

Springboard to Success

Activities Book – Disclosure: Using FDDs

Maintaining Franchise Disclosure Documents and keeping accurate records of when they were sent and signed is often complex and time-consuming, and if there's a dispute, you'd better be able to show your records. That's a big exposure point if you're keeping those records by hand. You can **maintain, send and track signatures through FranConnect, and stay on the right side of any dispute.**

This book gives you the steps to take action to set up and automate your compliance with franchise disclosure requirements.

We invite you to use these instructions, to submit questions to training@franconnect.com, and if you're really really stuck, we invite you to schedule a 1:1 session with us to help you through these processes. You can schedule that time using this link: <https://tinyurl.com/677y7tz8>.

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Franchise Disclosure Document

FDD is an acronym for Franchise Disclosure Document. It is a legal document sent out to the franchise users and contains information of important clauses outlined in the franchise agreement.

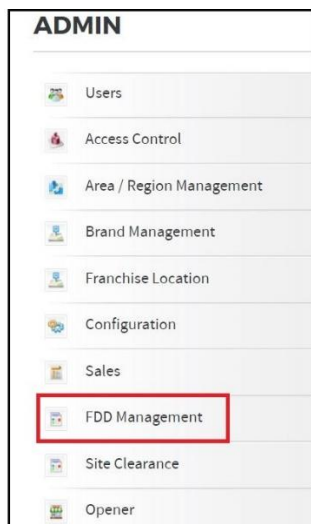
FranConnect lets you automate sending your FDD to prospective franchisees. To do that, you'll need to upload a copy of your disclosure documents into FranConnect.

Note: To successfully upload a copy of your FDD, it cannot be password protected or have secure permissions. The FranConnect system will be unable to read the document if it has security restrictions.

Setting up your FDD and Item 23

Adding your FDD

Franchisors use the FranConnect system to send an agreement to franchise users for obtaining their signature electronically. This disclosure document is secured with login credentials which will expire if the franchise users do not login to view the FDD within the stipulated period. To add your FDD, follow the steps mentioned below:



- 1) Select **Admin** using the “gear” icon at the top right of your screen.
- 2) Select **FDD Management** from the Navigation Panel.
- 3) Select **FDD Management**.

Admin > FDD Management > FDD Management

Note :
 » Provides a quick view of the details regarding your FDD(s) and how many leads / franchisees they have been sent to.

FDD Name Version Type
 Active ▾

FDD MANAGEMENT | Items 1 - 6 of 6

FDD Name	Version	Associated States / Provinces	Uploaded On ▾	Issuance Date	Amendment Date	Expiry On	Sent to Leads	Sent to Franchisees	Action
New FDD 2020	01	54	01/12/2021	01/01/2020		01/31/2022	22	29	
FDD one	1.1	1	01/07/2021	01/07/2021		01/31/2021	8		

4) Click **Upload FDD**.

Admin > FDD Management > Upload/Modify FDD

UPLOAD FDD INFORMATION

*FDD Name : *Version :

*Issuance Date : Amendment Date :

*Date of Expiry : *ITEM 23-RECEIPT (Series) :

*Countries : *ITEM 23-RECEIPT (Info Mgr) :

*Associate with: Select All USA States / Provinces

Alabama Alaska Arizona
 Arkansas California Colorado
 Connecticut Delaware District of Columbia
 Florida Georgia Guam
 Hawaii Idaho Illinois
 Indiana Iowa Kansas
 Kentucky Louisiana Maine
 Maryland Massachusetts Michigan
 Minnesota Mississippi Missouri
 Montana Nebraska Nevada
 New Hampshire New Jersey New Mexico
 New York North Carolina North Dakota
 Ohio Oklahoma Oregon
 Pennsylvania Puerto Rico Rhode Island
 South Carolina South Dakota Tennessee
 Texas Utah Vermont
 Virgin Islands Virginia Washington
 West Virginia Wisconsin Wyoming

*Upload File : No file chosen

Comments :

5) Enter the FDD information, as described below:

- a. **Name and version:** Enter the name and version of your FDD.
- b. **Date of Expiry:** Enter the expiry date of your FDD.
- c. **ITEM 23-RECEIPT (Sales) and ITEM 23-RECEIPT (Info Mgr):** ITEM 23-RECEIPT permits the leads to sign your one-page receipt document electronically. Select the appropriate Item 23-Receipt from the drop-down.
- d. **Countries:** Select the countries with which the FDD is associated.
- e. **Associated with:** Select the associated States/Provinces.
- f. **Upload File:** Click the **Choose File** button to upload your FDD file.

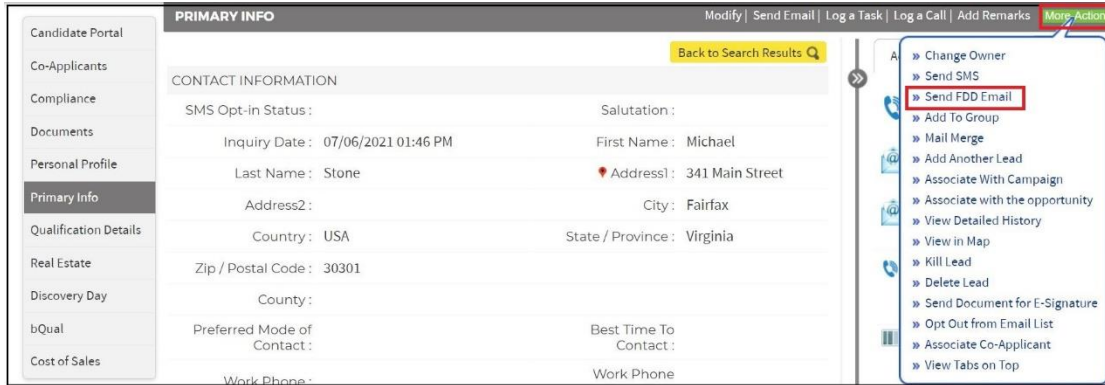
6) Click **Add FDD**.

Sending the FDD

Franchisors can send FDDs only to those leads which are present in the FranConnect system. There are two ways to send a FDD, as described below:

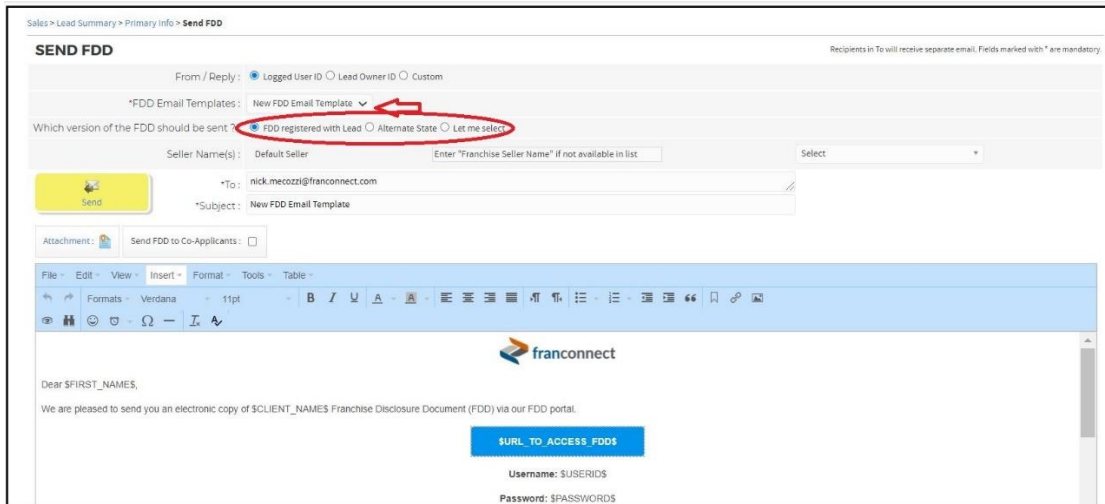
From Lead Management:

1. Select **Lead Management** from the **Sales** module.
2. Click on a Lead from the Lead Summary page to send the FDD.



The screenshot shows the 'PRIMARY INFO' page for a lead. The left sidebar contains navigation options like 'Candidate Portal', 'Co-Applicants', 'Compliance', etc. The main area displays contact information for Michael Stone, including address, phone, and email. On the right, a 'More-Actions' dropdown menu is open, with 'Send FDD Email' highlighted in red.

3. From the Primary Info page, click the **More-Actions** button and select **Send FDD Email**.



The screenshot shows the 'SEND FDD' form. The 'From / Reply' field is set to 'Logged User ID'. The 'FDD Email Templates' dropdown is set to 'New FDD Email Template'. The 'Which version of the FDD should be sent' section has three radio buttons: 'FDD registered with Lead' (selected and circled in red), 'Alternate State', and 'Let me select'. The 'To' field is 'nick.mecozzi@franconnect.com' and the 'Subject' is 'New FDD Email Template'. Below the form is a rich text editor with the FranConnect logo and a 'URL TO ACCESS FDD' button.

5. Select an email template from the **FDD Email Templates** drop-down.
6. You can choose the version of FDD you want to send to leads. There are three options available as described below:

FDD registered with Lead



Select this option if you want to send the FDD which is already registered with the lead.

Alternate State

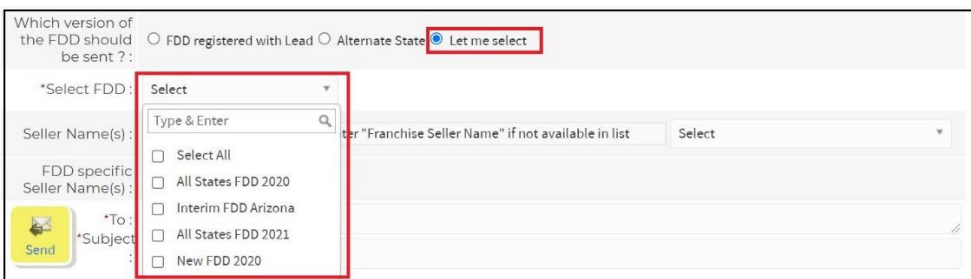


- a) Select this option if you want to send the country and state specific FDD to the lead.
- b) Select the Country and State to send the Alternate State FDD.

(c) You can also **send a Division Specific FDD** to the lead. For this, you need to contact FranConnect support and get the Division setting configured for your system.

After getting the configuration done, select the Division, Country and State for which you want to send the Alternate State FDD.

Let Me Select

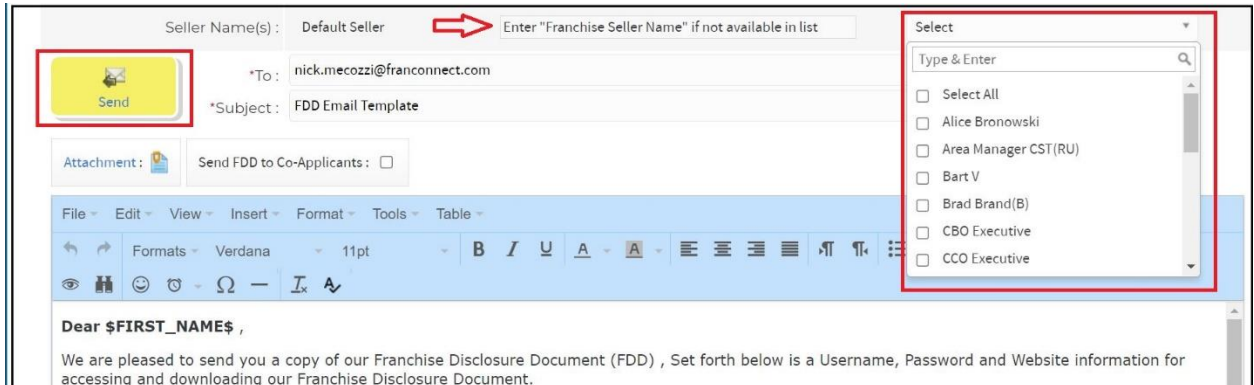


- a) Select this option if you want to manually select the FDD from an existing list of FDDs.

b) Select the required FDD from the **Select FDD** drop-down.

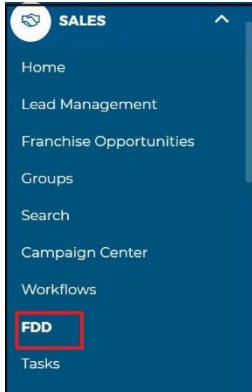
(c) You can also send multiple FDDs to your lead by getting the Multiple FDD option enabled from FranConnect support.

After getting the configuration done, select the required FDDs from the **Select FDD** drop-down.



7. You can associate a franchisor with the FDD from the **Seller name(s)** drop-down. If the franchise seller name is not available in the list, you can manually enter it in the **Default Seller** text field.
8. Enter the email address of the lead to send the FDD. Also, provide a Subject for your email.
9. Enter the required text in the email body and then, click **Send**.
10. A Confirmation page appears displaying the status of the FDD. Click the **Confirm** button to send the FDD to the lead.
11. Click **Close**.

From the FDD Lead Summary Page:



1. Click **FDD** from the Sales module.
2. Click the **Send FDD** button.

A screenshot of a search form titled 'PRIMARY INFO BASED SEARCH'. The form contains various input fields and dropdown menus for filtering leads. Fields include: Inquiry Date From/To, First Name/Last Name, Address, City, Country, Zip/Postal Code, State/Province, County, Phone, Email, Current Status / Status Changed From/To, Status Changed(Date) From/To, Lead Owner, Lead Rating, Lead Source Category, Lead Source Details, Marketing Code, Next Call Date From/To, Web Site Lead, and Brand. At the bottom left, there are buttons for 'Search', 'Reset', and 'Cancel'.

3. You can narrow your search to select some leads to send the FDD. You can search using name, address, city, lead owner, rating, etc.
4. To send the FDD to a Lead, click the corresponding checkbox and then click **Send FDD Email**.
5. For sending the FDD, follow the steps 4-11 described above.

