

Full Service Outsourced

Franchise Development Partnership

Your complete outsourced franchise development system by the minds behind *Street Smart Franchising* and *The Ultimate Guide to Responsible Franchising*.

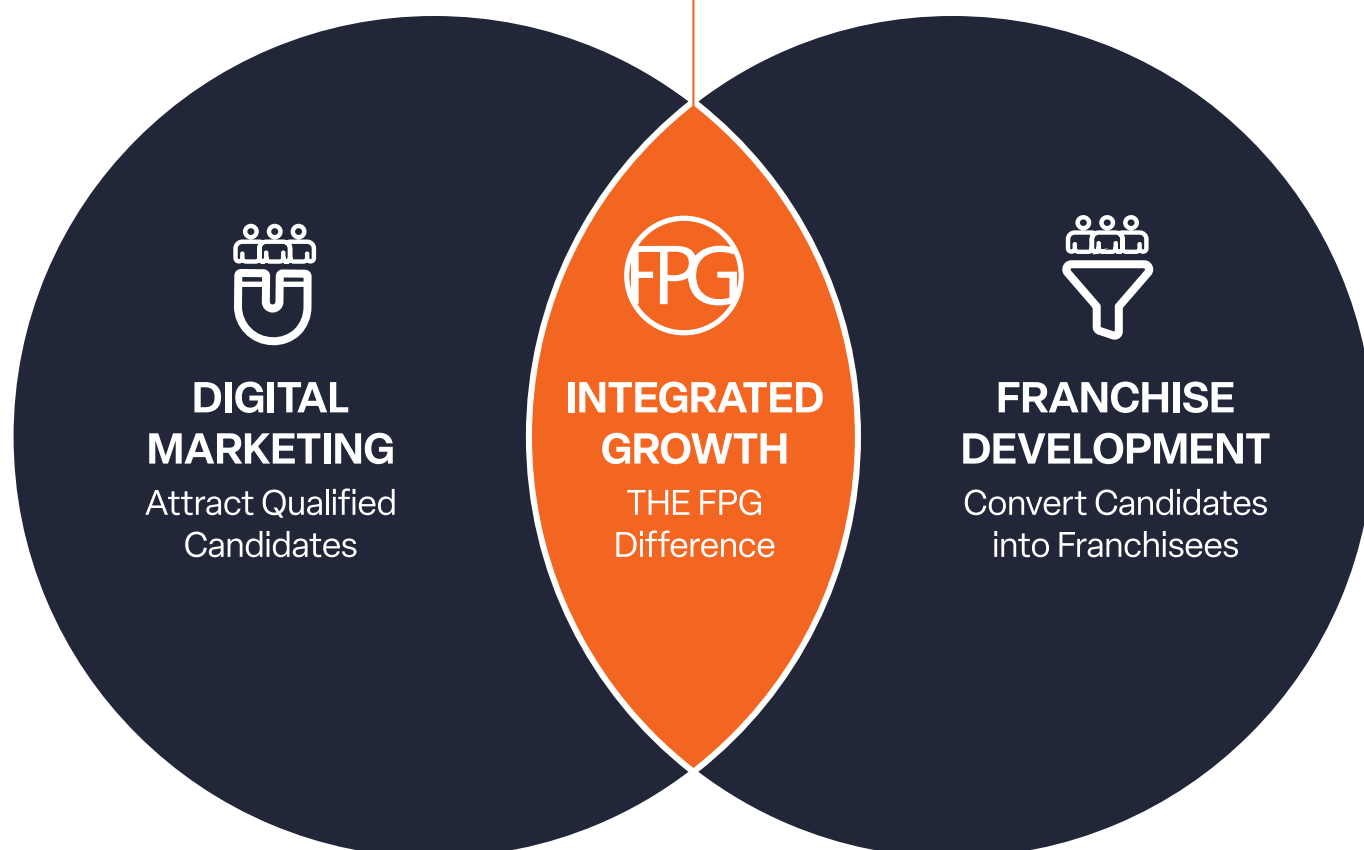


Our Approach

Over the past **20+ years**, Franchise Performance Group has partnered with **more than 150 franchise brands** across digital marketing, franchise development, strategy, training, and consulting.

That experience has shaped our philosophy: sustainable franchise growth occurs when lead generation and franchise development operate as one integrated system.

We call that **The FPG Difference**.



Trusted by Franchise Leaders

Over the past two decades, we've **partnered with more than 150 franchise brands** across various industries.



