

wednesdaywise
WEBINARS

Master Your Franchise Development Pipeline



Our Panel



Edith Wiseman
President,
FRANdata



James Franks
VP of Franchise Recruitment,
Unleashed Brands

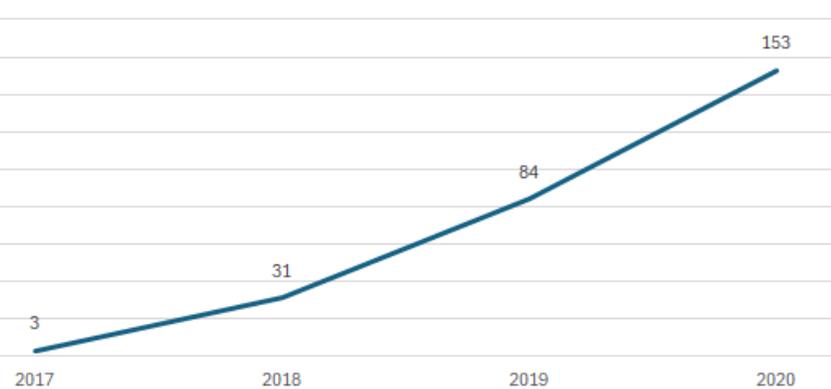
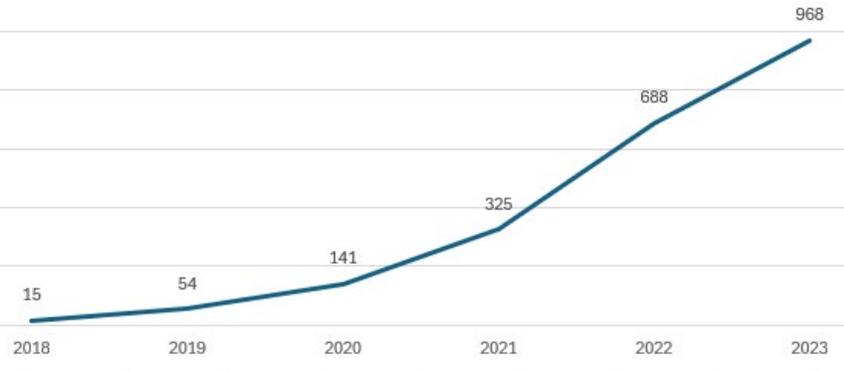
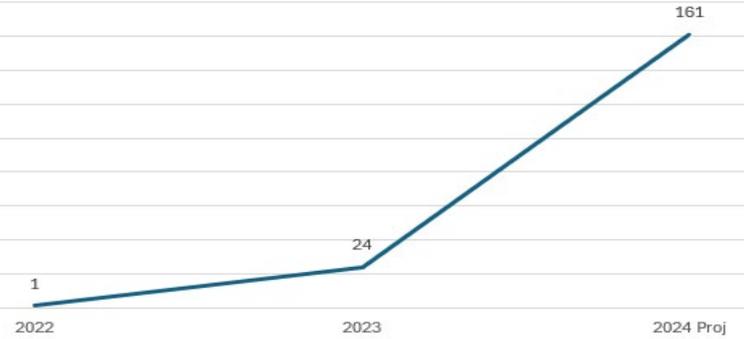


Eric Simon
SVP of Franchise Sales and
Development,
The Joint Chiropractic

No. of unit openings by brand size

Average # of New Openings in 2024 by Size of Brand		
Brand Size	Average	High
0-50	3	45
51-100	12	85
101+	40	396

