

RESPONSE FORM: NEW PARTICIPANTS

The World Franchising Lead Generation Program 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 Lead Generation Program – Summary of Benefits

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

www.WorldFranchising.com	<i>Bond's Franchise Guide</i>
www.100TopFranchises.com ¹	<i>Bond's Top 100 Franchises</i> ¹
www.MinorityFranchising.com ²	<i>Minority Franchise Guide</i> ²
www.PickThePerfectFranchise.com	

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

www.WorldFranchising.com	<i>Bond's Franchise Guide</i>
www.HottestNewFranchises.com	<i>Bond's Hottest New Franchises</i>
www.MinorityFranchising.com ²	<i>Minority Franchise Guide</i> ²
www.PickThePerfectFranchise.com	

¹ Inclusion is Merit Based; ² Inclusion is Optional

For all franchisors

Industry Earnings Claim Package (4 industry options, a \$100-\$400 value)
 12-Month Subscription to the Lead Generation Reporter™ Newsletter (a \$500 value)
 Copy of *"How Much Can I Make?" (8th Edition)* (\$29.95)
 Copy of *Bond's Franchise Guide* (\$34.95)
 Copy of *Bond's Hottest New Franchises* (if you are listed)(\$19.95)
 Copy of *The Minority Franchise Guide* (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
- 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 Hottest New Franchises*, including black-and-white logo
- Complimentary copy of *Bond's Hottest New Franchises* upon publication (retail \$19.95)

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 9.

- An immediate 12-month listing of company profile on MinorityFranchising.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 *The Minority Franchise Guide*, including black-and-white logo
- Complimentary copy of *The Minority Franchise Guide* upon publication (retail \$19.95)

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 UFOC, current Franchise Agreement and the Marketing/Promotional Package sent to prospective franchisees

Additional Benefits

- A complimentary 12-month subscription to the Lead Generation Reporter™ (a \$500 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 2007 industry earnings claims report of your choice (4 industry options, a \$100 - \$500 value)
- A complimentary copy of *"How Much Can I Make?"* (retail \$29.95) – "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 Lead Generation Program. 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 – NMFI Questionnaire (optional)
- ☐ Top 100 Materials (optional) – UFOC, Franchise Agreement, Marketing/Promotional Package, Coupons
- ☐ 4-Color Logo – Art Requirement: High-resolution (at least 300 DPI) EPS or TIFF file in CMYK color format

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 ☐ Discover ☐ MasterCard ☐ Visa

Card Number: **Expiration Date:**

Name on Card:

☐ **Invoice Us**

Approved By:

Phone Number:

Company Name:

Date:

SOURCE BOOK PUBLICATIONS



1814 Franklin Street, Suite 440, 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

BUSINESS DESCRIPTION – FOR WORLDFRANCHISING.COM	
<p>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.)</p> <div></div>	

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. (Please no paragraph returns.)

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

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

33. Are you an International Franchise Association member?		<input type="checkbox"/> Yes		<input type="checkbox"/> No	
34. Are you a Canadian Franchise Association member?		<input type="checkbox"/> Yes		<input type="checkbox"/> No	
35. Does your system have a franchisee association?		<input type="checkbox"/> Yes; If Yes, <input type="checkbox"/> Member or <input type="checkbox"/> Not A Member			<input type="checkbox"/> No
36. How many full-time, paid personnel are currently on your corporate staff?		_____			
37. Do you assist the franchisee in site selection?		<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Not Applicable
38. Do you assist the franchisee in lease negotiations?		<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Not Applicable
39. Is financial assistance available?		<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
40. Which of the following types of marketing support do you provide to the franchisee? Please check all that apply.					
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:	_____				
41. Which of the following on-going services do you provide to the franchisee?					
	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"/>		
42. Please note the location and duration of any initial training sessions included in the franchise fee.					
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.?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, in what States/Regions?	<input type="checkbox"/> All or _____	
45. Are you actively seeking franchisees in Canada?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, in what Provinces?	<input type="checkbox"/> All or _____	
46. Are you actively seeking franchisees Overseas?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, in what Countries?	<input type="checkbox"/> All or _____	

PICKTHEPERFECTFRANCHISE.COM – ONLY PRE-SELECTED, QUALITY LEADS

The primary objective of 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 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 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)

<input type="checkbox"/> Advertising & Promotion	<input type="checkbox"/> Cleaning	<input type="checkbox"/> Food & Restaurants	<input type="checkbox"/> Retails
<input type="checkbox"/> Automotive	<input type="checkbox"/> Computer & Internet	<input type="checkbox"/> Health/Beauty/Fitness	<input type="checkbox"/> Sports & Recreation
<input type="checkbox"/> Business Services	<input type="checkbox"/> Education	<input type="checkbox"/> Home Services	<input type="checkbox"/> Training
<input type="checkbox"/> Children's Services	<input type="checkbox"/> Financial Services	<input type="checkbox"/> Other	<input type="checkbox"/> Travel & Lodging

48. What is the minimum total investment required?

<i>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.</i>	<input type="checkbox"/> \$25,000 - \$49,999
	<input type="checkbox"/> \$50,000 - \$99,999
	<input type="checkbox"/> \$100,000 - \$249,999
	<input type="checkbox"/> \$250,000 - \$499,999
	<input type="checkbox"/> \$500,000 +

49. In which states do you want to promote your franchise?

<input type="checkbox"/> All US & All Canada	<i>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.</i>
<input type="checkbox"/> All US	
<input type="checkbox"/> All Canada	
<input type="checkbox"/> Individual US States: _____	
<input type="checkbox"/> Individual Canadian Provinces: _____	

50. I only want leads from those who have previously owned a franchise.			
<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	
51. I only want leads from those who have the following previous business experience:			
<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	
52. I am only interested in leads from those who are looking to start their franchise business as:			
<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
53. I am only interested in leads from those who are looking to start their franchise business:			
<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

BOND'S TOP 100 FRANCHISES - COMPANIES WITH 50 UNITS OR MORE MAY BE CONSIDERED FOR THE TOP 100	
<input type="checkbox"/> YES, WE WISH TO BE CONSIDERED FOR INCLUSION IN THE 2008 EDITION OF <i>BOND'S TOP 100 FRANCHISES</i>. WE HAVE ENCLOSED THE FOLLOWING MATERIALS:	
<input type="checkbox"/>	Current UFOC 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.MinorityFranchising.com and in *The Minority Franchise Guide*, please complete the NMFI Questionnaire on the next page.

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.



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 and in *The Minority Franchise Guide*.

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.