SportClips
HAIRCUTS



SAM
THE CONCRETE MAN
DRIVEWAYS • PATIOS • WALKWAYS



Any Wheel Repair
Specialists

CODE NINJAS



ROB GOGGINS

President,
Great Clips, Inc.

"For more than 20+ years I have been extremely impressed with FPG's franchise sales experience and results. Whether it's generating leads, training franchise development teams, or executing in-house development roles, FPG delivers."

Great Clips®



JACK BUTORAC

CEO
Marco's Pizza

"Marco's has since become one of the fastest growing pizza chains in the highly competitive \$40 billion pizza category. During that time, Marco's grew from 375 locations to over 900 locations in 3 countries. System sales grew from \$221 million to over \$700 million. Royalty revenue increased from \$10 million to about \$27 Million. Marco's recommends FPG as a strategic partner."



NICK FRIEDMAN

CEO/Co-Founder
College Hunks Hauling Junk

"FPG helped establish College Hunks' value proposition as a franchise opportunity. FPG developed and executed a lead generation and lead nurturing strategy, which created a breakthrough in lead generation results."



SECTION 1

Strategy

INSIGHT
FOCUS
OPPORTUNITY
GROWTH



Build an Integrated Candidate Journey

We connect strategy, content, and technology to attract, engage, and nurture qualified franchise candidates at every stage of their journey.

→ Attract

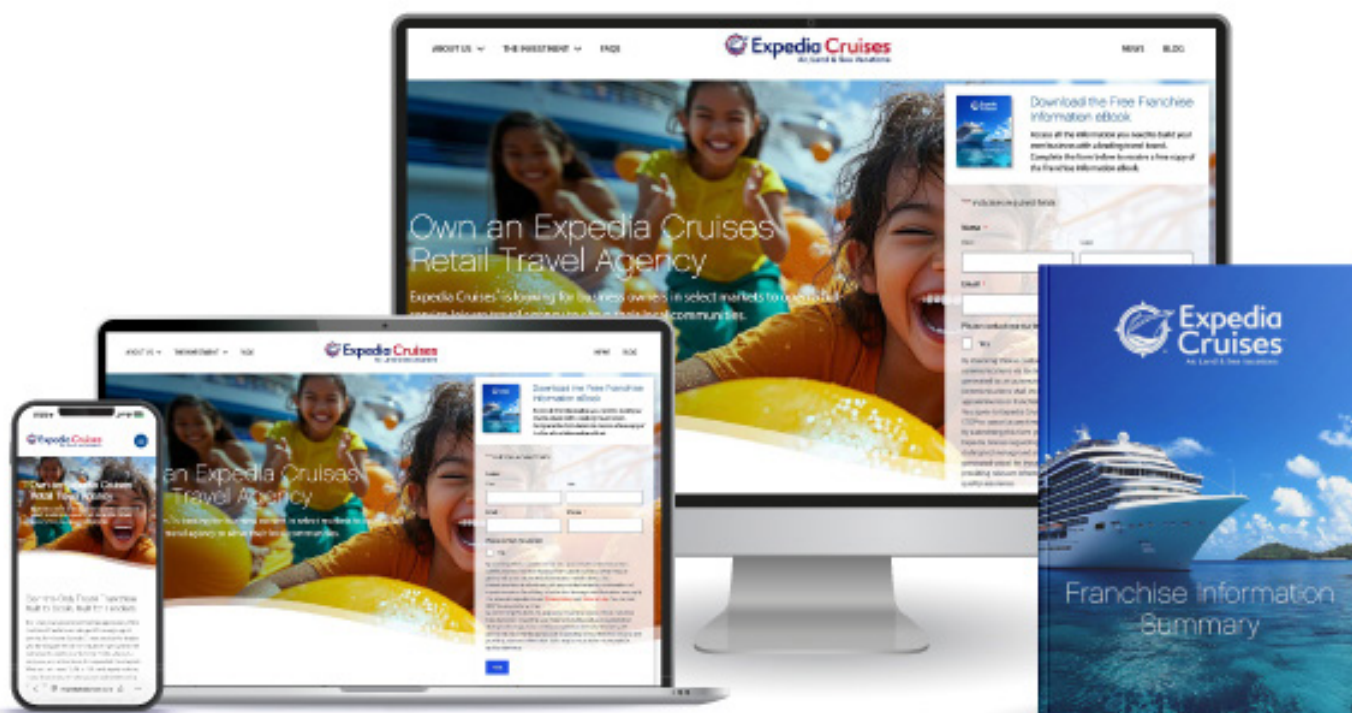
Reach qualified franchise candidates through targeted digital marketing and compelling brand storytelling.

