



Empowering Franchise Resales Driving Brand Growth



Simplify Franchise Resales with We Sell Restaurants

Your Brand's Future

Growth Through Protection and Transition

Your brand's success isn't just about opening new units - it's about protecting and revitalizing existing ones. When franchisees need to exit -- whether due to retirement, life changes, or operational struggles - a structured resale program ensures smooth transitions, preserves your brand's reputation, and keeps units thriving.

At We Sell Restaurants, we are the the trusted experts in franchise resales. With over 20 years of experience and operations across 45 states, we've helped hundreds of franchise brands:

- **Maintain net growth** by keeping units open.
- **Empower franchisees** with an exit strategy they can trust.
- **Attract motivated buyers** ready to invest in your brand.



Let us protect your brand's future by turning transitions into opportunities for growth.

WE SELL
RESTAURANTS

Historical Financial Performance is the top consideration for resales, an area where franchise development has little experience.

Brands with resale programs experience **fewer unit closures** compared to those without.

More than 50% of all brands fail to talk to franchisees about exit strategies until it is too late.

More than 75% of those opening new units are not considering resales.

90% of franchise transfers result in sales lifts of **10% or more**.

How we Help Franchisors Win



Benefits of Partnering with We Sell Restaurants

1. Transfer Units Seamlessly

- Replace underperforming franchisees with driven, growth-oriented candidates
- Save time and resources with our expert brokerage handling every step of the transfer

2. Protect Your Brand's Growth

- Prevent Closures with a resale process to keep units operating
- Free your development team to focus on new unit sales

3. Offer Franchisees Peace of Mind

- Provide franchisees with a clear exit strategy through resales
- Avoid the negative impact of closures on your brand's reputation



We Sell More Restaurants than Anyone Else.

How We Help Franchisors Win

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 Non-Renewals
- and more..

Do you have a franchise resale plan for your system?



Proven Results

How We Drive Growth

Case Study 1

Brand: Legacy Ice Cream Franchise

Challenge: Retiring franchisees with no clear exit strategy led to closures

Solution: Implemented a resale program with We Sell Restaurants to attract financially motivated buyers.

Outcome: Zero closures in 24 months. New candidates acquired units that would otherwise go dark.

Case Study 2

Brand: National Pizza Franchise

Challenge: High turnover in underperforming locations threatened net growth

Solution: Partnered with We Sell Restaurants to streamline the resale process

Outcome: Over 20 units transferred in under 12 months, resulting in motivated new franchisees and 10% average increase in same store sales at transferred stores.



SELLER'S INFO

The seller provides We Sell Restaurants with the most recent P&L and/or tax return.



your

WE SELL
RESTAURANTS

journey

LISTING AGREEMENT

A exclusive listing agreement is signed with We Sell Restaurants, committing our marketing services to the seller.



MARKETING

We Sell Restaurants markets to over 125,000 restaurant buyers in our database, who receive 11.9 million emails annually. The listing goes online on national websites at preferred positioning and on social media.



CLOSING PROCESS

We draft an asset purchase agreement at the agreed upon price and terms. We hold weekly calls with the buyer and seller. We find lenders, work with landlords, franchise and more to get the deal to the closing table.

WE SELL
RESTAURANTS



VALUATION

We Sell Restaurants performs a FREE, no obligation valuation of the business using SBA methodology to get to Seller's Discretionary earnings.

LISTING CHECKLIST

A checklist is sent out to gather additional information on the restaurant and we use this to create the listing for Seller Review and Approval.

BUYER LEADS

We Attract buyers who are contacted immediately with 5 follow up attempts. We qualify their ability to purchase and get a confidentiality agreement in place.

CLOSED

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.





Let's Build Your Brand Together

Protect your brand and empower your franchisees with a proven resale program. contact We Sell Restaurants today to learn more about our flexible, no-contract approach.

WeSellRestaurants.com

(404) 800 - 6700

Email: David@wesellrestaurants.com

