



FRANCHISE RESALE PROGRAM



Why Us?

Here's how a strategic partnership with We Sell Restaurants can benefit 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.

- Higher closing ratios than anyone in the industry
- More than 90,000 registered restaurant buyers
- Most highly visited restaurant for sale site worldwide
- Nation's only Certified Restaurant Brokers
- Established lending relationships & ready capital
- Professional 20-page offering memorandum
- Recast financial statements into 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. PERIOD.

Franchise Resales

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 do.**

Benefits of a Structured Resale Program

- Discipline and Process Control for transfers
- Vetted Resale Candidates
- Seamless integration with your process
- Valuations performed free of charge
- Franchise development maintains "new store" focus with different buyer & expectations
- Brand sees consistency in valuation & sales
- You retain Integrity of your intellectual property
- Removes conflict of interest in providing valuations to either a buyer or seller

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

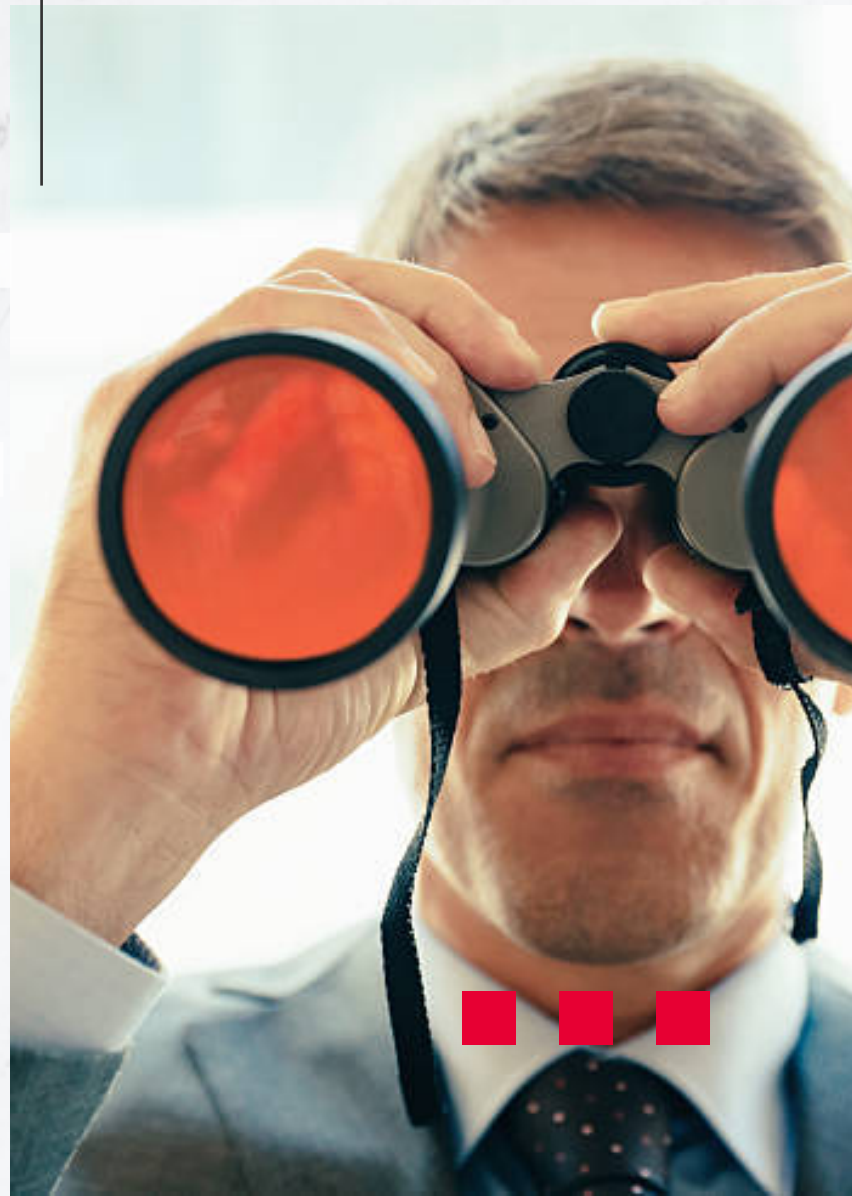


The Franchise Resale Candidate

The buyer for a franchise resale is more risk-averse and less willing to take on the unknowns of establishing a new unit. He or she is not even in the leads you are creating for your development team. Without candidates, your team is set up for failure. Many brands simply have their development team reach out to other franchisees to negotiate a deal. That may still be a bad idea.

Your well-trained franchise development team members have been advised to never, ever, talk about any franchise numbers unless they are in your Item 19 disclosure. They do not stray from the Item 19 financial representations, (and they shouldn't). Unfortunately, the candidate for a franchise resale is ONLY interested in the numbers and the past performance.

It is not fair to ask your development team to switch gears, understand the valuation process and begin disclosing numbers when their entire culture is built around selling opportunity and blue sky. The franchise resale buyer is focused on actuals and history, not future opportunity.



Franchise Resale Pricing

Reduce Risk - Trust Experts

Placing values on franchise resale opportunities is a precise science. It is a math problem with a right and wrong answer. Comparable pricing sources, recasting to SBA lending standards and financial expertise are just part of what comes into play for deciding on a listing price. This is clearly expertise beyond the scope of a franchise development team member and should be outsourced to an expert. In addition to that, if the pricing is incorrect, the lenders will not be able to establish funding and you are back at square one.

Conflict of Interest

Determining the price and negotiating the delicate balance between a buyer and seller of a franchise resale means a different party's interest is always in play. Where is the loyalty of the brand? Is it to the new franchisee you are landing who is buying this location? Does it belong to the existing client already in a franchise agreement with you? It is difficult to navigate these waters and have both parties happy at the closing table. Your legal team should weigh in and issue a strong position on how these will be handled if you decide to run franchise resales within your development team. This inherent conflict of interest is another reason why franchise resale situations are best left to experts.





Legal Considerations

Yes. There is that pesky legal requirement. Twelve states in the U.S. require that anyone performing business brokerage (and a franchise resale certainly qualifies), must be licensed as a real estate agent. One other state requires registration with their securities division. The crime is a misdemeanor in some states and a felony in others. If you are not familiar with the licensing laws, you may be placing your development team at risk in certain states by asking them to facilitate a transaction without proper licensure. If you connect a buyer and seller, collect any form of a fee for the services (flat fee or percentage of the sale) and facilitate any kind of purchase, you are probably subject to these licensure laws. This would be another place you want your legal department to provide a green light or perhaps eliminate certain states you would work in.

Lead Generation for New Franchise Sales

Exclusively for our franchise resale partners, we are offering new franchise opportunities for sale on our powerhouse website and in our email marketing.

We will work with brands on a limited basis to deliver new franchise leads to our extremely focused audience and include your brands in our email program. We will prequalify the leads to your net worth and liquidity requirements.

We will not charge for lead generation but will request a commission upon the sale of a candidate introduced through the efforts of We Sell Restaurants.

An exclusive opportunity for our strategic resale partners



OUR RESALE PROCESS

The Referral

A franchisee in the market to sell is referred to We Sell Restaurants by the brand.

STEP
01

The Valuation

Our team gathers the P&L and performs a free valuation resulting in the listing price/listing agreement.

STEP
02

The Listing

The listing goes live and is marketed nationwide and to our database of more than 79,000 buyers seeking units.

STEP
03

The Validation

The Buyer is qualified financially and an offer is written. The Franchise is updated.

STEP
04

The Transfer

We collaborate with the brand on a closing checklist & process steps for successful transfer.

STEP
05



Get Started

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Socials

