

Define Your Key Criteria

This exercise will help you focus on the information that is most important to you, and help you pinpoint your top brand.

1. Make a list of attributes that are important to you. This is a time to brainstorm and include everything. Get it out. Involve key people in your life (i.e. spouse). List 10 items or more. Be specific. Below are several common ones.
 - a. Quality Training and Support
 - b. Meets Financial Goals (ROI)
 - c. Time to Get Business Open
 - d. Hours of Operation
 - e. Time to Cash Flow Breakeven (Ramp Up)
 - f. Comfort with Total Investment & Fundability
 - g. Return On Investment Potential (Cash Flow to Owner)
 - h. Resale Potential (Exit Scenarios)
 - i. Scalability
 - j. Role of Owner WRT Time Commitment Initially
 - k. Role of Owner WRT Time Commitment in 5 Years
 - l. Role of Owner WRT Employee Management
 - m. Role of Owner WRT Sales & Marketing
 - n. Leverages Existing Skills & Experiences
 - o. Leverages Existing Contacts/ Networks
 - p. Lifestyle Initially
 - q. Lifestyle in 5 Years
 - r. Enjoy the Work
 - s. Involvement of Family/ Legacy
 - t. Involvement with Community
 - u. Brand Culture
 - v. Strength & Vision of Franchisor
 - w. Brand and Industry Risk
 - x. Growth Potential (Emerging High Growth or Mature Brand)
 - y. Personal Time to Coach Sports and Volunteer
 - z. Personal Time to Travel
2. Narrow your list down to the top 10. You should be able to combine some of the items as they have a similar root. Which items are most important to you? Make sure the list reflects your top 10 criteria, not someone else's.
3. List the top 10 criteria in a table and then "weight" each item between 5-15, where 15 is most important and 5 is less important. Now, list the criteria in descending order (see example). You have weighted your "Key Criteria". Make sure that we have discussed your key criteria.

Top 10 Criteria	Weight
1. Financial return on investment	15
2. Brand Fit for Us/ Role of Owner	15
3. Lifestyle	12
4. Strength of Franchisor	10

5. Scalability	10
6. Enjoy the Work	10
7. Investment Level & Fundability	10
8. Resale/ Exit Scenarios	5
9. Growth vs. Mature Industry	5
10. Ramp Up Speed	5

Helping People Achieve Goals Through Franchise Business Ownership

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