

Sample Questions to ask a Franchise Owner

We have found that having a starting list of questions helps our candidates be very efficient with their time with current franchise owners. Of course, you can (and should) ask any question you feel appropriate for you. We do not expect you to share your form with us, so please use it as you see fit.

What is the Franchise Owner's name and Location?

How long have they been in business?

How would they rate the relationship with the brand Operations management team and their Franchise Business Coach?

How are their relationships with other brand owners? Are they supportive of each other?

In their time at Neighborly, have they seen support from Neighborly and the Operations team decrease, increase, or stay the same?

How would they rate the marketing programs that Neighborly and their vendors implement?

Do they utilize ProTradeNet for discounts and rebates?

Does the brand offer tools to help them find, train, and retain employees? Do they utilize those tools and are they effective?

What does their organizational chart look like? Are they personally performing the work, or is that a function of their team?

In their opinion, what is a reasonable time to break even?

If they don't mind sharing, what is their current revenue?

What was their revenue in their first full year?

How much could new owners reasonably expect to net as a percentage of revenue?

How does that revenue break down amongst all of their different services?

Do they run personal expenses through the business? (Gas, Car, Insurance, etc.)

Do they pay themselves a salary on top of the net profit that their business produces, and if so, do they mind sharing what that is for them and their family members?

What do they project their business looking like over the next 5 to 10 years?

Would they say that brand's corporate leadership (including the President) is accessible and responsive?

How important is the culture at the brand? Do they have any real-life examples of the culture on display? Does this have an impact on their business?

Have they attended annual reunion/regional events that Neighborly or the brand hosted? If so, what would they share about their experiences there?

If they had it all to do over again, would they and why?

Open space to write additional notes or other questions & responses: