

# FRANDATA MEDIA SHEET

## FRANDATA...

For more than 25 years, FRANdata has been the industry leader in the strategic analysis, forecasting and measuring of franchise performance and operations. Our scale, scope, and knowledge allow us to address franchise performance and operational problems that no one else can. We have deep operational and industry expertise as well as breadth of historical analysis.

We are passionate about taking on immense challenges that matter to our clients. By leveraging the largest database of franchise information in the industry, FRANdata harnesses facts and figures into best practices that set strategies and transform acceptable outcomes into highly successful businesses for our clients.

FRANdata is headquartered in Arlington, Va., and is often cited as franchise experts in such leading media as The New York Times, The Wall Street Journal, Forbes Magazine and The Washington Post.

## FRANDATA HIGHLIGHTS

- Issuer of the FRUNs (FRANdata Unique Numbering System) a coding system that uniquely identifies every brand in the U.S.A. that is associated with franchising.
- Creators of the franchise industry-accepted key performance metrics, unit continuity rates, true failure rate, and recurring revenue self-sufficiency.
- FRANdata counts as clients Fortune 500 companies, franchisors in all stages of growth, industry associations, universities, media publications, banks, and private equity firms.
- Producers of FRANdex and FRANdex+M that tracks performance, based on market capitalization, of the largest 44 and 45 U.S. publicly-traded franchised companies
- Created the performance measurements and analysis for the Forbes Best and Worst Franchises 2014, 2015, 2016
- **Research and Advisory Services:** Benchmarking, Target Marketing (Including franchisor and franchisee contact list) , Performance, Operational and Financial Assessments, Investment Valuations, Franchisee Surveys, Custom Research
- **Capital Access Services:** FUND credit scores, Franchise Registry Membership, Bank Credit Reports, Enhanced SBA Loan Performance Analysis

## FRANDATA STATS

Established 1989

Analysis and research capabilities that span 230 franchised industries

Studies and manages the only repository of 40,000+ FDDs spanning 25 years

Strategic research partner of the International Franchise Association

Runs the Franchise Registry, which now has more than 8000 lender members

## FOR MORE INFORMATION

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