

**INSIDER
INFO**

10 exciting investment opportunities

The brands looking to expand

White collar special

An extensive guide to this thriving sector

Franchise recruitment

How top companies are switching up their methods

Global Franchise

globalfranchisemagazine.com

MASTER, REGIONAL AND INTERNATIONAL FRANCHISING



FASTSIGNS: PROVEN TO ADAPT AMID THE PANDEMIC

**20-PAGE
LEADERSHIP
SPECIAL:**

**HOW TO SUPPORT
YOUR ORGANIZATION
IN TRYING TIMES**

**AUSTRALIA
FOCUS:**

**MUST-READ
INSIGHT ON
FRANCHISING
DOWN UNDER**

PAGE 22 DAN ROWE

Explores fast-casual's new normal

PAGE 44 MARY ALDRED

How the FCA is supporting the industry

PAGE 66 BRAD SUGARS

It's time to support small businesses

Franchise recruitment in the time of coronavirus

How some of the world's biggest franchise brands have adapted their approach to recruitment, in light of unprecedented challenges

INTERVIEWS BY KIERAN MCLOONE

Franchise recruitment is an intrinsic part of a brand's development process, and experiential sessions like discovery days are often the perfect way for an entrepreneur to ascertain whether a particular concept is the right fit for them – and vice versa.

In the current time of international uncertainty, however, and in a period where every single industry is being forced to reconsider and restructure, the traditional franchise recruitment strategies may not be as viable as they once were.

To hear first-hand how an assortment of the biggest players in the franchising world are dealing with this, *Global Franchise* spoke with experts from every franchise sector about how their brands are rethinking franchise recruitment, managing their current network, and overcoming the hurdles presented by COVID-19.

Editor's note: interviews were conducted during the height of the virus outbreak.



**KEN MCALLISTER,
PRESIDENT AND
FOUNDER
SUITE MANAGEMENT
FRANCHISING**

Founded: 2012

Number of units: 150+

Location of units: U.S. and Canada

"Supporting our franchise partners, members, and their clients is our number one priority. We're making sure 100 per cent of our franchise locations reopen, so we're continuing to maintain communication and strengthen our relationships. Since we were on track to have our best year yet, we definitely anticipate growth after the recovery phase. We're looking toward the future and continuing to nurture the relationships we've made with leads."

**CRAIG SHERWOOD, CHIEF
DEVELOPMENT OFFICER
GOLD'S GYM**

Founded: 1965

Number of units: 702

Location of units: Worldwide

"Despite the current circumstances, we see a unique opportunity for franchise development and growth. As we look forward several months, the demand for fitness will be very strong given the forced closure of gyms worldwide and consumer desire to maintain a healthy and active lifestyle. With lenders and landlords anxious to do deals with qualified franchisees, we believe the time is ideal for new franchise development with both existing and new franchisees."



**ALFRED NADDAFF,
DIRECTOR OF FRANCHISE SALES
EDIBLE ARRANGEMENTS**



Founded: 1999
Number of units: 1,042
Location of units: Worldwide
"The public's response has been overwhelmingly positive, creating a teachable moment for both our current franchise network and interested prospects to see

firsthand how our business model can respond in a big way in times of need. With more than 1,000 delivery vehicles that are available to reach around 75 per cent of U.S. households, we remain strong as we also continue to grow.

"The attention that has created has also energized existing and new franchise prospects - including multi-unit operators from other concepts who see great potential for quick market growth with Edible - to continue moving forward in our development program. We have begun planning virtual discovery days among other approaches to adjusting our sales process as candidates continue to seek out our affordable business opportunity and the chance to join our expanding network."

**SEAN KAJCIENSKI, COO & CRO
BEST LIFE BRANDS**



Founded: 2017
Number of units: 475+
 (across entire portfolio)
Location of units: U.S. and Canada

"For us, it's a great time to test new tactics now that potential audiences are in front of their screens all day and several industries have slowed down. For example, we are targeting the hospitality industry for franchise candidates with marketing messaging that conveys that senior care and services are a recession-proof industry, and the need is not slowing down in this crisis.

"We have also transitioned to virtual discovery days among other approaches to adjust our sales process to meet COVID-19 restrictions."

**BRAD STEVENSON, CHIEF
DEVELOPMENT OFFICER
NEIGHBORLY**



Founded: 1981 (as The Dwyer Group)
Number of units: 3,900+
 (across entire portfolio)
Location of units: Worldwide

"While Neighborly's top priority continues to be the health and safety of our network, we are evolving our recruitment efforts to keep our business opportunities readily available to potential franchise business owners seeking a new career.

"We have experienced an uptick in lead generation within the last month, likely due to the essential nature of our brands combined with the availability of prospects to connect with our development team members. We have provided our team with the necessary technology, system access and tools to remotely provide a world-class experience for potential clients and switched from an in-person Meet the Team Day experience to a virtual platform. In addition, we are leaning more on our consulting strategy and utilizing brokers to connect us with prospects."

**LARRY SIDOTI, CHIEF DEVELOPMENT
OFFICER FRANCHISING
GARBANZO MEDITERRANEAN FRESH**



Founded: 2008
Number of units: 23
Location of units: U.S.

"People are active online and are at home, so it's a good time to get their attention, garner their interest in the concept and connect with prospects. Our webinar deck will certainly serve as a useful tool to share with prospects who are interested in learning more about the franchising opportunity.

"Ultimately, our goal is to resume our traditional franchise development efforts when it is deemed safe to do so. However, until then, webinars will serve as a robust tool to educate candidates while continuing forward with our development strategy."

