

FRANCHISE RESALE PROGRAM



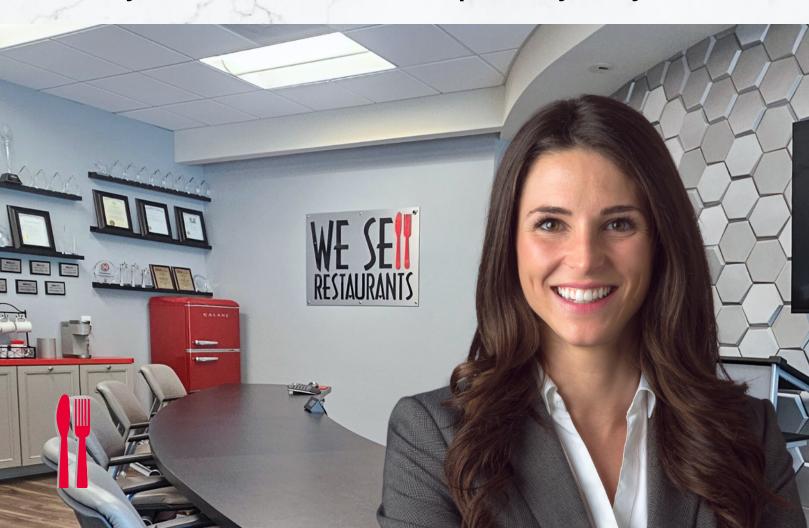
Why Develop a Franchise Resale Program?

Franchise resales are a natural consequence of a successful franchise system. The International Franchise Association (IFA) estimates that up to 10% of any brand's units may turn over each year. There is no question that franchise resales will occur. What is important is that you have a plan for your franchisees.

Franchise resales occur for a variety of reasons including:

- Retirement
- Life Changes
- Partnership Disputes
- Divorce
- Death
- Franchise Renewals
- and more..

Do you have a franchise resale plan for your system?



Why Us?

A strategic partnership with We Sell Restaurants benefits your brand.





More Units, More Transactions, More Buyers, More Closings

We Sell Restaurants has spent two decades refining a proprietary and systemic approach to selling restaurants that delivers results.. We are a franchise brand that understands franchising.

- Higher closing ratios than anyone in the industry
- Over 100,000 registered restaurant buyers
- Most highly visited website for restaurant sales
- Nation's only Certified Restaurant Brokers
- Established lending relationships & ready capital
- Professional 20-page offering memorandum
- Financial statements meeting SBA lending standards
- Unmatched digital, social and online marketing
- Nationwide footprint with all required licenses
- A franchise that understands selling franchises



We Sell More Restaurants than Anyone Else.

Franchise Resales

A well structured resale program not only retains existing units but delivers potential for development and growth.

Benefits of a Resale Program

- Transfer Process Control for the brand
- Vetted Candidates meet Your Requirements
- Candidates are signed to the current FDD/FA
- Seamless Integration with your checklist
- Expert Valuations performed free of charge
- Consistency in Valuation / Resale Pricing
- Facilitates Retention of "at risk" units
- Brand maintains control of intellectual property
- · Removes conflicts of interest concerns
- Your Development Team Up-Sells Territories
- Appropriate licensing in every state



Franchise resales are booming based on the life-cycle of franchise brands, an aging population, and an appetite for inventory. Do you have a plan for resales?

We Sell Restaurants. We do.

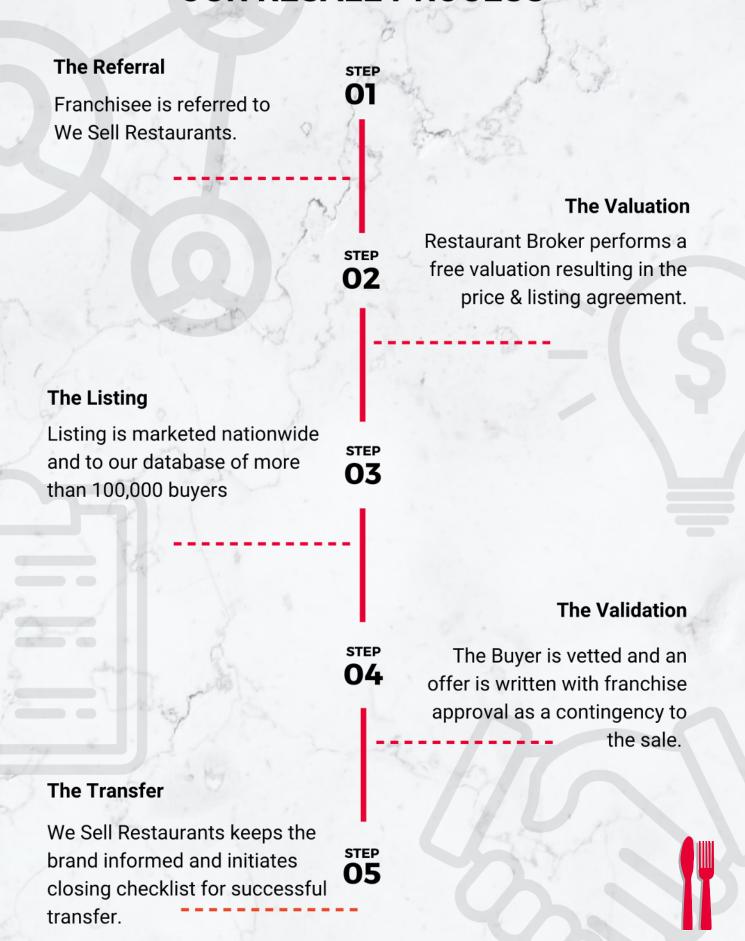


10 Risks to Avoid in Handling Resales Internally

- 1. Business brokerage requires a license in 14 states. We Sell Restaurants is fully licensed everywhere our services are offered.
- 2. Financial Representations and Opinions of Value create inherent liability unless a third party is offering expert advice.
- 3. Conflicts of interest between the seller (existing franchisee) and buyer (would-be franchisee) can create risk for the franchisor.
- 4. Informal LOI's or legal documents may be put forth without appropriate training or parties may inadvertently make legal representations.
- 5. Lower Selling Prices from Internal Franchisees affect store valuations for the brand.
- 6. Increased costs to pursue multiple lead strategies (new buyer versus resale buyer).
- 7. Intricacies of transfers usurp operational capacity for new store openings.
- 8. Loss of Focus on new store deals when development is trying to handle both new sales and transfers.
- 9. Program for renewals is not in place leading to closures rather than retention of the store.
- 10. Fewer deals close.



OUR RESALE PROCESS



Get Started

Call, Text or Chat us the lead:

(404) 800-6700

Email:

listings@wesellrestaurants.com

Office Location:

6 Meridian Home Ln, Ste. 101 Palm Coast, Fl 32137

More Resources



WeSellRestaurants.com





