



- Are You New to Franchising & Ready to Build Your First Location?

- Are You Currently in Franchising & Ready to Build Out Your Next Location?

- Don't Know What You Don't Know?

- We Can Help!

Brick & Mortar Franchise Success

- 2-day intensive program
- Participate from your home or office via webinar or in-person (Denver, Colorado)
- Programs are held approx. every 6 weeks
- Small class sizes
- Programs taught by licensed professionals

NATIONAL FRANCHISE INSTITUTE

Brick & Mortar Franchise Success

A 2-Day Program To Save You Time & Money

The National Franchise Institute: Where Education Doesn't Cost — It PAYS!

Success Looks Good On You!

Few things are more exciting and terrifying than becoming a business owner — especially when that choice involves leasing and building a physical location. The higher investment and increased responsibility are huge undertakings that are to be admired and respected.

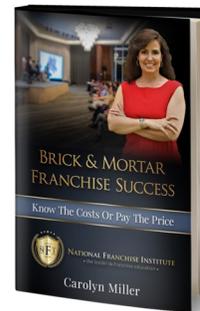
As you begin or continue on your journey, I want to share some things with you that may be helpful as you take your next steps.

A lot of professionals with years of business experience assure themselves that there isn't any part of the building process that they either don't know or can't figure out.

What they don't take into account is the additional time that ticks away while they learn the ropes. What frequently happens is they try to take on certain tasks themselves in order to save money. When due diligence tasks, permitting, zoning, city council and plan review meetings, supplier lead times and project management prove to be more complicated and time-consuming than anticipated, it's usually too late...time is the one thing they cannot make up and their Open Date is inevitably pushed out (and more expensive).

No one sets out to lose money in franchising, yet all too often that is exactly what happens because people simply don't know what they don't know. No matter how much business experience and success you have had in past roles, if you are not well versed in development areas, failure will find you!

As Featured On



Amazon #1 Bestseller!



The Boston Globe



Over the course of a few decades in development with brands such as McDonald's, Chipotle, and Red Robin just to name a few, I've seen millions of dollars wasted on fixing problems that, in many instances, could have been avoided altogether.

Our goal is to equip you with the knowledge you need based on the type of location you are building so you know who to hire and why and, more importantly, who not to hire and why. You will leave this program knowing which tasks you will likely want to handle on your own and which ones have led to costly mistakes for others who traveled this path before you.

Building new locations hasn't changed much over the years. Because it happens thousands of times a day across the country, it's easy to adopt the mindset of 'I can figure this out.' The truth is that you CAN figure it out...but how much will you spend or forego in the process? Let's get started together!

**Carolyn Miller, Founder
National Franchise Institute**

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NationalFranchiseInstitute.com

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Here's What People Are Saying About This Program

- “I learned more useful things and met more helpful people in 2 days at NFI than a year of doing my brick and mortar solo. Highly recommended.”
(Taylor Romero, Spruce Men's Barbershop & Clothier)
- “Now that we are franchising, the Brick & Mortar Franchise Success program is spec'd in our FDD as a resource for our franchisees. If the National Franchise Institute doesn't teach this critical information to our franchisees, we have to. Fortunately, while we grow FITtec, NFI is helping to set our franchisees up for success.”
(Shaun & Liana Bezuidenhout, Founders, FITtec Franchising)
- “Such a robust program — it blew away my expectations. Definitely a lot of quality information that franchisees NEED to know. The Brick & Mortar Franchise Success program is required curriculum for the brands we represent.”
(Todd Owen, My Franchise Hub)
- “I made several mistakes building my first location (real estate, zoning (a \$15K mistake all by itself), architectural, construction and probably several others that I'm not even aware of yet). I will be investing in this program before I start my second location because I now realize that I can't afford not to.” (Franchisee, fitness concept)

Failure is Not An Option...Until It Happens — Then What?

Mistakes cost money!

When building out new locations, one simple timing mistake can easily cost \$10,000 to \$50,000. Sadly, some of the most costly mistakes happen when a lease is signed. What's worse, some of those mistakes have

nothing to do with real estate at all! When mistakes happen so early in the process, you will be in for a long, rough ride. The reality of how much you don't know (and what can happen next) can be all-consuming. When you finally open, your worry

shifts: “How many more proverbial hamburgers will I have to sell to dig myself out of this financial hole?” The compound stress often carries forward to an under-performing store, beginning a cycle that you never expected and can no longer financially sustain.

Do Not Sign a Lease Without Coming Through This Program!

Like most franchisees, your primary goal is to operate a successful business. You can't actually do that until your location opens. While you may know a little bit about a lot of things, the devil is in the details.

Do not, Do Not, DO NOT sign a lease without coming through this program!

Finding the right space is only the first step — and it's a BIG decision! You can do almost every other thing right but if your location is wrong, you can still fail.

When it comes to leases, certain provisions are negotiable and some are definitely NOT! Once a lease is executed, your ability to negotiate

important legal issues is virtually gone.

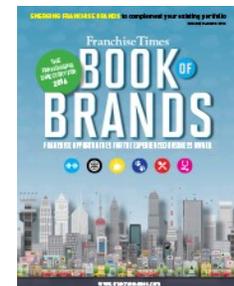
This program is a one-time, cost-effective insurance policy that will help prevent costly mistakes as you search for the perfect space and work hard to get the doors open.

Ignorance isn't bliss — it's EXPENSIVE!



Franchise Times® attended the Brick & Mortar Franchise Success program in January, 2016. Their write-up appears in the March, 2016 edition.

“Learning is not something you can spend or invest – but it is easy to go bankrupt without it.”



Look for the National Franchise Institute in Franchise Times® Spring/Summer, 2016 Book of Brands.