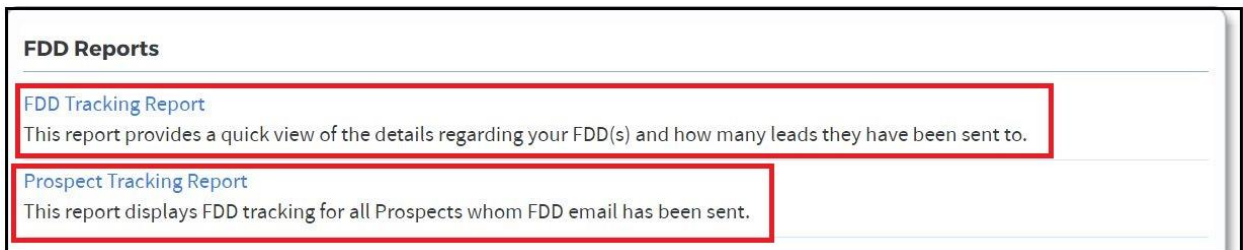
Tracking the FDD

You can track the status of FDDs sent to leads with the help of FDD Reports. To view these reports:

1. Select **Reports** from the **Sales** module.



2. Click **FDD Reports** from the **Report List**.
3. There are two types of FDD Reports, as described below:



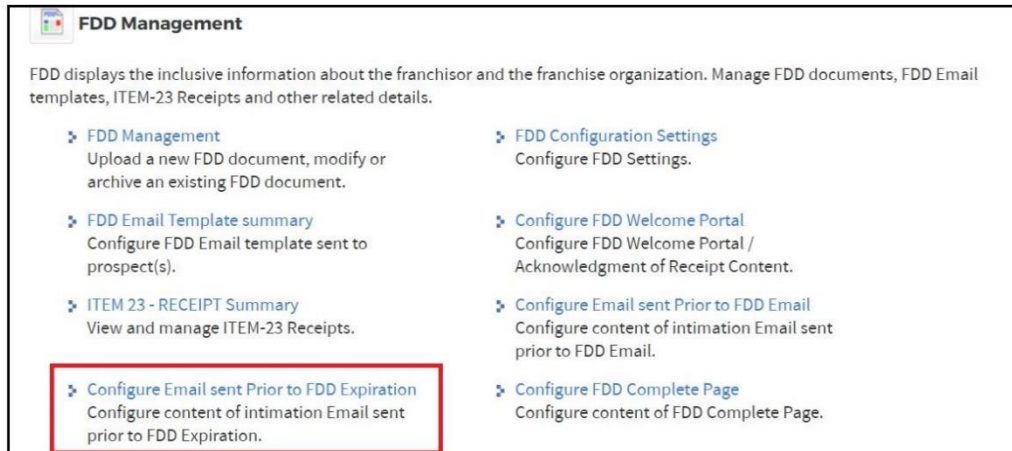
FDD Tracking Report

This report provides the details of various FDDs and displays the number of leads they have been sent to.

Prospect Tracking Report

This report displays the FDD tracking for all the Prospects to whom FDD email has been sent.

Creating an Email to Manage FDD Expiration

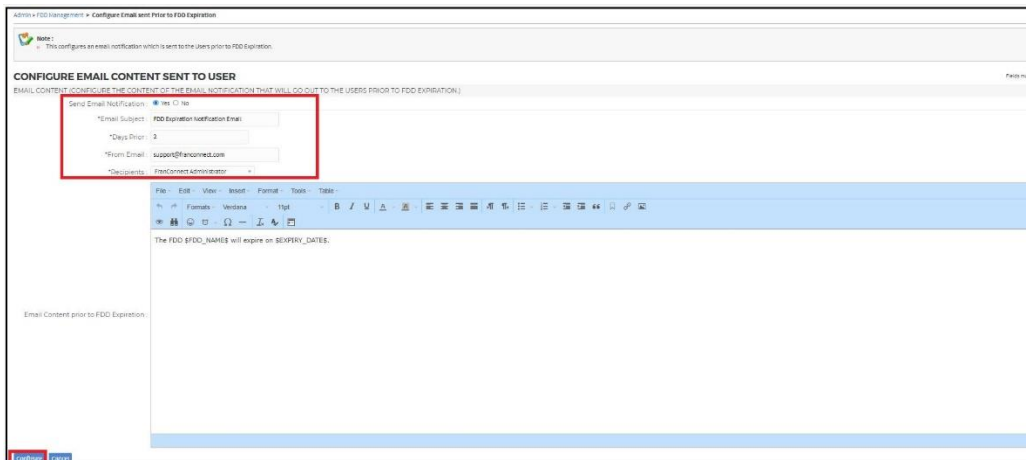


FDD Management

FDD displays the inclusive information about the franchisor and the franchise organization. Manage FDD documents, FDD Email templates, ITEM-23 Receipts and other related details.

