

GET YOUR FRANCHISEES FINANCED

A Franchise Registry member helps lenders find your franchisees and understand your franchise system's credit profile. This service will enable you to meet lender demands for efficient access to the underwriting information they need when they need it.

Being a Franchise Registry verified member means:

- ▶ The brand is an educated franchisor who understands the franchise lending process.
- ▶ A verified member understands their franchise brand's credit risk profile because they have received a consultation from FRANdata the franchise subject matter experts on their franchise credit risk profile, and you've been counseled on how to improve
- ▶ It will be easier for the brand's franchisees to speedily access capital because they make themselves available to lenders through information on the Franchise Registry.
- ▶ Lenders receive a better risk with a Verified Member because their performance outcomes are better than non Verified Members

DID YOU KNOW?

- More than 8000 lenders depend on the Franchise Registry for their franchise loan underwriting and business development

- Thousands of lenders attend FRANdata's training webinars

- On average, 15 new lender members are added every week

- FRANdata fields thousands of calls assisting both lenders and franchisors with their franchise loan underwriting needs

I recently took advantage of the Financing Consultation Call offered by FRANdata. It was a real eye opener - I had no idea what I didn't know! My advisor, pointed out many opportunities for my company to paint a more transparent, compelling snapshot of the financial soundness of our business opportunity. It is clear to me with this one call that we are not telling our great story to the lenders out there. The Financing Consultation is a no brainer and educated me on our FUND Score and how meaningful that score is to lenders. I would encourage others to take advantage of it too!

Kathleen McKay

Director of Franchise Development
Home Instead Senior Care

BEING A VERIFIED FRANCHISE REGISTRY MEMBER

FRANCHISE REGISTRY VERIFIED FRANCHISORS ARE...

Business savvy brands who are high performers, they understand how to be lender friendly, are pro-active when it comes to their franchisee's getting financing, and have an active franchise finance program. Verified brands tend to be more engaged franchise systems fully committed to getting their franchisees up and running.



Being a Franchise Registry Verified Franchisor is a proof statement of performance standard to the lender, badge of courage for the franchisor, and a symbol of commitment to franchisees.

THE FRANCHISE REGISTRY MEMBERSHIP PROVIDES

- ▶ **Education** - Understand and improve your system's credit risk profile and FUND Score
- ▶ **Visibility** - Provide lenders with the right information about your brand
- ▶ **Tracking** - Know when lenders look at your information and who they are
- ▶ **Staff Support-- Provides answers to lenders about your brand**
 - Advice: On implications of standard/negotiated approach;
 - Representation : We represent your interests during SBA reviews/decisions with the right information;
 - Peace of Mind: Ensure that your brand's affiliation and eligibility decisions are properly listed; Ensure that SBA lender questions are being properly addressed accurately and in a timely manner
- ▶ **Marketing Tool - Franchise Registry Verified:** Upon satisfactory review, members are provided a logo and boilerplate text in marketing to franchisees and in communications with lenders.

“We at Casa Early Learning are extremely passionate about our brand and have successfully developed our early childhood education business over the past decade. We needed a partner to take our growth plans to the next level through the franchise business model. FRANdata worked with us to understand the fundamentals of our vision and business to identify an approach and expansion strategy that would fit our needs and goals. The expertise and access to key information that FRANdata brought to the table provided us with a comprehensive blueprint of how to grow our franchise. With FRANdata's guidance we feel fully equipped to make informed decisions that will take our passion for early childhood intercultural and bilingual learning, and expand our efforts to the national level.”

Natalie Standridge
Executive Director
Casa Early Learning