→ Engage

Deliver a purpose-built franchise website that educates prospects, builds confidence, and captures interest.

→ Nurture

Guide candidates through a structured content journey that turns early interest into informed conversations.



Communicate a Clear **Value Proposition**

We identify and communicate a compelling value proposition that gives qualified candidates a clear reason to have interest in your brand.

High Growth Industry

Strong demand and long-term opportunity.

Low Overhead

Lean operating model.

Simple to Launch

Streamlined process with easy-to-follow systems.

Limited Hours

Flexible schedule with limited hours of operation.

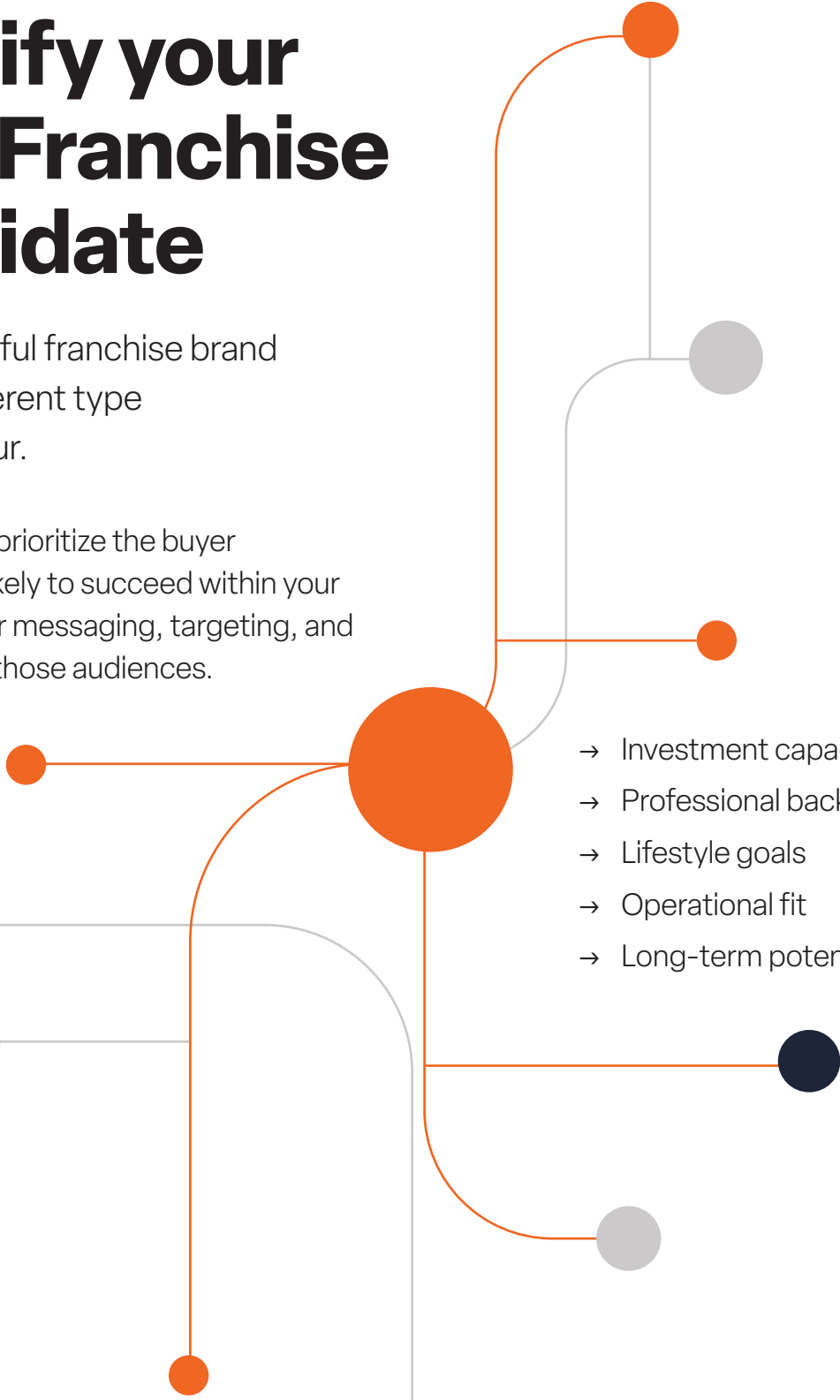
Development Markets

Multiple markets available for growth.

Identify your **Ideal** Franchise Candidate

Every successful franchise brand attracts a different type of entrepreneur.

We identify and prioritize the buyer profile(s) most likely to succeed within your system and tailor messaging, targeting, and content around those audiences.

- 
- Investment capacity
 - Professional background
 - Lifestyle goals
 - Operational fit
 - Long-term potential

Examples not recommendations.

Buyers may fall into multiple personas.



EMPIRE BUILDER

Experienced professionals looking to build a lasting legacy.



SERIAL ENTREPRENEUR

Proven entrepreneurs seeing their next successful venture.



IMMIGRANT ENTREPRENEUR

Driven individuals seeking opportunity and financial freedom.



YOUNG GUNS

Early in their careers and eager to achieve independence and success.



ABSENTEE INVESTOR

Investors looking passive ownership and strong returns.



RETURN TO WORK

Professionals re-entering the workforce on their own terms.



RETIRED MILITARY

Disciplined leaders seeking purpose and a new mission.



FIRST TIME ENTREPRENEUR

New to business ownership and ready to build their future.



FAMILY BUSINESS

Teams or families building a business together for generations.



PASSION PLAYER

Looking to turn their passion into purpose and profitability.

Align Investments with Growth Objectives

We align investment with your growth objectives and set measurable benchmarks to evaluate performance and ROI throughout the journey.

Aligned to Objectives

Budgets are built to support each stage of the candidate journey

Cost Efficiency

We optimize spend to maximize results and reduce waste.

Data-Driven Benchmarks

Industry benchmarks guide realistic goals and expectations.

Performance Optimization

We continuously monitor performance and refine for improvement.

EXAMPLE ONLY

MONTH (PERIOD)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
LEADS	70	100	150	150	150	150	150	200	200	200	200	200	1,700
AD SPEND	\$15,000	\$15,000	\$15,000	\$18,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$208,000

EXAMPLE ONLY

KEY METRICS	BENCHMARK	EXAMPLE (JAN)
 COST PER LEAD	\$80 - \$140	\$120.59
 COST PER DEAL	\$15,000 - \$20,000	\$17,083
 COST PER AGREEMENT	\$8,000 - \$12,000	\$10,250

Develop a **Franchise Recruitment System**

We design a structured, repeatable recruitment process that guides qualified candidates from initial inquiry to signed agreement. Every step is intentional, every interaction has a purpose.

The Buyer Journey



1. Attract & Qualify

Drive targeted traffic and capture leads. Qualify candidates to ensure the right fit from the start.



2. Discovery

Connect through discovery calls to understand goals, answer question, and build interest.



3. Education (FDD)

Provide the FDD and key resources to educate candidates on the opportunity and business model.



4. Validation

Candidates validate the opportunity, conduct due diligence, and assess financial and operational fit.



5. Discovery Day

Host Discovery Day to build confidence, meet the team, and experience the brand firsthand.



