



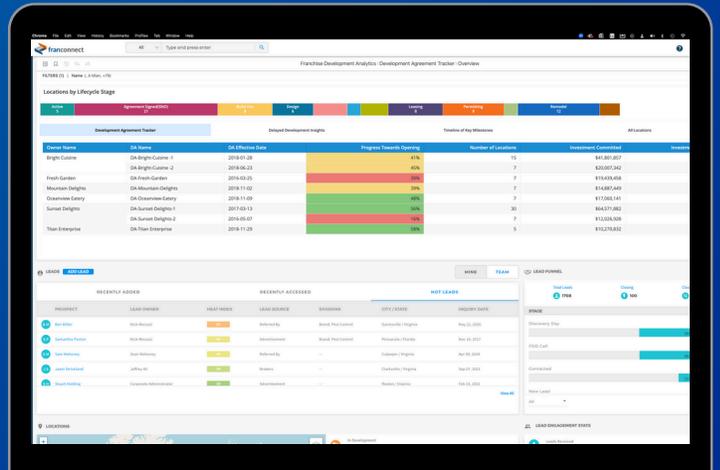
SMALL BRANDS NEED BIG TOOLS

GET YOUR EMERGING FRANCHISE IN THE GAME BY USING THE SAME TOOLS THE BIGGER BRANDS USE

As an emerging brand, you have big ambitions to grow, streamline operations and outpace your competitors. The only thing holding you back is tethering your operations to small, narrow-point applications that don't scale to your potential. These small tools will hold you back. It's essential for growing brands to embrace powerful, scalable solutions that align with their long-term vision.

That's where FranConnect comes in....

For over 20 years, FranConnect has served as the backbone for sales, operations and marketing for nearly 1500 brands worldwide. Emerging franchise brands can harness the power of a proven platform designed for scalability and efficiency. FranConnect offers robust data analytics, seamless operations, and unmatched support, empowering your brand to outpace competitors while saving time and reducing operational complexities.



BRANDS THAT USE FRANCONNECT GROW

44%

FASTER THAN THEIR COMPETITORS



RAPID SCALING

DEVELOP AND AWARD MORE FRANCHISES

EXPERT TOOLS. NO EXPERTISE IS REQUIRED.

- Award more franchises with streamlined applications and sales tools.
- Actionable insights into lead performance and broker effectiveness.



REVENUE ACCELERATION

GROW THE CONSUMER BASE AND SPEND WITHIN THE LOCAL TERRITORY

FAST START, FASTER RESULTS

- Grow your customer base with localized insights and performance tracking.
- Optimize marketing and sales efforts to drive measurable results.



COST OPTIMIZATION

DRIVE IMPROVED UNIT LEVEL ECONOMICS

FIT TO GROW WITH YOUR BUSINESS

- Unlock unit-level performance data to boost profitability across your network.
- Benchmark operations against industry standards to stay ahead.

ROBUST SOLUTIONS TO HELP YOUR BRAND GROW FASTER

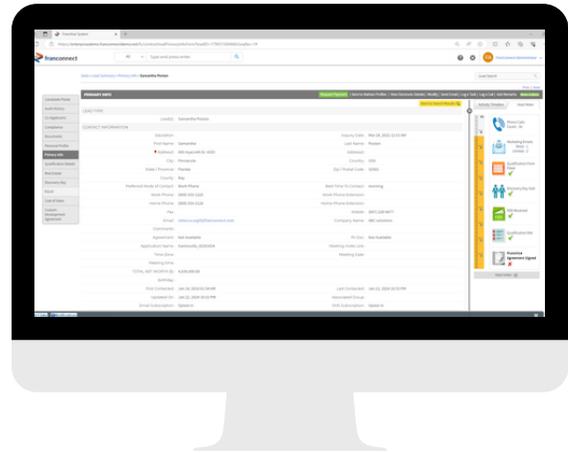
DEVELOP

SALES

Effectively manage your entire sales process

OPENER

Automate the opening process and reduce days to open by up to 10 days



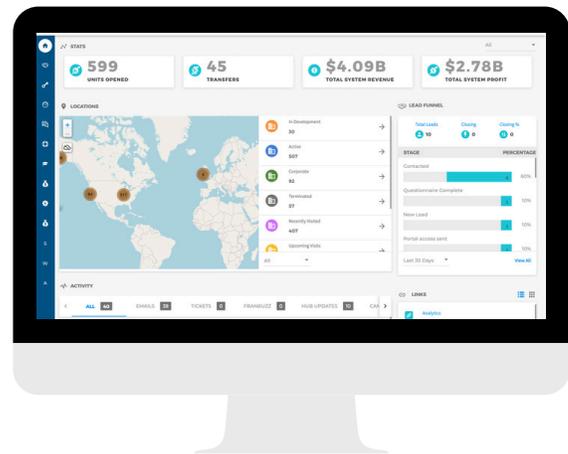
FOUNDATION

COMMAND CENTER

Central location to view all data

INFORMATION MANAGER

Single source of truth for all your data for your franchise system

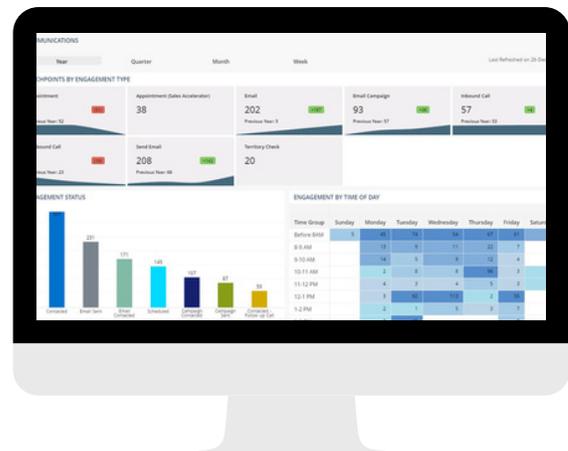


SALES ANALYTICS

The Analytics for the sales development team helps analyze and make data-driven decisions about their brokers, leads, and units, as well as benchmark against the industry.

Included in Catalog:

- Franchise Sales Optimization
- Broker Performance
- Lead Performance
- Unit Opening
- System Growth Analysis
- Franchise Sales Index



FranConnect is the leading software provider for franchise and multi-location businesses. For over 20 years, the FranConnect platform has served as the backbone for sales, operations, and marketing for over 1,500 brands and one million locations worldwide. Iconic brands such as SPARC/Authentic Brands (Forever 21), Tropical Smoothie Café, Authority Brands, and Papa John's rely on FranConnect to expand locations, streamline unit operations, enhance collaboration, and improve profitability. Backed by private equity investor Serent Capital, FranConnect is headquartered in Herndon, Virginia, with global offices in Australia, India, Colombia, and Canada.

FOR MORE INFORMATION OR TO REQUEST A DEMO, CONTACT US AT:

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