

## Decision Tool

In an earlier exercise, we defined and weighted your key criteria. Now that you are looking at multiple brands, let's make a "Decision Tool" table that will help you compare each brand as it relates to your key criteria (see below). Rate each brand using the scale below (see below).

Excellent = 3

Good = 2

Okay = 1

Poor = 0

Top 10 Criteria	Weight	BRAND X		BRAND Y	
		Rating	Total	Rating	Total
1. Financial Return on Investment	15	3	45	2	30
2. Brand Fit for Us/ Role of Owner	15	2	30	2	30
3. Lifestyle	12	3	36	1	12
4. Strength of Franchisor	10	2	20	3	30
5. Scalability	10	3	30	0	0
6. Enjoy the Work	10	2	20	2	20
7. Investment Level & Fundability	10	1	10	2	20
8. Resale/ Exit Scenarios	5	1	5	2	10
9. Growth vs. Mature Industry	5	3	15	1	5
10. Ramp Up Speed	5	0	0	2	10
Total			211		167

*In many cases, clients have used this simple exercise to help identify the best matching brand for them.*

### Helping People Achieve Goals Through Franchise Business Ownership

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