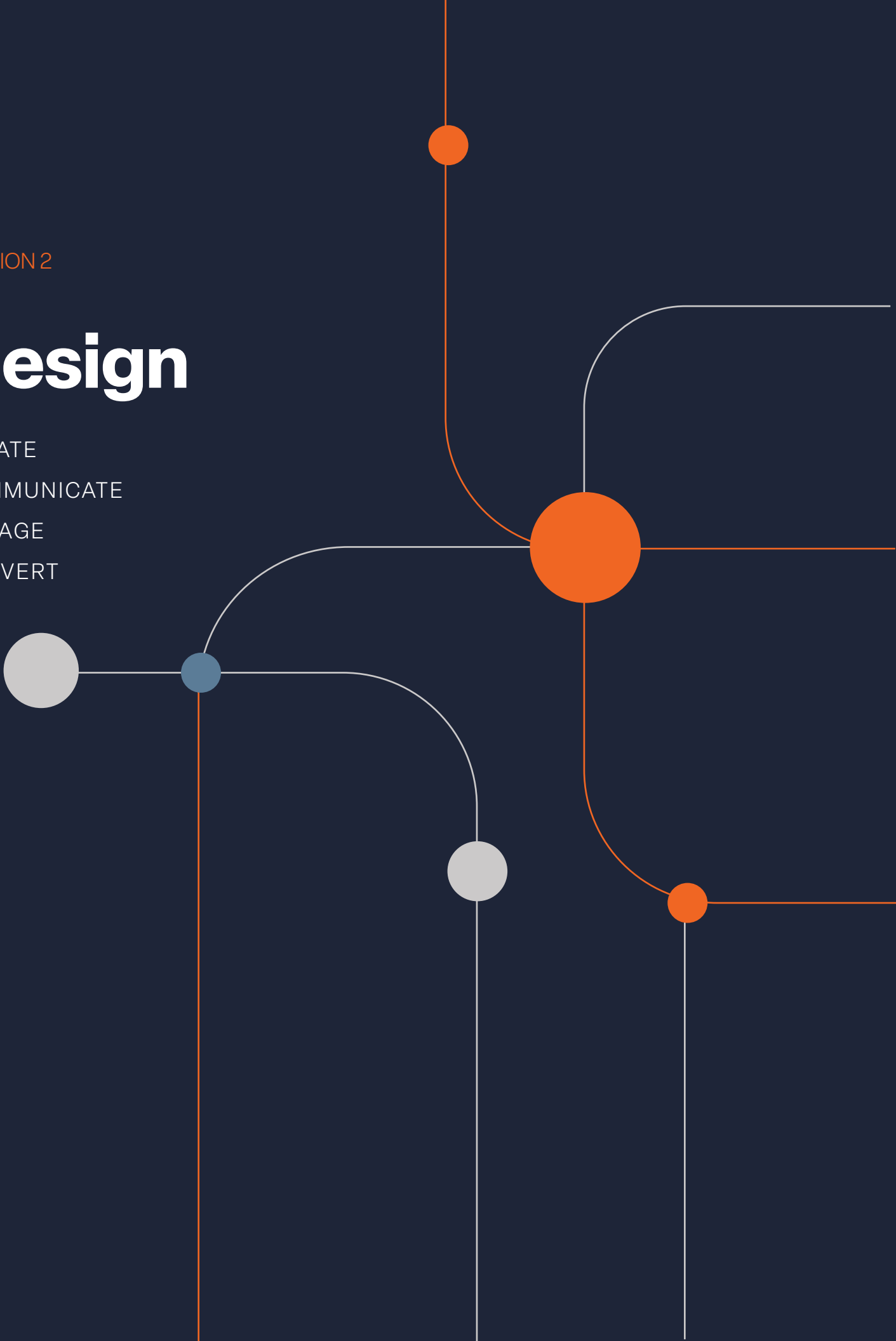
6. Agreement

Finalize terms, execute the franchise agreement, and welcome new franchisees.

SECTION 2

Design

CREATE
COMMUNICATE
ENGAGE
CONVERT



Design **High-Performing** Digital Assets

We create strategic, value-driven content for every digital touchpoint, designed to engage the right candidates and deliver results above industry benchmarks.

Industry Benchmark
1% - 2%
of unique visitors convert

FPG Best Practices
2.5% - 5%
of unique visitors convert

ABOUT US ▾ THE INVESTMENT ▾ FAQs EXPEDIA CRUISES All Land & Sea Vacations NEWS BLOG

Own an Expedia Cruises Retail Travel Agency

Expedia Cruises is looking for business owners in select markets to open full service leisure travel agency to serve their local communities.

Download the Free Franchise Information eBook

Access all the information you need to build your own business with a leading travel brand. Complete the form below to receive a free copy of the Franchise Information eBook.

*** indicates required fields

Name First Last

Email Phone

Please contact me via text ☐

By checking "Please contact me via text" you consent for various services communications via text message from Expedia Cruises, which may be generated by an automated dialer or your mobile device. Text communications that include, but may not be limited to, confirmation of appointments or franchise information. Messages and data rates may apply. You agree to Expedia Cruises Privacy Policy and Terms of Use. You can text STOP to cancel at any time.

By submitting this form you expressly consent to receive phone calls from Expedia Cruises regarding your inquiry including calls using automated dialing technology and an artificial or prerecorded voice including its generated voice for the purpose of promoting its own franchise opportunity and providing relevant information. Calls may be recorded or monitored for quality assurance.

Now

Expedia Cruises Franchise Website →

BUBBAKOO'S BURRITOS A MEXICAN-FUSION DISRUPTOR IN THE QSR INDUSTRY

Download the Bubbakoo's Franchise Information Guide to discover why operators choose this efficient, scalable Mexican Restaurant QSR

Bubbakoo's Burritos Franchise Website →

EM Enviro-Master

A ROUTE-BASED B2B BUSINESS BUILT ON ESSENTIAL HYGIENE SERVICES.

We help businesses maintain clean, safe, and compliant facilities through recurring sanitation programs that drive consistent, recurring revenue.

