



ALLOY

THE COMPLETE FRANCHISING SOLUTION



WELCOME!

Welcome to the most comprehensive global franchising system. We are the only organization on the planet that has the in-house franchising resources under one roof to help you achieve your vision. Our platforms have been built and perfected to seamlessly enable the entire franchising process. From start to finish. Step by step. Just like your franchisees will expect when they buy the franchise you are creating.

We have the resources you need, at the right time, at the right price. We can help you choose the right path no matter where you are in your franchise development process.

All with a single point of contact and absolute accountability for quality results.

We deliver what we promise.

The following pages include and explain the platforms that will enable your franchise growth plans.



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Step 1:

BUILD THE FRANCHISE



Franchise Genesis

The Genesis of It All. The first step in your journey – taking your business and turning it into a franchise system. It all starts with a rock solid Franchise Disclosure Document (FDD). Our attorney partners construct an FDD that is built for the long term. The most effective and successful franchise system launches are done with complete support and guidance along the way. With a well known and experienced team in building and developing franchise brands, we will use our experience to build your franchise expansion program.

WE PROVIDE A WIDE RANGE OF RESOURCES



Outsourced Franchise Sales and Franchise Management

Manage your franchise sales at a fraction of the cost of an in-house sales organization.



Franchisor Funding Sources

Locate and source funding opportunities for both franchisors and franchisees.



Franchise Advertising Research

Conduct research on franchise industry-specific advertising practices for different franchise industries.



Franchise Negotiation

Works to negotiate franchise transactions and oversee the acquisition of franchise networks.



Dealer Conversion

Assist in converting dealership models into franchise systems which allow the franchise organization to have better control, performance and management over the operating network.



Franchise Industry Metrics

Develop and measure industry performance metrics based in industry segments within franchising.



Franchise Marketing Programs

Develop customized and efficient franchise marketing programs for franchisors.



Franchise Best Practices

Conduct best practice reviews and audits for franchise systems to oversee the level of efficiency in day to day operating and management of the organization.



Franchise Sales

Oversee the review and audit of a franchise sales program for a franchisor.



Feasibility Study

Works with businesses considering change in strategy or mission to develop feasibility studies and market analysis.



Franchise Advertising Research

Conduct research on franchise industry-specific advertising practices for different franchise industries.



Legal Consulting

Disclosure Documents, Franchise Registrations, and Renewals. Franchise Genesis works with third party, experienced franchise attorneys who represent the Franchisor.



Retail Strategy and Positioning

Retail price comparison and positioning study for a multi-billion-dollar retailer looking to refine retail strategy.



Unit Valuation and Unit Sale

Selling company operations with the valuation of existing operations and the development of a company-unit sales strategy.



Franchise System Valuation

Work with franchisors to develop and build valuations for existing franchise systems.



Expert Witness

Serve as an expert witness and in franchise litigation for franchisors and franchisees.



FRANCHISE
— GENESIS —



International Franchise Development

Works with international franchise programs from Europe to Canada to the Middle East. If your franchise organization is considering expansion into other parts of the world, we can help develop an international franchise program that would allow for this type of growth.



Step 2:

GROW THE FRANCHISE



GenDev

GenDev is an outsourced Franchise Sales Organization comprised of the best sales developers in franchising. Franchising is a unique business with a steep learning curve. Emerging franchisors must learn to create a growth strategy, generate and recruit new franchisees, build an outstanding support, training and infrastructure offering while launching new locations and more.

Our team provides insight and guidance with a turn-key solution to franchise growth and development. You will acquire a team of seasoned franchise professionals to handle the marketing and sales arm of the business while utilizing our expertise and industry partnerships. We help with each step in the franchising process, from launching and growing your franchise business both nationally and internationally, to the successful sale and exit.



Franchise Sales

Our sales team is dedicated to your brand. They work with you on a daily basis and become an integral part of your team.

We work to find, guide and bring through the sales process the most qualified franchise candidates for your brand.



Franchise Strategy

We have successfully built and sold franchise companies. We utilize our experience to help you see over the horizon as you grow domestically and internationally.