Speed to gain market share



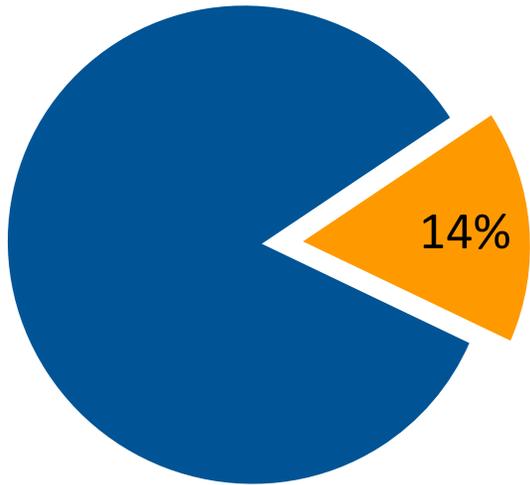
The Face of Franchisees are Evolving



Dunkin units



Dunkin units



owns an average of 4 franchise brands

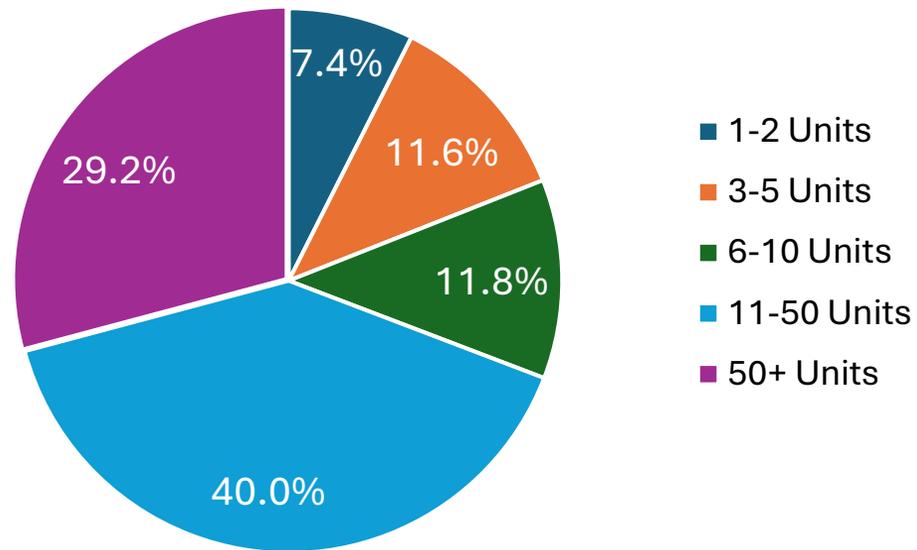


Other Brands

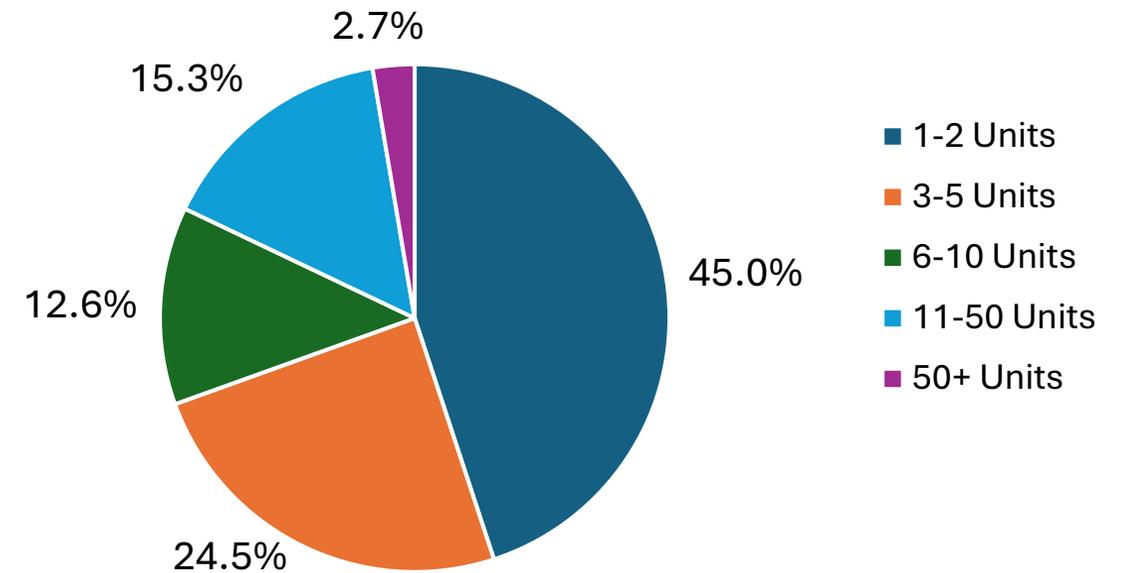


Dominos Franchisees

Total # of Franchised Units Owned by Each Franchisee Type



Total # of Franchisees by Type/Size - # units owned

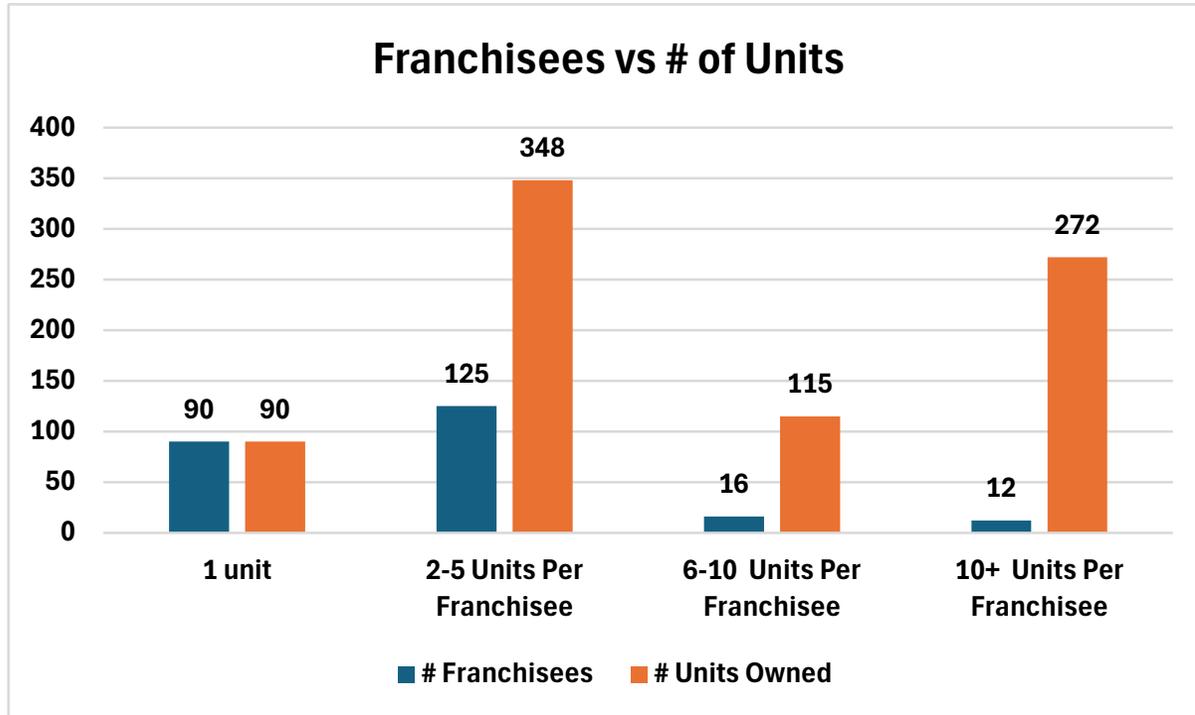


Multi-Unit Ownership

- 1,300+ open units
- 700+ units under development
- 61% are multi-unit owners within Unleashed Brands
- 8% are Unleashed Brands MUMBOs (Multi-Unit, Multi-Brand Owner)
- Several also own another franchise outside of Unleashed Brands
 - Early Childhood Education - The Learning Experience, Goddard, Primrose, Kiddie Academy
 - Fitness – Planet Fitness, Anytime Fitness, Crunch Fitness
 - Goldfish Swim School & Big Blue Swim School
 - Christian Brothers Automotive
 - Dunkin'
 - The UPS Store
 - Sport Clips
 - Marriott



Multi-Unit Ownership



Franchisee Brand Portfolio

- Ace Pickleball
- Planet Fitness
- Orangetheory Fitness
- Massage Envy
- Crumbl
- Scenthound
- Great Clips
- Sport Clips
- Blow Dry Bar
- Cold Stone
- Sparkle

Franchisee Playbook Sample

FRANCHISEE NAME	UNITS OWNED	DESCRIPTION	COMPANY NOTES	GENERAL