FOUNDED 2009 TERRITORIES 180+ AVERAGE REVENUE* \$1.98M TOP QUARTILE REVENUE* \$1.98M RECURRING REVENUE 90% of revenue is generated from recurring service agreements

DOWNLOAD FRANCHISE GUIDE

Enviro-Master Franchise Website →

NPR AUTO GROUP & FRANCHISE INFORMATION & NEWS AND BLOG

DOWNLOAD OUR FRANCHISE INFORMATION REPORT

Please complete the form below to download an information package.

First Name

Last Name

Your Phone

Your Email Address

City

State/Province

Zip

Territory you're enquiring about?

Liquid Assets to Invest

Net Worth

Tell us about yourself:

People who rent cars need an affordable solution they can trust.

Invest in the hometown car rental business that's accelerating nationally and internationally.

NPR Auto Group Franchise Website →

Franchise Information Summary Ebook

We develop a comprehensive **Franchise Information Summary eBook** that presents your franchise opportunity through a single, structured story.

15 - 30pp

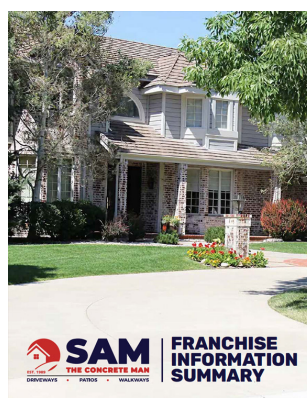
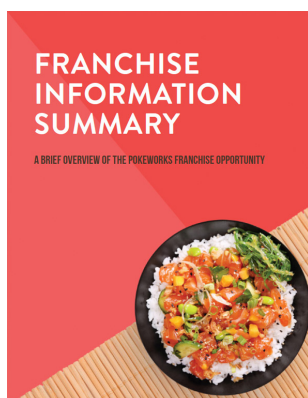
Of strategically structured content.

Phase 2 Content

Incentivizes conversion with a valuable next step, providing deeper insights that motivate candidates to engage.

What's Inside

- Brand Story
- Why This Franchise Wins
- Investment Overview & Unit Economics
- Training & Support
- Territory & Growth
- Next Steps



Guide Candidates through the **Buyer Journey**

Every interaction is intentional. Every follow-up has purpose.

Candidates gain confidence through a sequence of touchpoints that educate, validate, and build trust before engaging with a recruiter.



1. Lead

New inquiry captured from website, ads, or other sources.



2. Dedicated Website

Candidates educate themselves and explore your opportunity.



3. Information Summary Ebook

Candidates download the ebook for deeper information.



4. Schedule a Call

Candidates raise their hand and request more information.



5. Candidate Engages?

We segment candidates based on engagement and deliver the right content path.

CANDIDATE TOUCHPOINTS

A 10-14 day launch sequence built around valuable, relevant content across multiple channels to build trust and drive action.



Email



Text



Video



eBook



Qualification



Schedule Call

ACTIVE RECRUITMENT JOURNEY

Engaged candidates move into a structured process with personalized content and recruiter follow-up.



LONG-TERM NURTURE

Non-engaged candidates receive valuable, ongoing content for up to 12 months until the timing is right.

Franchise Recruitment Collateral

We create purpose-built resources that guide candidates through each stage of the franchise recruitment process.
The right content, delivered at the right time.

1. QUALIFICATION Qualification Guide	Helps candidates determine fit and assess key criteria
2. BRAND OVERVIEW Opportunity Presentation	Provides a comprehensive overview of your brand, mission and differentiators.
3. TERRITORY VALIDATION Qualification Guide	Validates the strength and potential of the candidate's territory.
4. FDD REVIEW FDD Companion Guide	Breaks down key sections of the FDD and explains what matters most.
5. FRANCHISEE VALIDATION Qualification Guide	Prepares candidates for meaningful conversations and Discovery Day.



SECTION 3

Execution

IMPLEMENT

OPTIMIZE

SCALE

DELIVER



Building a Qualified Candidate Pipeline

We prioritize the channels most likely to attract qualified franchise candidates and build a consistent pipeline.

CHANNEL PRIORITY

1. Google Paid Search & SEO
2. Facebook/Instagram
3. Google Display

SUPPORTING CHANNELS

4. Franchise Brokers
5. LinkedIn
6. Franchise Portals
7. Targeted Email Lists



Optimize Performance through Data

We leverage data, testing, and continuous optimization to **maximize marketing efficiency** and franchise recruitment performance.

Our team monitors performance daily to identify opportunities, improve conversion, and scale what works.



EXAMPLE ONLY

Every optimization decision is driven by measurable performance, not assumptions.

Dedicated Franchise Recruitment

Our dedicated franchise recruitment team manages every qualified candidate from initial inquiry through franchise agreement.



Rapid Response

- Initial outreach within one business day
- Consistent follow-up across every stage
- Prompt answers to candidate questions



Candidate Qualification

- Evaluate financial and operational fit
- Confirm territory and market alignment
- Advance only qualified candidates



Pipeline Management

- Track every candidate through the process
- Identify stalled opportunities early
- Maintain a healthy recruitment pipeline



Client Communication

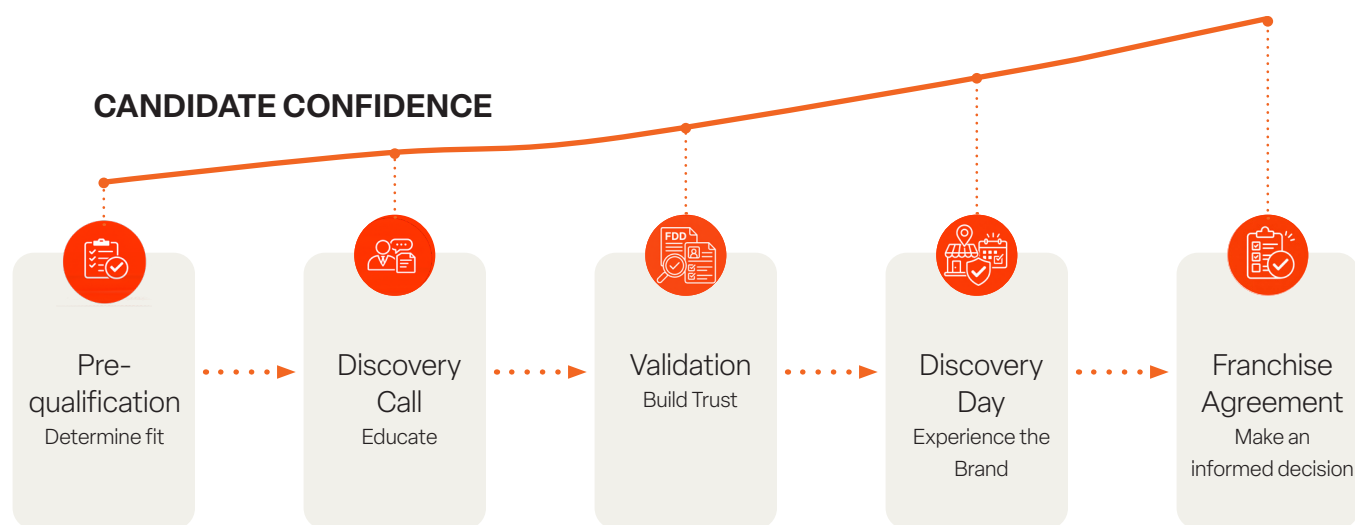
- Weekly recruitment updates
- Strategic recommendations
- Transparent visibility into pipeline activity



Inquiry → Qualification → Presentation → Validation → Discovery Day → Agreement

Managing the Recruitment Journey

Every interaction is designed to educate, build confidence, and guide qualified candidates toward an informed franchise investment decision.



SECTION 4

Partnership Structure

COLLABORATE

ALIGN

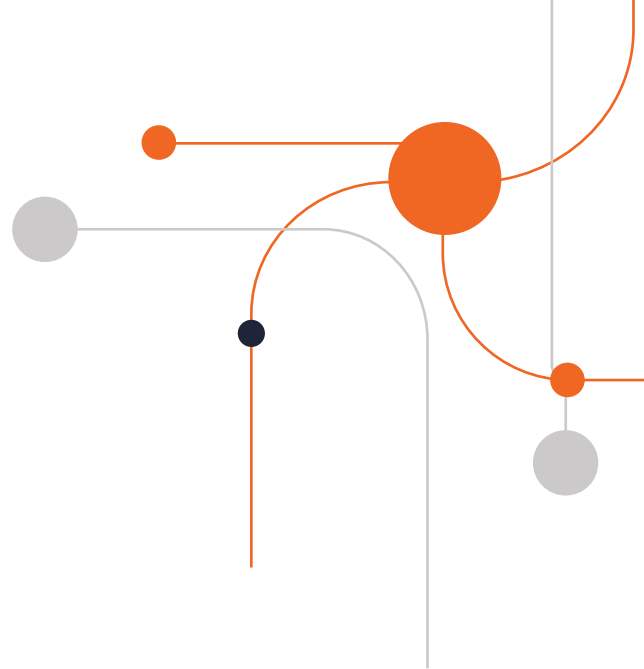
SUPPORT

SUCCEED



Engagement Structure

One strategic partner from growth strategy to signed franchise agreements.



GROWTH STRATEGY One-Time Engagement

- Growth strategy & positioning
- Buyer persona & journey
- Digital assets & content plan



LEAD GENERATION & FRANCHISE RECRUITMENT Monthly Retainer

- Digital lead generation
- Candidate qualification
- Recruitment process
- Pipeline management
- Reporting & analytics



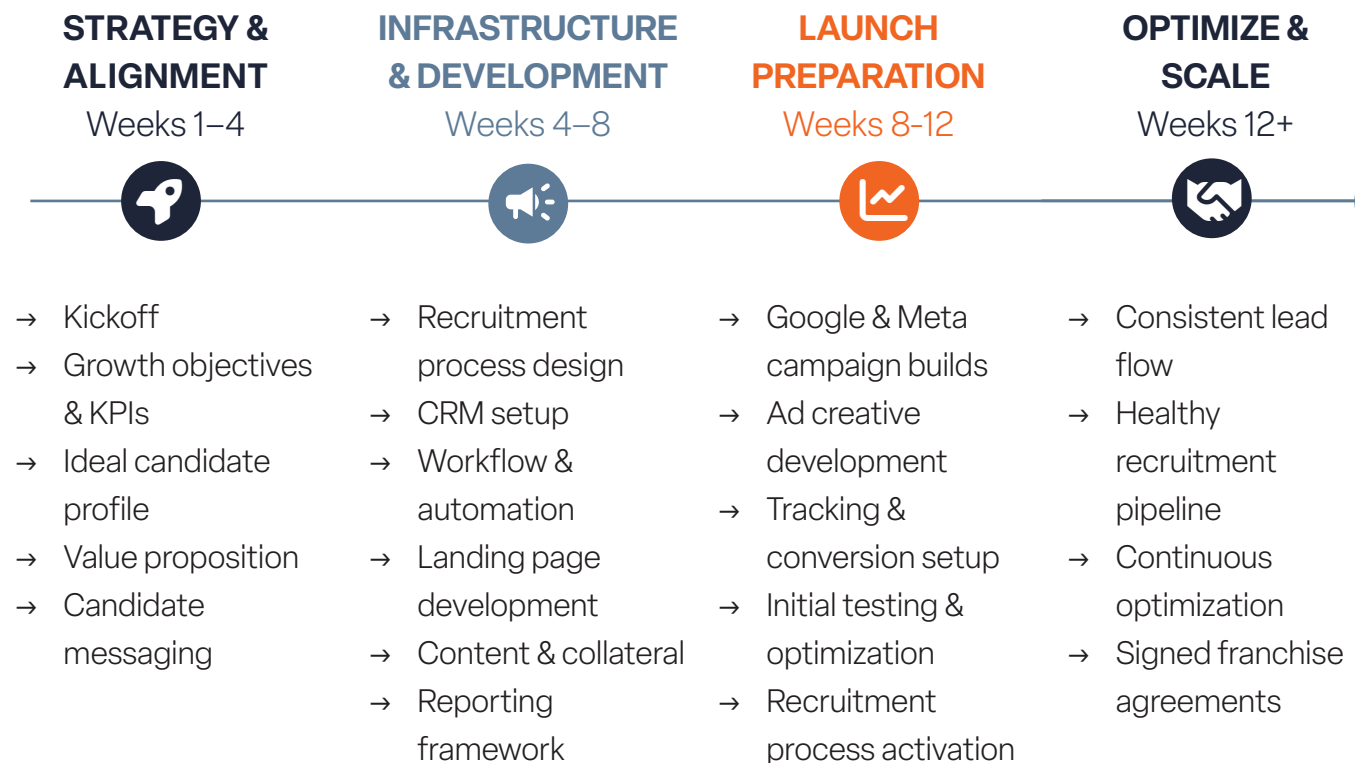
SUCCESS ALIGNMENT Success Fee

- Performance-based fee
- Paid only upon signing
- Aligned incentives

Our **Transparent Partnership Model** gives you control of your advertising investment. We earn our compensation through strategic execution, ongoing partnership, and successful franchise recruitment.

What to expect after Partnership begins

A clear roadmap from kick-off to **long-term results**.



 Meaningful pipeline impact is typically achieved within **5–6 months** of partnership.

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Franchise Development Partnership

Your complete outsourced franchise development system by the minds behind *Street Smart Franchising* and *The Ultimate Guide to Responsible Franchising*.