- ❖ **FDD Management**
Upload a new FDD document, modify or archive an existing FDD document.
- ❖ **FDD Email Template summary**
Configure FDD Email template sent to prospect(s).
- ❖ **ITEM 23 - RECEIPT Summary**
View and manage ITEM-23 Receipts.
- ❖ **Configure Email sent Prior to FDD Expiration**
Configure content of intimation Email sent prior to FDD Expiration.
- ❖ **FDD Configuration Settings**
Configure FDD Settings.
- ❖ **Configure FDD Welcome Portal**
Configure FDD Welcome Portal / Acknowledgment of Receipt Content.
- ❖ **Configure Email sent Prior to FDD Email**
Configure content of intimation Email sent prior to FDD Email.
- ❖ **Configure FDD Complete Page**
Configure content of FDD Complete Page.

- 1) Select **Admin**.
- 2) Click **FDD Management**.
- 3) Click **Configure Email sent prior to FDD Expiration**.



admin > FDD Management > Configure Email sent Prior to FDD Expiration

NOTE: This configures an email notification which is sent to the users prior to FDD Expiration.

CONFIGURE EMAIL CONTENT SENT TO USER

EMAIL CONTENT (CONFIGURES THE CONTENT OF THE EMAIL NOTIFICATION THAT WILL GO OUT TO THE USERS PRIOR TO FDD EXPIRATION)

Send Email Notification: Yes No

*Email Subject: FDD Expiration Notification Email

*Days Prior: 3

*From Email: support@franchise.com

*Recipients: Franchise Administrator

The FDD #FDD_NAME will expire on SEPRRY_DATE.

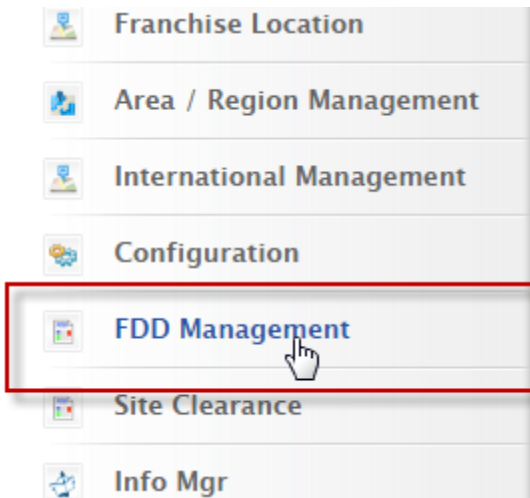
Email Content prior to FDD Expiration:

- 4) To notify users through an email, click the **Yes** radio button corresponding to **Send Email Notification**.
- 5) Edit **Email Subject**, if necessary.
- 6) Enter the number of days before the FDD expiration date you would like to send a reminder.
- 7) You can use our email editor to create content for sending reminder by email.

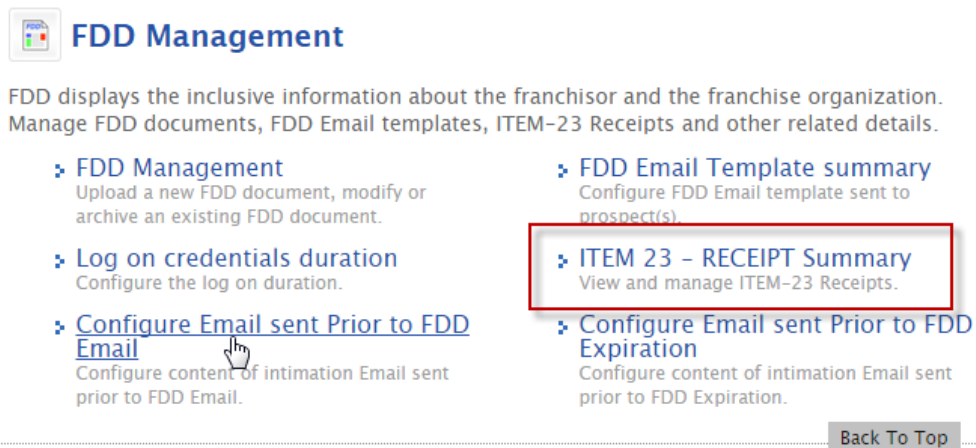
8) Click **Configure** after composing your email.

Adding the Renewal Item 23

1. Select **Admin** using the “gear” icon at the top right of your screen.
2. Select **FDD Management** from the navigation pane.