Robert Smith, Stephanie Doe	3	<ul style="list-style-type: none"> Robert is from Grand Rapids Michigan and has been in the construction industry for over a decade. Stephanie and John got married in 2015 and is 38 years old as for 2023. He loves racing and sponsors cars with his branding. Opened Pensacola location in 2015. Stephanie was a full-time realtor with Upside Realty. He is president of his homeowner's association. Robert was in the vending business from 2007-2016. He worked for Bill Walden & Tim Cain as the General Manager in the Daytona Beach location. 	RS HOLDINGS, LLC, RS, LLC	Robert also owns Storm Shutters .

HQ ADDRESS	HQ ADD2	HQ CITY	HQ STATE	HQ ZIP
1XX TERRY DR		PENSACOLA	FL	32503

CONTACT	PHONE	PHONE2	EMAIL	EMAIL2	LINKEDIN	FACEBOOK	HOME ADDRESS
STEPHANIE Doe	321-302-XXXX		sdoe@xxx.com	stephaniedoe@pointnorth.com	https://www.linkedin.com/in/stephanie-doe-8b070021		16XXX PERDIDO KEY DRIVE Unit X PENSACOLA, FL 32507
ROBERT Smith	321-747-XXXX		bobsmith@yahoo.com	bboes@xxxx.net			16XXX PERDIDO KEY DRIVE Unit X PENSACOLA, FL 32507

BRAND	UNITADD1	UNITCITY	UNITSTATE	UNITZIP	UNITZIP4	UNITCOUNTY	UNITMSA	UNITPHONE
Precision Door Service	1XX W ENSLEY ST	PENSACOLA	FL	32534	3349	PENSACOLA FL	ESCAMBIA	850-332-XXXX
Precision Door Service	1XXX INDUSTRIAL PARK	MOBILE	AL	36693		MOBILE AL	MOBILE	850-332-XXXX
Precision Door Service	8XXX CASTILLE RD STE M	BATON ROUGE	LA	70809	5433	BATON ROUGE LA	EAST BATON ROUGE	225-412-XXXX

Questions?



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