

Greater transparency in franchising

2018

**5 STAR
FRANCHISEE
SATISFACTION**



With hundreds of franchisors all shouting about how good their training and support is, it's difficult to stand out from the crowd and hard for prospective franchisees to identify the best franchise opportunities.

We already recognise exceptional franchisors through the Best Franchise Awards. 5 Star Franchisee Satisfaction builds on this, helping to differentiate outstanding franchisors.

HOW IS 5 STAR FRANCHISEE SATISFACTION AWARDED?

5 Star Franchisee Satisfaction is awarded to a franchisor that receives above average feedback on ALL five of the key areas that we measure:

<p>TRAINING AND SUPPORT</p> <p>the training, mentoring and support that helps franchisees to establish, maintain and grow their businesses</p>	<p>FRANCHISE SYSTEM</p> <p>the competitiveness of the products / services and proven business model</p>	<p>CULTURE & RELATIONSHIPS</p> <p>the culture and ongoing relationships with franchisees</p>
<p>LEADERSHIP</p> <p>franchisor's leadership and maintaining franchise system standards</p>		<p>OVERALL SATISFACTION</p> <p>how it's compared to franchisees' expectations and whether they would recommend the franchise</p>

A franchisor must meet some important conditions:

- 65% of their franchisees must complete the survey
- They must upgrade to receive the complete report & analysis
- The survey provides a snapshot of franchise owners' opinions at a specific point in time. Therefore, we require franchisors to resurvey annually to maintain their 5 Star Franchisee Satisfaction status
- smith+henderson has the final decision if a franchisor is awarded 5 Star Franchisee Satisfaction

How will this benefit my franchise?

- Franchisors will benefit from:
- Joining an elite group of franchisors
 - Including the 5 Star Franchisee Satisfaction logo in their recruitment and marketing collateral and differentiating their franchise from the competition
 - Building trust with prospective franchisees

How does this link with the Best Franchise Awards?

Franchisors participating in smith+henderson's Franchise Satisfaction Benchmark programme will be eligible for both 5 Star Franchisee Satisfaction and the Best Franchise Awards

Some outstanding franchisors may be recognised through both these programmes, whereas others may just miss out on being shortlisted for the awards, but are awarded 5 Star Franchisee Satisfaction

smith+henderson