

REPORT HIGHLIGHTS



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World-Class Franchise®

The highest honor any franchise can earn is the enthusiastic support of their own franchisee community.

- Confidential surveys
- Every franchisee contacted
- 20 crucial investment questions asked and answered by 85 of their 117 franchise owners for a completion rate of 72.6%; completed in June 2012.

Complete report available as an instant download at:
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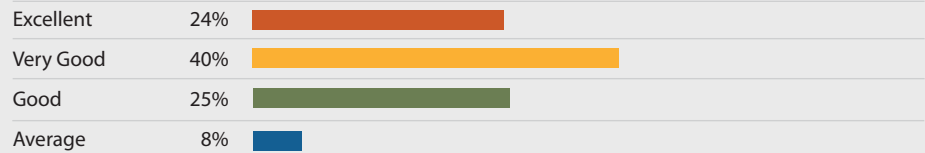
Overall Quality

97%¹

In one all-encompassing question we ask

the franchisee to rate the quality of the franchisor. This question provides insight (without any specifics or qualifiers) about their overall impression of the franchise.

Q: In general, how would you rate the overall quality of your franchisor?



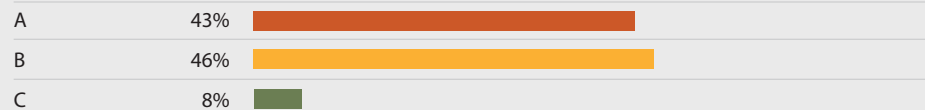
Opening Support

97%²

Opening support can be incredibly important in creating

a customer's positive first impression of your business.

Q: How would you grade the initial opening support supplied by the franchisor?

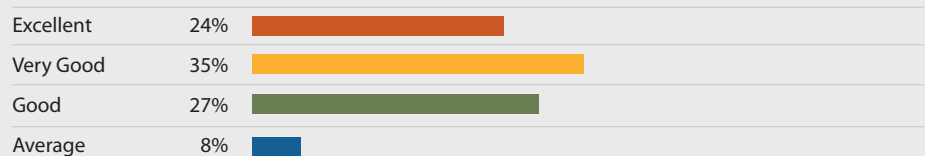


Opportunity

94%¹

Without any qualification, how the franchisee rates the overall opportunity of the franchise they have chosen tells us a great deal.

Q: In general, how would you rate the opportunity provided by this franchise system?



¹ Combined scores of *Excellent*, *Very Good*, *Good*, and *Average* responses.

² Combined scores of *A*, *B*, and *C* responses.