

2024 FRANCHISE DEVELOPMENT BUDGETING PACKET

New Location Goals

Current Ratio - Owners to Support Staff

ROOM TO GROW WOULD NEED TO HIRE
INCREASE OR **DECREASE**

Current Ratio - New Owners to Training Staff

INCREASE OR **DECREASE**

Current Positive Validations

INCREASE OR **DECREASE**

Current Franchisee Culture

INCREASE OR **DECREASE**

LOCATIONS OPENED IN 2023 _____

2024 GOAL _____

*If this chart tells you to decrease but financially you "need" to increase then you should pivot from fran dev and focus on your operations.

*The standard process is for the franchise fees to cover your fran dev marketing costs. If they are needed elsewhere you risk stressing your system and culture.

Annual Budget

Are you an emerging brand?



Did you spend money on Franchise Development marketing in 2023?

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\$28,500 X LOCATION GOAL

CPA X LOCATION GOAL

Are you planning on using broker networks?

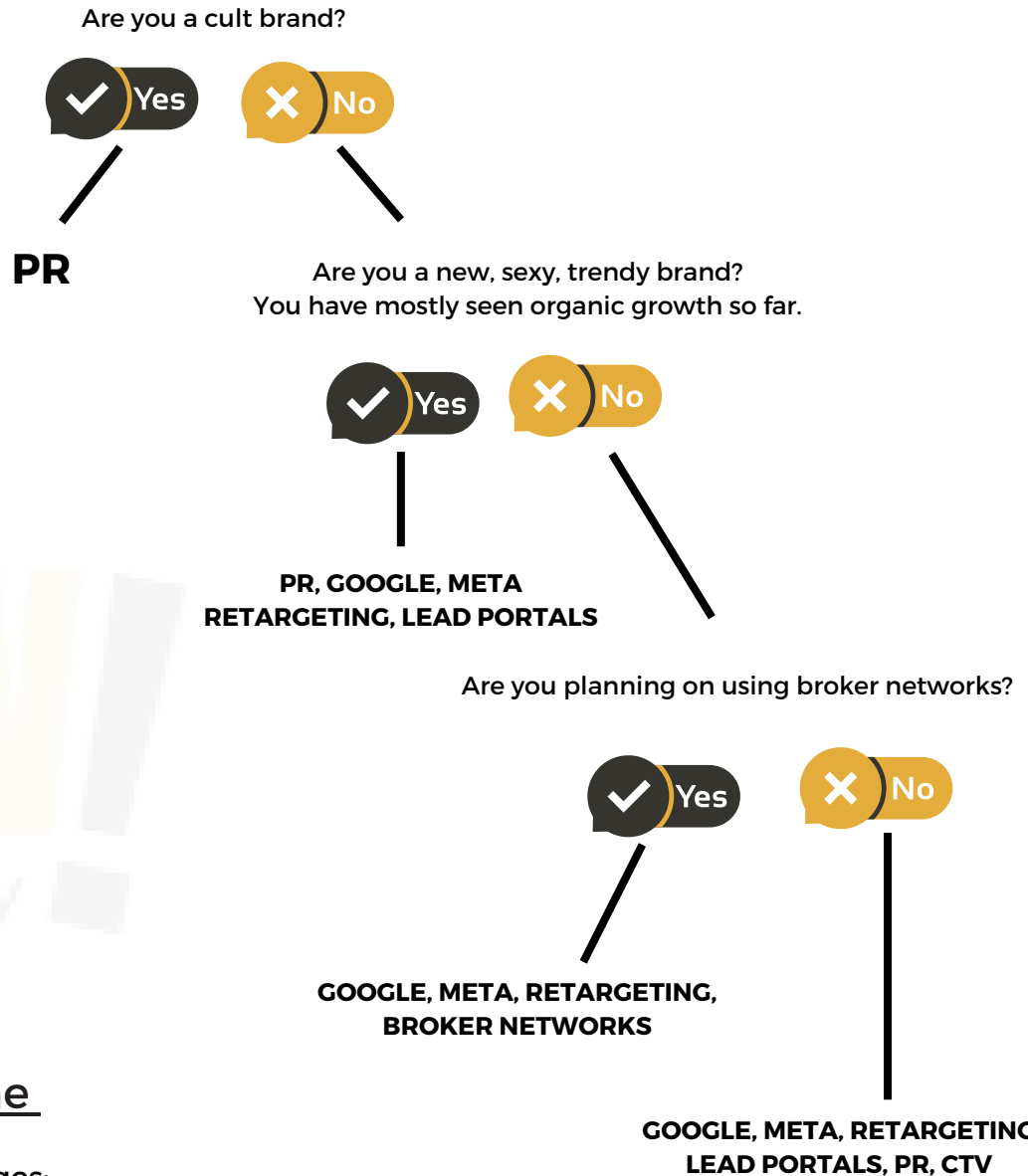


\$28,500 X LOCATION GOAL

\$16,000 X LOCATION GOAL

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3 Allocation



4 Lead Volume

Industry Averages:

- \$50/lead - Portal (Catch-All & Can Have Budget Cap)
- \$300/lead - Google/Meta/Retargeting (Higher Quality)
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- \$1,200/Qualified Lead (After Lead Ratio Calculations)

\$7,000/ Month Minimum:

- 20-30 Leads
- 5-7 Qualified Leads
- 0-1 Acquisitions

\$16,000 CPA Minimum:

- 50-60 Leads
- 10-13 Qualified Leads
- 1 Acquisition

\$28,500 CPA Minimum:

- 90-100 Leads
- 20-23 Qualified Leads
- 1-2 Acquisitions

*Excluding Portal Leads

*Emerging Brands will see less lead volume until SEO & awareness increase