

2025 IFA CONVENTION

LAS VEGAS, NV | FEB. 10-13

TEAM
FRANCHISING





How to Land your First Franchise Client

Debra Vilchis, President, Fishman PR

*Kelly Crompvoets, Vice President, Marketing,
Any Lab Test Now Franchising, Inc.*

Jayson Pearl, CFE, President, ServiceScore

Patti Rother, CFE, President, Stay In Your Lane

Alex Porter, CFE, CEO, Location3

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VP Marketing
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President
Stay in Your Lane



Alex Porter

CEO
Location3/LOCALACT

Story Time

How did you get in Franchising?

Tell us a good story about a great franchisor / supplier experience and partnership.



Do or Do Not –
there is no Try







Know the lingo:

- • **Business format franchise:** This type of franchise includes not only a product, service and trademark, but also the complete method to conduct the business itself.
- • **Disclosure statement:** Also known as the FDD, or Franchise Disclosure Document, the disclosure document provides information about the franchisor and franchise system.
- • **FDD:** The Franchise Disclosure Document, FDD, is the format for the disclosure document which provides information about the franchisor and franchise system to the franchisee.
 - **BONUS – ITEM 19**
- • **Franchise:** A license that describes the relationship between the franchisor and franchisee including use of trademarks, fees, support and control.
- • **Franchise agreement:** The legal, written contract between the franchisor and franchisee which tells each party what each is supposed to do.
- • **Franchisee:** The person or company that gets the right from the franchisor to do business under the franchisor's trademark or trade name.
- • **Franchising:** A method of business expansion characterized by a trademark license, payment of fees, and significant assistance and/or control.
- • **Franchisor:** The person or company that grants the franchisee the right to do business under their trademark or trade name.
- • **Product distribution franchisee:** A franchise where the franchisee simply sells the franchisor's products without using the franchisor's method of conducting business.
- • **Royalty:** The regular payment made by the franchisee to the franchisor, usually based on a percentage of the franchisee's gross sales.
- • **Trademark:** The marks, brand name and logo that identify a franchisor which is licensed to the franchisee.

FRANCHISE BUSINESS NETWORK LOCATIONS

Get Involved



FAN

FRANCHISE ACTION NETWORK

SEPTEMBER 9-11 | WA

IFA ADVOC
SUMM





LinkedIn Supplier
Board Forum

**FRANCHISE
SUPPLIER
COMMUNITY**

FRANSHIP MENTORS



WOMEN'S FRANCHISE COMMITTEE Committed to providing resources for women seeking career growth opportunities in franchising.



Paul Rocchio



Emily George



SUPPLIER FORUM ADVISORY BOARD EXECUTIVE TEAM



Tom Portesy

Immediate Past Chair
Careertopia



Marcia Mead

Chair
M Squared Franchise Consulting



Abby Schmidt

Vice Chair
PayChex



Daniel Mormino

2nd Vice Chair
INFINITI HR



Alex Porter

Member At Large
Location3



MARK JAMESON, CDO, PROPELLED BRANDS

is when a vendor or