

**WE SEI<sup>®</sup>**  
**RESTAURANTS**

**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.

The logo for We Sell Restaurants, featuring the text "WE SELL RESTAURANTS" in a bold, black, sans-serif font. The word "SELL" is stylized with a red fork and knife icon integrated into the letters. The logo is set against a white circular background.

## 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

## The Referral

Franchisee is referred to We Sell Restaurants.

STEP  
01

## The Valuation

Restaurant Broker performs a free valuation resulting in the price & listing agreement.

STEP  
02

## The Listing

Listing is marketed nationwide and to our database of more than 100,000 buyers

STEP  
03

## The Validation

The Buyer is vetted and an offer is written with franchise approval as a contingency to the sale.

STEP  
04

## The Transfer

We Sell Restaurants keeps the brand informed and initiates closing checklist for successful transfer.

STEP  
05





# 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**

