARTICIPANTS

The World Franchising Network offers unbeatable value and scope for your advertising dollar. Through participation in our Network, franchisors gain exceptional exposure and positive publicity through multiple online and print listings. Annual cost is \$1,500 (discounts apply for franchisors with multiple brands – 2 Brands = \$1,000 each; 3 Brands = \$900 each; 4 Brands = \$800 each; 5 + brands = \$700 each).

### World Franchising Network – Summary of Benefits

#### For franchisors with over 50 operating units, fee of \$1,500 per year

<a href="http://www.WorldFranchising.com">www.WorldFranchising.com</a>	<i>Bond's Franchise Guide</i>
<a href="http://www.100TopFranchises.com">www.100TopFranchises.com</a> <sup>1</sup>	<i>Bond's Top 100 Franchises</i> <sup>1</sup>
<a href="http://www.Franchises4Vets.com">www.Franchises4Vets.com</a> <sup>2</sup>	<i>Veteran's Franchise Guide</i> <sup>2</sup>
<a href="http://www.MinorityFranchising.com">www.MinorityFranchising.com</a> <sup>2</sup>	
<a href="http://www.PickThePerfectFranchise.com">www.PickThePerfectFranchise.com</a>	

#### For franchisors with less than 50 operating units, fee of \$1,500 per year

<a href="http://www.WorldFranchising.com">www.WorldFranchising.com</a>	<i>Bond's Franchise Guide</i>
<a href="http://www.HottestNewFranchises.com">www.HottestNewFranchises.com</a>	<i>Bond's Hottest New Franchises</i>
<a href="http://www.Franchises4Vets.com">www.Franchises4Vets.com</a> <sup>2</sup>	<i>Veteran's Franchise Guide</i> <sup>2</sup>
<a href="http://www.MinorityFranchising.com">www.MinorityFranchising.com</a> <sup>2</sup>	
<a href="http://www.PickThePerfectFranchise.com">www.PickThePerfectFranchise.com</a>	

<sup>1</sup> Inclusion is Merit Based; <sup>2</sup> Inclusion is Optional

#### For all franchisors

Industry Earnings Claim Package (4 industry options, a \$90-\$350 value)  
 12-Month Subscription to the Lead Generation Reporter™ Newsletter (a \$300 value)  
 Copy of "How Much Can I Make?" (9<sup>th</sup> Edition) (\$34.95)  
 Copy of *Bond's Franchise Guide* (\$34.95)  
 Copy of *Bond's Hottest New Franchises* (if you are listed)(\$19.95)  
 Additional Exposure in the Monthly World Franchising Newsletter at Modest Cost

### Benefit Descriptions:

**World Franchising** – Our portal website and book provide detailed profiles on over 1,000 North American franchisors, as well as listings of franchise consultants and service providers.

- An immediate 12-month listing of company profile on WorldFranchising.com, including 4-color logo
- Website profile updates throughout the year at no charge
- Access to prospective franchisees via the Franchise Info Expediter™ program
- Detailed company profile in *Bond's Franchise Guide*, including black-and-white logo
- Complimentary copy of *Bond's Franchise Guide* upon publication (retail \$34.95)

**Pick the Perfect Franchise** – PTPF matches a franchisor's desired characteristics with prospective franchisee traits. Prescreen requests from prospective franchisees by completing a short survey (Questions 47-53 of Franchisor Questionnaire).

- Automatic inclusion in the new PickThePerfectFranchise.com search database

**Hottest New Franchises** – If your company has 50 or fewer operating units, you will be included in our Hottest New Franchises program at no cost. The HNF listing includes an extended business description, so please be sure to answer Question 12 if applicable.

- An immediate 12-month listing of company profile on HottestNewFranchises.com, including 4-color logo
- Detailed company profile in *Bond's Hottest New Franchises*, including black-and-white logo
- Complimentary copy of *Bond's Hottest New Franchises* upon publication (retail \$24.95)

**Franchises4Vets Program (optional)** - If your organization seeks to recruit veterans, we invite you to participate at no cost. Complete the Franchises4Vets Questionnaire on Page 9.

- A listing of company profile on Franchises4Vets.com, including 4-color logo
- Detailed company profile in *Veteran's Franchise Guide*, including black-and-white logo

**National Minority Franchising Initiative (optional)** - If your organization seeks to recruit minorities and maximize business opportunities in underserved markets, we invite you to participate at no cost. Complete the NMFI Questionnaire on Page 10.

- An immediate 12-month listing of company profile on MinorityFranchising.com, including 4-color logo
- Access to prospective franchisees via the Franchise Info Expediter™ program

**Bond's Top 100 Franchises** – Analysis of top franchise opportunities (merit-based; only franchisors with over 50 units eligible)

- If selected, franchisors are highlighted on Top100Franchises.com and in *Bond's Top 100 Franchises*.
- To participate in the evaluation process, submit your current FDD, including Franchise Agreement and the Marketing/Promotional Package sent to prospective franchisees

#### Additional Benefits

- A complimentary 12-month subscription to the Lead Generation Reporter™ (a \$300 value), which analyzes the search engine and web traffic rankings of lead generation sites, as well as revealing which franchisors advertise on which sites
- A complimentary 2009 industry earnings claims report of your choice (4 industry options, a \$90 - \$350 value)
- A complimentary copy of "How Much Can I Make?" (retail \$34.95) – "Insider's Guide" to actual sales, expenses and profit data on major franchise systems
- Additional exposure in the monthly World Franchising Newsletter at a modest cost

☐ **Yes, we wish to participate in the World Franchising Network. We understand that we will be charged \$1,500 and that the benefits include those enumerated above. We understand that this contract will automatically renew each year unless we submit a termination notice at least 30 days prior to the renewal period. Our contract will renew every year at the price stated above and we will not be subject to yearly price increases as long as the contract is in effect. Once cancelled, renewals will be at the rates then in effect.**

#### SUBMIT MATERIALS – PLEASE EMAIL TO INFO@WORLDFRANCHISING.COM OR FAX TO (510) 839-2104

- ☐ Page 2 – Response & Payment Form
- ☐ Page 3-8 – Franchisor Questionnaire (World Franchising and Pick the Perfect Franchise)
- ☐ Page 9 – Franchises4Vets Questionnaire (optional)
- ☐ Page 10 – NMFI Questionnaire (optional)
- ☐ Top 100 Materials (optional) – FDD, Franchise Agreement, Marketing/Promotional Package, Coupons

#### ENCLOSE PAYMENT

BASIC LISTING INCLUDES DETAILED PROFILE IN 2 INDUSTRY CATEGORIES; AN ADDITIONAL CATEGORY MAY BE ADDED FOR \$50

☐ **Check Enclosed**

**Charge My:** ☐ American Express ☐ Visa ☐ MasterCard

**Card Number:**  **Expiration Date:**

**Name on Card:**  **Billing Zip Code:**

**CVV2 Code** (This is a 3 or 4 digit code on the front or back of the card):

☐ **Invoice Us**

**Approved By:**

**Phone Number:**

**Company Name:**

**Date:**



1814 Franklin Street, Suite 603, Oakland, CA 94612

(800) 841-0873 ❖ (510) 839-5471 ❖ Fax: (510) 839-2104 ❖ E-Mail: info@WorldFranchising.com  
WorldFranchising.com ❖ PickThePerfectFranchise.com ❖ HottestNewFranchises.com ❖ MinorityFranchising.com

Franchisor Information										
1. Franchise Trade Name (DBA):										
2. Incorporation Name:							Stock Symbol:			
3. Address:										
City:			State/Province:				Zip/Postal Code:			
Country (if other than U.S.):										
4. Toll-Free Number:				Local Number:				Fax Number:		
5. Website:		www._____								
6. General Email:										
7. Expediter Email (the email we should use to notify you of franchisee leads):							A.			
Additional Expediter Emails:		B.				C.				
8. Contact Person:						Contact Position:				
Contact Email*:										
9. President/CEO*:						President Title*:				
President Email*:										
* This information will not be published.										