3. Select **Item 23 – RECEIPT Summary**.

A screenshot of the 'FDD Management' page. At the top, there is a header 'FDD Management' with a document icon. Below it is a paragraph: 'FDD displays the inclusive information about the franchisor and the franchise organization. Manage FDD documents, FDD Email templates, ITEM-23 Receipts and other related details.' There are two columns of options, each starting with a blue arrow icon. The first column includes: 'FDD Management' (Upload a new FDD document, modify or archive an existing FDD document.), 'Log on credentials duration' (Configure the log on duration.), and 'Configure Email sent Prior to FDD Email' (Configure content of intimation Email sent prior to FDD Email.). The second column includes: 'FDD Email Template summary' (Configure FDD Email template sent to prospect(s).), 'ITEM 23 – RECEIPT Summary' (View and manage ITEM-23 Receipts.), and 'Configure Email sent Prior to FDD Expiration' (Configure content of intimation Email sent prior to FDD Expiration.). The 'ITEM 23 – RECEIPT Summary' option is highlighted with a red box. At the bottom right, there is a 'Back To Top' button.

4. Click **Add ITEM 23 – RECEIPT**.

ITEM 23 - RECEIPT Summary

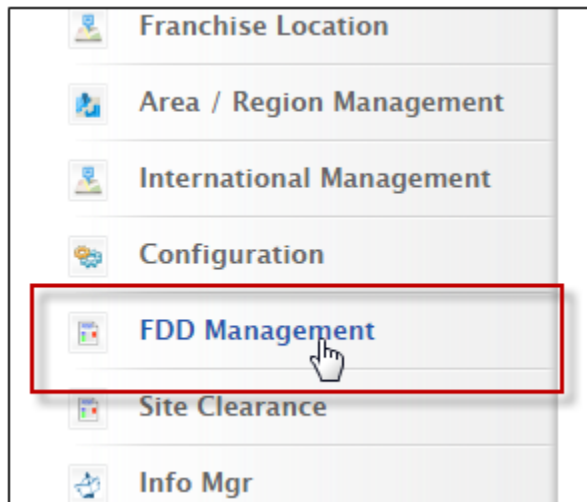
Add ITEM 23 - RECEIPT

Title	Description
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5. Input a **Title**.
6. Copy and paste the text of your Item-23 receipt into the **Item-23 – Receipt** text box.
7. Input your business details.
8. Click **Preview**.
9. Click **Save**.

Item 23 – Receipt Summary

1. Select **Admin** using the “gear” icon at the upper right of your screen.
2. Select **FDD Management** from the navigation pane.



3. Select **Item 23 – RECEIPT Summary**.

FDD Management

FDD displays the inclusive information about the franchisor and the franchise organization. Manage FDD documents, FDD Email templates, ITEM-23 Receipts and other related details.

- **FDD Management**
Upload a new FDD document, modify or archive an existing FDD document.
- **Log on credentials duration**
Configure the log on duration.
- **Configure Email sent Prior to FDD Email**
Configure content of intimation Email sent prior to FDD Email.
- **FDD Email Template summary**
Configure FDD Email template sent to prospect(s).
- **ITEM 23 - RECEIPT Summary**
View and manage ITEM-23 Receipts.
- **Configure Email sent Prior to FDD Expiration**
Configure content of intimation Email sent prior to FDD Expiration.

[Back To Top](#)

4. Click **Add ITEM 23 – RECEIPT**.

ITEM 23 - RECEIPT Summary

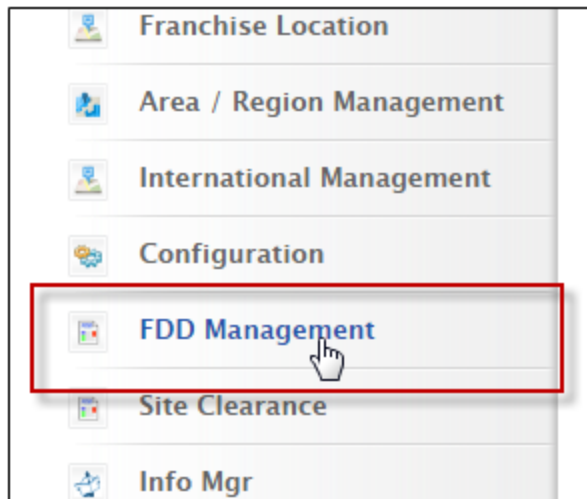
[Add ITEM 23 - RECEIPT](#)