Development Topics Presented by Licensed Professionals

Over the course of two interactive days, you will be up close and personal with these professionals:

- Licensed attorneys
- Certified Public Accountants
- Licensed architects and engineers
- Licensed general contractors
- Finance and insurance professionals
- Other business and franchise experts

You have already invested thousands of dollars to become a franchisee.

Don't leave critical areas of your company open to interpretation or opinion when the licensed resources you need are right here.

What You Will Learn

THE RIGHT FOUNDATION

- Entity structure and tax strategies to put in place today that help plan for tomorrow

FRANCHISE ACCOUNTING & TAX

- The federal rules and regulations of franchise accounting that keep you out of IRS hot water
- Financial reporting requirements and cost-effective auditing strategies

FINANCING & INSURANCE

- Lenders and financing: how to find the most cost-effective money for you
- Insurance: covering your assets (specifically for your type of business)

SITE SELECTION

- Location intelligence: what you can't see can make or break your next location

REAL ESTATE & REAL ESTATE LEGAL

- Qualifying real estate professionals so you win
- How to avoid paying rent until sales begin
- Triple net leases and personal guarantees
- Real estate legal and contracts

DUE DILIGENCE / COMMUNICATIONS

- The due diligence tasks you can't afford to ignore, delay, or mess up!
- Can We Talk? If IT wiring and communications goes wrong, the answer is 'No'

PROJECT MANAGEMENT

- Development timelines are like icebergs — what you can't see is HUGE
- Project management: what you need to know, be able to do yourself, or hire out to be sure your project stays on time and on budget

ARCHITECTURE & CONSTRUCTION

- When and how to hire the right architect for your type of project
- Competitive bids, negotiated bids, and design-build — how to determine the best option based on your objectives
- Qualifying the right general contractor for your type of project

BUSINESS & FRANCHISE LAW BEYOND TODAY

- Legal structure do's and don'ts, now that you are a business owner
- What to know as you grow

Why the National Franchise Institute?

The **National Franchise Institute** is the only place where you will find a single source that brings together key franchise and development experts in the same place at the same time, all with one common goal: to help you understand the **timing & sequence**, the critical **hand-offs**, and how all of the pieces fit together.

Expert Help At Your Fingertips When You Need It!

As an interactive program, each presenter shares stories and takes questions about your specific project to ensure that you not only get started on the right foot, but also that you continue on the right path. Best of all, you leave this program with complete contact information for all our presenters which means that you always have direct access to expert help and advice when the time is right for YOU.

Secure Your Space Now!

The ideal timing for the Brick & Mortar Franchise Success program is after a Franchise Agreement has been signed but before the search for real estate begins (and **DEFINITELY before a lease is signed!**). In most cases, this sequence fits perfectly before operations training takes place.

Register by Phone, Email or Online

If you have questions or need additional information, we are a phone call or a click of the mouse away. We would be happy to register you over the phone.

By Phone: (303) LEADERS (303) 532-3377

By Email: JoinUs@NationalFranchiseInstitute.com

Online: NationalFranchiseInstitute.com/Events

Travel to our sessions is easy and cost effective!

- Fly to Denver International Airport
- Rent a car or save money by using Denver's new light rail system
- Discounted hotel rates at national hotel brands have been pre-negotiated
- Hotel shuttles give you door-to-door service to our programs



The
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You are protected by our
iron-clad guarantee.

You must love this program
and feel it is the best
investment of time and
money for your business or
we will happily give you a full
refund within 30 days of
completing the program, no
questions asked.

The franchise model is brilliant! Its success across countless industries leaves many people in awe of just what is possible when a proven business model is proved yet again. But don't be fooled — success isn't guaranteed and the stakes are a lot higher when leasing space and building physical locations!

— Carolyn Miller
National Franchise Institute

The National Franchise Institute: Where Education Doesn't Cost — It PAYS!

NATIONAL FRANCHISE INSTITUTE

Two Franchise Development Programs That Put You In Control of Your Future

[BRICK & MORTAR FRANCHISE SUCCESS \(\\$3,000\)](#)

Franchising requires expertise in a number of specific areas, especially when it comes to building out brick and mortar locations. That know-how is often hard earned through many costly trial-and-error mistakes. A learning curve like that can take years to get beyond, often resulting in debt, frustration, stress, and -- for some franchise owners -- failure.

The **Brick & Mortar Franchise Success** program takes the guesswork out of the entire development process so you know exactly what it takes to get your location open in the least amount of time, for the best overall price and, more important than anything else, without making costly mistakes in the process. If you have plans to lease space for a new franchise location, this is the **MUST ATTEND** program that you can't afford to miss!

[SHOULD I FRANCHISE MY BUSINESS? \(\\$3,000\)](#)

Creating a new concept is thrilling. Getting to proof of concept is an exciting milestone that proves you are on the right track and that it might be time to take things to the next level. Should you remain an independent or do you secretly have aspirations of becoming a franchisor? There are a lot of similarities between the two. Both options can have **HUGE** rewards, yet the differences are very distinct.

At the National Franchise Institute, we know exactly what those differences are. Our **Growth Strategies** program walks you through various scenarios and gives real-world examples to help you make the most informed decisions for you and the concept you have created.

After explaining the differences between both options, we switch gears and provide details about the similarities and the immediate next steps you need to take so your roadmap begins to take shape, regardless of which direction you choose. This is a private, one-on-one program that is coordinated around your schedule. You can't take the next step until you take your first step. We'll be here when the time is right for you.

We invite you to join us for highly informative programs that share the hows and whys, the processes and systems, the resources, and the huge rewards that can catapult your company to the next level. How big can you dream? Let's find out together!

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