INDUSTRY CATEGORIES		
<p>10. Your website listing(s) will be searchable under two industry categories. Please select two industry subsector categories that best fit your company from the list at <a href="http://www.WorldFranchising.com/download/IndustryGroupings.xls">www.WorldFranchising.com/download/IndustryGroupings.xls</a> and fill in below, making sure to reference the Code #. (i.e., "2.01 Baking – General") An additional category may be added for \$50.</p>		
10A. _____	10B. _____	10C. (optional) _____

BUSINESS DESCRIPTION – FOR WORLDFRANCHISING.COM	
11. Please describe your business. Use the full space available to set your franchise apart from other franchising opportunities, i.e. sell your system to the potential franchisee. (Limit 512 characters, including spaces. Please no paragraph returns.)	

**EXPANDED BUSINESS DESCRIPTION – FOR HOTTESTNEWFRANCHISES.COM (FOR COMPANIES WITH 50 UNITS OR LESS)**  
**FRANCHISORS WITH MORE THAN 50 UNITS, PLEASE CONTINUE TO QUESTION 13.**

**12. As a Hottest New Franchises participant, your listing on the HNF site will contain an expanded business description of up to 1,500 characters (including spaces). Please use this opportunity to describe your program and why it offers great growth potential to entrepreneurial franchisees.**

**FRANCHISOR BACKGROUND**

**13. Year company was founded:**

**14. First year as franchisor:**

**15. Operating Units:**

15A. Number of franchised units:

15B. Number of company-owned units:

15C. Total operating units (15A + 15B):

**16. Geographic Distribution:**

Of the total operating units (15C) listed above,

How many are in the U.S.?

In how many U.S. states?

How many are in Canada?

In how many Canadian provinces?

How many are Overseas?

In how many foreign countries?

**17. North America:**

Which three States or Provinces have the largest number of operating units? How many operating units are located in these areas?

States/Provinces

# of Units

1.

2.

3.

**18. The following States/Province require a separate registration (or disclosure, indicated by an \*) document. In which are you currently registered to franchise?**

☐ All Below

☐ IN

☐ ND

☐ WA

☐ CA

☐ MD

☐ OR\*

☐ WI

☐ FL\*

☐ MI\*

☐ RI

☐ DC

☐ HI

☐ MN

☐ SD

**Canada:**

☐ IL

☐ NY

☐ VA

☐ Alberta

**FINANCIAL REQUIREMENTS**

For Questions 19-20 (except those denoted with an asterisk [\*]), please provide ranges if financial requirements vary substantially among individual operating units.

**19. Investment:**

19A. What is the minimum net worth required?	\$ _____	*For Question 19D, please provide a single <u>dollar</u> value (i.e. 75,000) only. Do not provide percentages, ranges, symbols or text.
19B. What is the range of equity capital (up-front cash) required?	\$ _____	
19C. What is the range of total investment required?	\$ _____	
*19D. What is the <u>average</u> total investment required?	\$ _____	

**20. Fees:**

20A. What is the initial franchise fee for a single unit?	\$ _____	*For Question 20B please provide a single <u>dollar</u> value (i.e. 10,500) only. Do not provide percentages, ranges, symbols or text.		
*20B. What is the <u>average</u> initial franchise fee?	\$ _____			
20C. What is the on-going royalty fee?	_____ %	or	\$ _____	*For Question 20D please provide a single <u>percentage</u> value (i.e. 5.5 or 7) only. Do not provide dollar values, ranges, symbols or text.
*20D. What is the <u>average</u> on-going royalty fee?	_____ %			
20E. What is the on-going advertising fee?	_____ %	or	\$ _____	

**21. Including the owner/operator, how many employees are recommended to staff an average operating unit?**

Full Time:	_____	Part-Time:	_____	_____
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**22. What square footage do most of your franchise units require?**

_____ square feet	<input type="checkbox"/> Not Applicable
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**23. What types of sites do most of your franchise units require?**

<input type="checkbox"/> Free-Standing Building	<input type="checkbox"/> Storefront	<input type="checkbox"/> Strip Center	<input type="checkbox"/> Regional Mall
<input type="checkbox"/> Home-Based	<input type="checkbox"/> Other: _____		<input type="checkbox"/> Not Applicable