Title	Description
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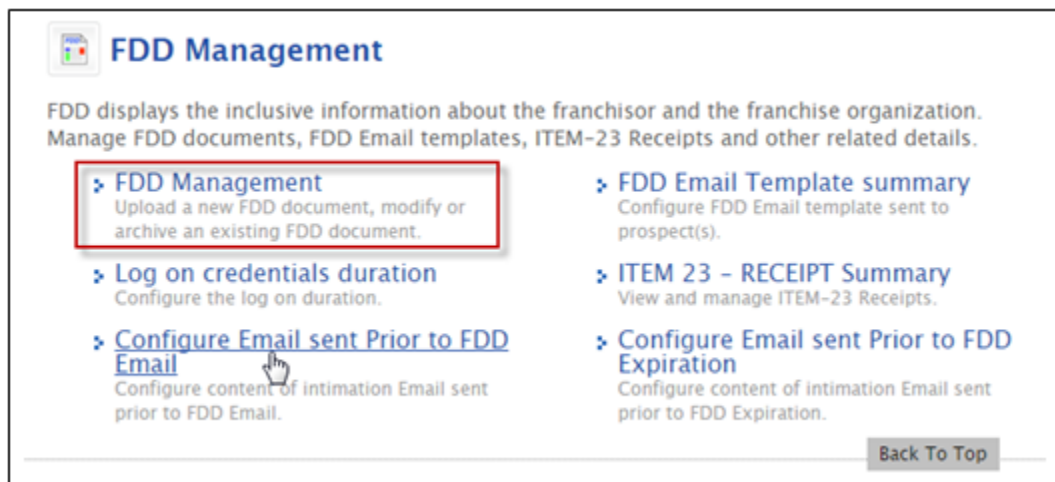
5. Input a **Title**.
6. Copy and paste the text of your Item-23 receipt into the **Item-23 – Receipt** text box.
7. Input your business details.
8. Click **Preview**.
9. Click **Save**.

FDD Management

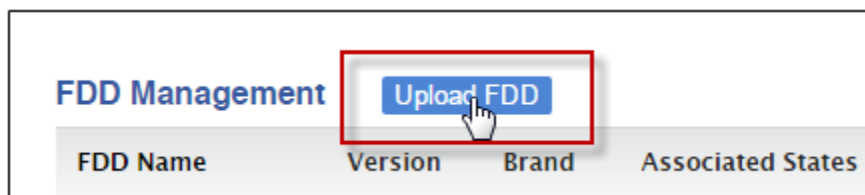
1. Select **Admin** using the “gear” icon at the top right of the screen..
2. Select **FDD Management** from the navigation pane.



3. Select **FDD Management**.



4. Click **Upload FDD**.



5. Input the **FDD Name**.

6. Enter the **Version**.

7. Input the **Date of Expiry**.

8. Select the appropriate **Item-23 Receipt (Sales)** from the dropdown.

9. Select the **Countries** to which the FDD applies

*FDD Name : All State FDD *Version : 2.0

*Date of Expiry : 07/31/2017 *ITEM 23-RECEIPT (Sales) : ITEM 23 - RECEIPT

*Countries : South Korea
Thailand
United Arab Emirates
United Kingdom
USA

*ITEM 23-RECEIPT (Info Mgr) : Select

10. Select the States to which the FDD applies.

*Associate with :

<input checked="" type="checkbox"/> Select All USA States / Provinces	<input checked="" type="checkbox"/> Alaska	<input checked="" type="checkbox"/> Arizona
<input checked="" type="checkbox"/> Alabama	<input type="checkbox"/> California	<input checked="" type="checkbox"/> Colorado
<input checked="" type="checkbox"/> Arkansas	<input checked="" type="checkbox"/> Delaware	<input checked="" type="checkbox"/> District of Columbia
<input checked="" type="checkbox"/> Connecticut	<input checked="" type="checkbox"/> Georgia	<input checked="" type="checkbox"/> Hawaii
<input checked="" type="checkbox"/> Florida	<input checked="" type="checkbox"/> Illinois	<input checked="" type="checkbox"/> Indiana
<input checked="" type="checkbox"/> Idaho	<input checked="" type="checkbox"/> Kansas	<input checked="" type="checkbox"/> Kentucky
<input checked="" type="checkbox"/> Iowa	<input checked="" type="checkbox"/> Maine	<input type="checkbox"/> Maryland
<input checked="" type="checkbox"/> Louisiana	<input checked="" type="checkbox"/> Michigan	<input checked="" type="checkbox"/> Minnesota
<input checked="" type="checkbox"/> Massachusetts	<input checked="" type="checkbox"/> Missouri	<input checked="" type="checkbox"/> Montana
<input checked="" type="checkbox"/> Mississippi	<input checked="" type="checkbox"/> Nevada	<input checked="" type="checkbox"/> New Hampshire
<input checked="" type="checkbox"/> Nebraska	<input checked="" type="checkbox"/> New Mexico	<input checked="" type="checkbox"/> New York
<input checked="" type="checkbox"/> New Jersey	<input checked="" type="checkbox"/> North Dakota	<input checked="" type="checkbox"/> Ohio
<input checked="" type="checkbox"/> North Carolina	<input checked="" type="checkbox"/> Oregon	<input checked="" type="checkbox"/> Pennsylvania
<input checked="" type="checkbox"/> Oklahoma	<input checked="" type="checkbox"/> Rhode Island	<input checked="" type="checkbox"/> South Carolina
<input type="checkbox"/> Puerto Rico	<input checked="" type="checkbox"/> Tennessee	<input checked="" type="checkbox"/> Texas
<input checked="" type="checkbox"/> South Dakota	<input checked="" type="checkbox"/> Vermont	<input type="checkbox"/> Virgin Islands
<input checked="" type="checkbox"/> Utah	<input checked="" type="checkbox"/> Washington	<input checked="" type="checkbox"/> West Virginia
<input type="checkbox"/> Virginia	<input checked="" type="checkbox"/> Wyoming	
<input checked="" type="checkbox"/> Wisconsin		

