

THE FRANCHISEE'S MINI-GUIDE TO COMMERCIAL REAL ESTATE

You're part of a greater plan and have the opportunity to influence the lives of your customers. No matter your product or service, as a franchisee, you have some amazing and unique opportunities ahead of you, so congratulations on taking the first step towards becoming a franchisee! To make sure you set yourself up for success, consider all of the elements that are in effect behind the scenes that makes a brand

unforgettable and a franchise successful. From location to demographics, every piece needs to be thoughtfully paired with your concept to help you become a stronger and more profitable franchisee. For example, if you have an amazing new cafe, but you're in a location that's not convenient for most consumers, you won't get the traffic you were hoping for, no matter how tasty that cappuccino is.

To make sure you're as equipped as possible to handle the essentials of the commercial real estate piece of your franchise experience, F.R.E.D. (Franchise Real Estate Department, a Division of Keyser) will walk you through the initial steps you need to keep in mind throughout the process, what to consider when selecting a site, and what to expect the entire process, from the license purchase to the grand opening, will look like.



1. Choose Your Franchise & Define Your Market

More than likely, you've already had your eye on the license you want to purchase. On your personal timeline, this is the best point to reach out to F.R.E.D. As a team of franchise commercial real estate experts, F.R.E.D. can do a market analysis to make sure the market you are looking to launch in can support you

as a franchisee. F.R.E.D. will pull local demographics to make sure your brand's target market is aligned to the demographics that are in the area you're looking to serve. Once you decide which franchise to license and if the market can support your unit, you'll need to start your search for a site.

2. Site Selection

Depending on the franchise, you'll have different guidelines to follow for commercial real estate requirements. With F.R.E.D. on your side, your broker will utilize their suite of artificial intelligent franchise tools to narrow down the search and provide you a list of properties that fit your criteria. This tech-enabled real estate experience will give you an insider look into territory management, pipeline management, market optimization, a forecasting model, and consumer analytics. These tools are utilized to your benefit throughout the site selection process and beyond as you grow your roots into the local market.

Before we get ahead of ourselves, let's get back to the process. After defining the site selection criteria, you then will begin touring those properties and ranking them from favorite to least favorite. You'll then collaborate with F.R.E.D. to decide which property will lead to the best chance of success for your franchise, F.R.E.D. will communicate with the landlord and get a signed agreement to send to your franchisor. If the franchisor gives the green light, you're ready to speed along to the negotiation process.

3. Negotiation

Negotiation is the tricky part and we definitely recommend having a tenant-rep only commercial real estate expert on your side for the entirety of the process. When negotiating with a landlord you need to make sure the person you trust is truly on your side and is not allowing themselves to be subject to a conflict of interest. Think of it this way, you're

negotiating over a legally binding document, if you were in court, you wouldn't allow your lawyer to represent both sides of the case so why would that be acceptable here? F.R.E.D. believes in representing you as the tenant and only you, freeing ourselves from any and all conflicts of interest. You can be certain we're not double-dipping.

4. Permitting, Build Out & Grand Opening

You've handled all the legal matters, now you get to see your franchise come to life step-by-step. As you work towards your full build out, grand opening date

and beyond, you can feel confident that F.R.E.D. will always be a resource for success for you—and at no cost to you as the franchisee or to your franchisor.



To learn more about F.R.E.D. (Keyser's Franchise Real Estate Department) and get your free commercial real estate strategy assessment, visit [keyserco.com/fred](https://www.keyserco.com/fred).



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