**24. Do you encourage conversions?**

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Not Applicable
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**25. Does your UFOC contain an Earnings Claims Statement (Item 19)?**

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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**FRANCHISEE QUALIFICATIONS****26. In qualifying a potential franchisee, please rank the following criteria from Unimportant to Very Important.**

	Unimportant				Very Important
	1	2	3	4	5
A. Financial Net Worth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. General Business Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Specific Industry Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Formal Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Psychological Profile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Personal Interview(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TERMS OF CONTRACT**

27. What is the term of the original franchise agreement?	_____ Years		
28. What is the term of the renewal period?	_____ Years		
29. Passive ownership of the initial unit is	<input type="checkbox"/> Allowed	<input type="checkbox"/> Allowed, But Discouraged	<input type="checkbox"/> Not Allowed
30. Do you have Area Development Agreements?	<input type="checkbox"/> Yes, for _____ Years	<input type="checkbox"/> No	
31. Do you have Sub-Franchisor Contracts covering specified territories?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

<b>32. Can the franchisee establish additional outlets within his/her area?</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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#### SUPPORT AND TRAINING

<b>33. Are you an International Franchise Association member?</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>34. Are you a Canadian Franchise Association member?</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>35. Does your system have a franchisee association?</b>		<input type="checkbox"/> Yes; If Yes, <input type="checkbox"/> Member or <input type="checkbox"/> Not A Member	<input type="checkbox"/> No
<b>36. How many full-time, paid personnel are currently on your corporate staff?</b>		_____	
<b>37. Do you assist the franchisee in site selection?</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Not Applicable
<b>38. Do you assist the franchisee in lease negotiations?</b>		<input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> Not Applicable
<b>39. Is financial assistance available?</b>		<input type="checkbox"/> Yes; If Yes, <input type="checkbox"/> Direct and/or <input type="checkbox"/> Indirect	<input type="checkbox"/> No <input type="checkbox"/> Not Applicable
<b>40. Which of the following types of marketing support do you provide to the franchisee? Please check all that apply.</b>			
Media:	<input type="checkbox"/> Co-Op Advertising	<input type="checkbox"/> National Advertising	<input type="checkbox"/> Regional Advertising <input type="checkbox"/> Local Advertising
Marketing Materials:	<input type="checkbox"/> Ad Slicks	<input type="checkbox"/> Brochures	<input type="checkbox"/> Catalogs <input type="checkbox"/> Coupons/Rebates
	<input type="checkbox"/> Direct Mailers	<input type="checkbox"/> Emails	<input type="checkbox"/> Promotional Items <input type="checkbox"/> Radio Ads
	<input type="checkbox"/> Site Signs	<input type="checkbox"/> Television Ads	<input type="checkbox"/> Trade Show Exhibits <input type="checkbox"/> Videos
Additional Services:	<input type="checkbox"/> Grand Opening	<input type="checkbox"/> In-House Marketing	<input type="checkbox"/> Marketing Research <input type="checkbox"/> Newsletter
	<input type="checkbox"/> Online Extranet	<input type="checkbox"/> Press Releases	<input type="checkbox"/> Sales Strategies
Other:	_____		
<b>41. Which of the following on-going services do you provide to the franchisee?</b>			
	Included In Fees	At Additional Cost	Not Applicable
A. Central Data Processing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Central Purchasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Field Operations Evaluation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Field Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Initial Store Opening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Inventory Control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Franchisee Newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Regional or National Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. 800 Telephone Hotline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>42. Please note the location and duration of any initial training sessions included in the franchise fee.</b>			
Location	Duration		
1.			
2.			
3.			

**EXPANSION PLANS****43. How many new units do you plan to open in the next 12 months?**

\_\_\_\_\_ units

**44. Are you actively seeking franchisees in the U.S.?**☐ Yes☐ No

If Yes, in what States/Regions?

☐ All or \_\_\_\_\_**45. Are you actively seeking franchisees in Canada?**☐ Yes☐ No

If Yes, in what Provinces?

☐ All or \_\_\_\_\_**46. Are you actively seeking franchisees Overseas?**☐ Yes☐ No

If Yes, in what Countries?