11. Upload your FDD by selecting **Choose File**.

12. Browse your computer for the file.

13. Click **Open**.

14. Input any necessary comments.

15. Click **Add FDD**.



Automating the FDD Process

FDD Workflow – send a “How to Read an FDD” email

Business Need

When a lead is sent the Franchise Disclosure Document (FDD), send an email with information on how to read an FDD.

Summary

TRIGGER		ACTIONS
	Lead Status Changes to Discovery Day	1) Send CAMPAIGN to the new lead
CONDITIONS		
		

Step by Step

PREPARATION - build necessary templates and workflows before adding workflow	
Templates	Discovery Day
Campaigns	Discovery Day
WORKFLOW DETAILS	
Type	Event Based
Trigger	When do you want to execute this workflow? When Lead Status is changed TO FDD FOR All Territories
Condition	Which leads do you want to execute this workflow on? All Leads

Workflow

Perform following action(s) when this workflow is executed

Send Email Campaign – FDD

Notes

FDD Campaign

Using a campaign will enable you to check on receipt, open and click rates for this email later.

PREPARATION

Templates [FDD](#)

CAMPAIGN DETAILS

Campaign

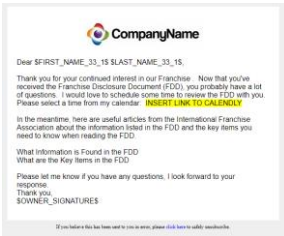
Set sender name and reply address

Send the first email: As soon as the campaign is associated with recipients

Associated Template: FDD

Used in [FDD Workflow](#)

FDD Template



Paste the text on the right into your template and customize the highlighted items.

Dear \$FIRST_NAME_33_1\$ \$LAST_NAME_33_1\$,

Thank you for your continued interest in our Franchise . Now that you've received the Franchise Disclosure Document (FDD), you probably have a lot of questions. I would love to schedule some time to review the FDD with you.

Please select a time from my calendar: **INSERT LINK TO MEETING SCHEDULING SOFTWARE**

In the meantime, here are useful articles from the International Franchise Association about the information listed in the FDD and the key items you need to know when reading the FDD.

[What Information is Found in the FDD](#)
[What are the Key Items in the FDD](#)

Please let me know if you have any questions, I look forward to your response.



Thank you,
\$OWNER_SIGNATURES\$

FDD – 14 Day Holding Period Expired

Business Need

After a Franchisee is sent the FDD at Renewal, someone at corporate can be notified, via a task, that the holding period has expired.

Summary

TRIGGER	ACTIONS
 Date Holding Period Requirements Expire by FDD	1) Create Task for corporate team member to engage franchisee after holding period requirements expire.
CONDITIONS	
 All Active	

Step by Step

PREPARATION - edit necessary templates, workflows, web forms and tasks.

Templates

Campaigns

Web form

Task

Holding Period Requirements Expired – Add Corporate Team Member

WORKFLOW DETAILS

Type

Date Based

Trigger

When do you want to execute this workflow?

Date Holding Period Requirements Expire by FDD

Condition

Which Locations do you want to execute this workflow on?

Select Franchisee Type: All Active

Workflow

Perform following action(s) when this workflow is executed

Create Task – Holding Period Expired for Franchisee

Notes

The task to notify a corporate team member has already been created, assign the task to the team member.

FDD Signed Workflow

The screenshot displays the configuration interface for an "FDD EXAMPLE" workflow. The interface is divided into three main sections: TRIGGER, CONDITION, and ACTION.

- TRIGGER:** A dropdown menu is set to "When lead signs FDD".
- CONDITION:** The workflow is configured to run on "Leads matching below condition(s)". Two conditions are listed:
 - 1. Primary Info > Country: In USA
 - 2. Brand Details > Brand Details: In Brand AThe conditions are connected by an "AND" operator. A "Select fields to filter Leads" dropdown is set to "Country, Brand Name".
- ACTION:** Two actions are listed under the heading "PERFORM FOLLOWING ACTION(S) WHEN THIS WORKFLOW IS EXECUTED":
 - Change Status to FDD Call
 - Send Email: FDD Signed FDD

The interface includes a search bar at the top, a user profile for "FranConnect Administrator", and a "Workflow Status" toggle set to "Active". A sidebar on the left contains navigation icons, and a bottom bar shows "Quick Links" and "Notifications".