Franchise Growth

Your franchisees must be successful, happy and aligned. We have the experience to help you deliver sustainable growth.

Step 3:

YOUR FRANCHISE
EDUCATION





Ongoing Education

The best way to learn is from those who have done it before. In the classroom and through virtual events, we connect the brands we work with together for CEO to CEO learning. Facilitated by executives who have built and exited successful franchise brands.

We build franchise brands. Our passion is wherever we go to help franchisors be better, do better and live better. We bring franchisors together multiple times every year to engage, interact and share best practices. This community of franchise CEO's is based upon the YPO Forum model that forms groups that work with each other and then as a whole to become better franchisors.....together.



Step 4:

FIND GREAT FRANCHISEES



The Franchise Consulting Company (FCC)

FCC refers entrepreneur clients who want to purchase a franchise with businesses that fit the criteria the client is looking for. With 150 offices in the USA and 19 countries, FCC works as a single united team to give our clients the highest quality advice possible as to what franchises they should investigate for ownership. We help clients structure a franchise strategy based on the uniqueness of their situation and what they find most compelling as to brand, culture and operating models in order to attain their goals.

Franchisors benefit from the aggregate efforts of the largest number of experienced franchise experts in the space. We will help find franchise candidates across the country and worldwide. With offices around the world, our reach is the most extensive in franchising.



THE CLIENT PROCESS

What we do before we refer a client to a franchisor

We help our clients navigate through the complexities of modern franchising. The end results are sustainable goals that meet their needs and help them avoid costly mistakes.



DEFINING YOURSELF

We have the experience and knowledge to help our clients find the business that fits what they want to achieve. We will walk them through what being a franchise owner really means, and we help them cut through any red tape they may face along the way.



EXPLORING THE SYSTEM

Once we determine their capabilities and the orientation that fits their lifestyle, the next leg of their journey is exploring the industry. With over 3,000+ registered franchise companies available in the marketplace, determining the right one can certainly seem like an intimidating task.



REFINING THE PASSION

Working with us as their guide our clients will understand what to look for in evaluating their options and making what could be a difficult process much more manageable. Working together, we will determine the best ways to articulate their interests and how they would mesh with potential franchises.



LAUNCHING YOUR DREAMS

The final part of our journey together gives our clients a chance to dive further into franchises that we end up picking as their finalists. We will then determine which one is their best choice by interacting with a multitude of industry experts from legal advisors, financial advisors, other franchisees, the franchisor, and even the competition.



OUR CONSULTANTS

The Franchise Consulting Company's consultants have experience where it counts the most - from the franchise side. With many years of expert knowledge they bring significant insights to the investigation process. Their main focus is the client and helping them achieve their goals.

ASSETS AND ACTIVITIES OF THE FCC TO HELP YOUR FRANCHISE GROW



MAIN WEBSITE

www.thefranchiseconsultingcompany.com

Click on the “Consultant” tab – click on the consultant to access their bios. The most experienced consultants in the world at The FCC.

ANNUAL CONFERENCES

www.thefranchiseconvention.com

Twice a year we bring hundreds of franchisors and consultants together to exchange ideas and learn.

REGIONAL SEMINARS

www.thefranchiseseminar.com

We help you geotarget. The US is split up in 10 regions. Each region does an event twice a year.

VIRTUAL REALITY

www.thefccvr.com

We are pioneers in using VR in franchising

SEO/SEM

We have dozens of websites that support our consulting efforts such as:

www.TheFranchiseYellowPages.com

OUTREACH

We reflect the communities we serve. They are our constituencies, and we help them in an authentic and meaningful way through the consultants who are from these communities:

www.latinofranchisecouncil.com

www.indiafranchisecouncil.com

www.womensfranchisealliance.com

www.firstresponderfran.com

www.theafricanamericanfranchisecouncil.com

www.diversityfran.com

www.theveteransfranchisecouncil.com

CREDIBILITY

The Franchise MBA is the #1 Bestseller in the US on franchising and the highest reviewed book in Amazon in the franchise category

www.thefranchisemba.com

Step 5:

MARKET YOUR FRANCHISE





Great American Franchise Expo

The only American owned franchise trade show in existence the Great American Franchise Expo produces trade shows in major markets in the US, along with bi-weekly online trade shows that attract a global audience.

The Great American Franchise Expo connects hundreds of franchise businesses with potential owners. We provide education through seminars from industry experts on topics including franchise law, financing, and other critical business concepts. Attending these expos provides potential franchisees with the opportunity to network with leading industry executives and franchise developers.

MARKET YOUR FRANCHISE

EXPLORE

Franchise Concepts
Choose from hundreds of
concepts in dozens of
industries.

UNDERSTAND

Franchise Law
Meet franchise law experts
to guide you through the
legal process.

DISCOVER

Financing Options Learn
about financing options
available to fund your new
business.

MEET

Franchise Professionals
Interact with franchisors
with decades of
experience.



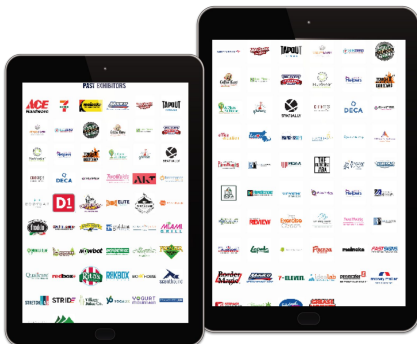
www.franexpousa.com/media-kit





MEDIA KIT

www.franexpousa.com/media-kit





Step 6:

**NATIONAL AWARENESS
OF YOUR FRANCHISE**



FRANCHISE Journal

The Franchise Journal (FJ)

Share your franchise with a global audience. Franchise Journal's monthly magazine provides business information, financial guidance, brand profiles, legal counsel, marketing strategies and overall advice from experienced franchise leaders throughout the world.

Written for and by industry leaders and experts, Franchise Journal is the voice of franchising. Highlighting the newest trends and opportunities, FJ is consumed monthly by people who want to know about franchising.

Every month Franchise Journal Magazine reaches hundreds of thousands of readers with our digital edition that provides awareness, education, and support throughout your journey. Let us help you make your dream of business ownership a reality.

[Interested in advertising? Take a look at our Media Kit for pricing.](#)

Step 7:

Celebrity Endorsement





Global Influencers Group (GIG)

GIG combines the world of sports marketing with franchising. Whether a professional basketball player wants to own a franchise or put their name and likeness behind an already existing one, GIG creates the perfect match. Our unique combination and deep relationships in both the sports and franchising world allows us to be the one of its kind. Our team works with players to find them the perfect opportunity in franchising and franchisors to find the right player to be their partner.

As the world's leading franchise sports business agency, we have deep connections across film, television, broadcasting, music, publishing and digital. We are the "Agent's Agency".

Step 8:

Tell Your Story





THE FRANCHISE



FranAdCo

Where Storytelling meets Growth

With FranAdCo, we believe in authenticity and transparency. We use best marketing techniques, technology, and talents to grow your franchise. Let us tell your story.

With our over 60 years of franchise experience, we are confident that we can help your business reach new heights. From start-ups to established brands, we have the knowledge and expertise to help you achieve your goals. Let us help you navigate the complexities of the franchise industry and unlock the full potential of your business.

Step 9:

EXIT YOUR FRANCHISE





When it is time to sell

It is your decision if you wish to sell and to whom.

Our goals are aligned with yours from Day 1 to find the best buyer and derive the maximum value for your hard work and vision. It is crucial that you bring in the “smart” money to take your concept to the next level. We know them and they know us.

We have exited companies in the past and are familiar with the landscape.

We will help manage the communications and interactions with prospective buyers as well as ensuring your capital structure is optimized.

Bottom line, when buyers of your entire system look under the hood we want them to be thrilled with what they are seeing and they are ready to pay a premium for it.



WEBSITES

Franchise Genesis

www.franchisegenesis.com

GenDev

www.franchisegenesis.com

The Franchise Consulting Company (FCC)

www.thefranchiseconsultingcompany.com

Great American Franchise Expo

www.franexpousa.com

The Franchise Journal (FJ)

www.franchisejournal.com

Global Influencers Group

www.globalinfluencersgroup.com

FranAdCo

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