☐ All or \_\_\_\_\_**PICKTHEPERFECTFRANCHISE.COM – ONLY PRE-SELECTED, QUALITY LEADS**

The primary objective of [www.PickThePerfectFranchise.com](http://www.PickThePerfectFranchise.com) 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, [www.PickThePerfectFranchise.com](http://www.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 [www.WorldFranchising.com](http://www.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.

**47. What type of franchise(s) are you interested in receiving leads for? (two category maximum)**☐ Advertising & Promotion☐ Cleaning☐ Food & Restaurants☐ Retails☐ Automotive☐ Computer & Internet☐ Health/Beauty/Fitness☐ Sports & Recreation☐ Business Services☐ Education☐ Home Services☐ Training☐ Children's Services☐ Financial Services☐ Other☐ Travel & Lodging**48. What is the minimum total investment required?**

*Be realistic in stating the total investment required! By providing a number that is unrealistically low, you will attract prospective franchisees who may be reaching the upper limits of their financial capabilities. Historically, prospective franchisees want to appear more financially well off than they actually are.*

☐ \$25,000 - \$49,999☐ \$50,000 - \$99,999☐ \$100,000 - \$249,999☐ \$250,000 - \$499,999☐ \$500,000 +**49. In which states do you want to promote your franchise?**☐ All US & All Canada☐ All US☐ All Canada

*By selecting individual states, you preclude prospective franchisees that are outside (if only slightly) those strict geographic limits. Alternatively, if you choose "All US and Canada", you may receive inquiries from North Dakota or the Yukon, both of which might be difficult to support. Please give some thought to this to ensure that you are not being either too restrictive or too all-inclusive.*

☐ Individual US States: \_\_\_\_\_☐ Individual Canadian Provinces: \_\_\_\_\_

<b>50. I only want leads from those who have previously owned a franchise.</b>			
<i>If it is absolutely necessary that a new franchisee have prior experience as a previous or current franchisee, then check the appropriate box. Otherwise, check No.</i>			
<input type="checkbox"/> Yes, previously	<input type="checkbox"/> Yes, currently	<input type="checkbox"/> No	
<b>51. I only want leads from those who have the following previous business experience:</b>			
<i>If it is imperative that a new franchisee have specific prior experience, check the appropriate box(es). If not, check every box.</i>	<input type="checkbox"/> Finance	<input type="checkbox"/> Marketing	<input type="checkbox"/> Sales
	<input type="checkbox"/> Management	<input type="checkbox"/> Operation	
<b>52. I am only interested in leads from those who are looking to start their franchise business as:</b>			
<i>If you are certain that you only want Multiple Unit buyers or Area Development buyers, then check the appropriate boxes. Keep in mind, however, that someone new to the site may actually have an interest in multiple units or an area development agreement, but didn't give much thought to answering the question.</i>	<input type="checkbox"/> Single Unit		<input type="checkbox"/> Area Developer
	<input type="checkbox"/> Multiple Units		<input type="checkbox"/> Any of the Above
<b>53. I am only interested in leads from those who are looking to start their franchise business:</b>			
<i>Keep in mind that someone who is just starting the due diligence process may not have the same sense of urgency that a franchisor does. By specifying "Within 3 months" or "3 to 6 months," you may be precluding an excellent potential franchisee from consideration.</i>	<input type="checkbox"/> Within 3 Months		<input type="checkbox"/> More than 6 Months
	<input type="checkbox"/> 3 to 6 Months		<input type="checkbox"/> Any of the Above

<b>BOND'S TOP 100 FRANCHISES - COMPANIES WITH 50 UNITS OR MORE MAY BE CONSIDERED FOR THE TOP 100</b>	
<input type="checkbox"/> <b>YES, WE WISH TO BE CONSIDERED FOR INCLUSION IN THE 2010 EDITION OF <i>BOND'S TOP 100 FRANCHISES</i>. WE HAVE ENCLOSED THE FOLLOWING MATERIALS:</b>	
<input type="checkbox"/>	Current FDD and Franchise Agreement
<input type="checkbox"/>	Marketing/Promotional Package sent to prospective franchisees
<input type="checkbox"/>	Optional Complimentary Coupons: <i>At your option, you may send complimentary coupons to allow us to more fully evaluate your products, services and/or facilities.</i>

Thank you very much for completing our Franchisor Questionnaire.

If you wish to participate at no cost on [www.Franchises4Vets.com](http://www.Franchises4Vets.com) and/or [www.MinorityFranchising.com](http://www.MinorityFranchising.com), please complete the Franchises4Vets and/or NMFI Questionnaires on the following pages.

Please be sure to sign and submit the Response Form (Page 2), your payment and high-resolution logo (300+ DPI, EPS or TIFF file in CMYK color format) with your materials. We cannot process your listing without this form.



## FRANCHISES4VETS QUESTIONNAIRE (OPTIONAL)

The Franchises4Vets program was created solely to provide in-depth information about franchising to military veterans. In addition to information about franchisor programs, the website also links to various government programs, lenders, attorneys and transition coaches/consultants. This multi-faceted program involves the Franchises4Vets.com website, the annual publication, *Veteran's Franchise Guide* and periodic articles (such as the "50 Top Franchises for Veterans" feature for *USA Today*).

### 1. FRANCHISE DESCRIPTION:

**Please describe your franchise program in terms of attracting veterans** (512 characters maximum):

### 2. SPECIFIC VETERAN INCENTIVE PROGRAMS:

**What specific incentive programs do you currently have in place for veterans? Be as specific as you can** (i.e. We fully support veterans and all that they have done for our country. We offer 20% off the initial franchise fee of \$39,500 (or a range) to all honorably-discharged veterans (512 characters maximum)):

*If unsure of exact numbers, please use a "best guess" estimate for any of the questions below.*

### 3. VETERAN REPRESENTATION:

a. Actual Number of Franchised Units:		c. Number of Franchised Units Owned by Veterans	
b. Actual Number of Company-Owned Units:		d. Number of Company-Owned Units Managed by Veterans	
Total Operating Units (a + b):		Total Number of Veteran Franchisees/Managers (c + d):	

### 4. VETERAN MANAGERIAL REPRESENTATION:

a. How many senior-level management employees (annual salary in excess of \$60,000) are there within the parent company?	_____
b. Of these senior-level management employees, how many positions are currently filled by veterans?	_____



# NATIONAL MINORITY FRANCHISING INITIATIVE

Bridging the Gap Between the Franchising Industry and the Minority Community

## NMFI QUESTIONNAIRE (OPTIONAL)

The NMFI is a multi-faceted program dedicated to raising franchise awareness in minority markets by delivering high-quality, readily accessible products in the areas of publications, electronic media, education and training and strategic partnerships. If your organization seeks to recruit minorities and maximize business opportunities in underserved markets, we invite you to participate in the Initiative. Please respond to the questions below to clarify your commitment to increasing minority representation. This data, along with your franchisor profile, will be published on [www.MinorityFranchising.com](http://www.MinorityFranchising.com).

### CURRENT MINORITY REPRESENTATION

**1. Approximately how many operating units (or what percentage) are owned (50% or greater minority ownership) by:**

\_\_\_\_\_ African-Americans

\_\_\_\_\_ Asian-Americans

\_\_\_\_\_ Hispanics

\_\_\_\_\_ Native Americans

Other Minorities: \_\_\_\_\_

### SPECIFIC MINORITY PROGRAM(S) IN PLACE:

**2. Please use the space below to describe any programs that are specifically geared for recruiting and/or assisting potential minority franchisees. Such programs could involve recruiting, training, financing, the deferment of franchise fees, assistance in preparing loan documents, etc. As the vast majority of franchisors do not have specific programs in place, please know that the absence of any particular program(s) in no way indicates that you do not support the inclusion of minority franchisees. What is important is that you support the overall objectives of the Initiative. If you do not wish to use this open-ended space to respond, we will include the following response — *"Although we support the objectives of the National Minority Franchising Initiative, we do not have any specific programs in place at this time."***

Thank you very much for joining our efforts to bring franchising within the reach of minorities.