

SITE SELECTION & APPROVAL PROCESS



1 STRATEGIC PLANNING

- › Corporate and Regional Developer market collaboration to provide individually tailored roll out plans for multi-unit franchise development

2 MARKET ANALYSIS

- › Receive alert of new franchisee and general territory from franchise development
- › Micro and Macro market analysis from Keyser and local broker teams
- › Market education and provide real time synopsis of availabilities, developments, rents, etc.



7 - 14 DAYS

3 SITE SEARCH / TOUR & RANKING

- › Thorough market search with Keyser and local broker
- › Quantify top 2 - 5 sites for corporate review
- › Site drive / tour
- › Determine best sites and create strategic plan for negotiation



45 - 60 DAYS

4 NEGOTIATE LOI / SITE SUBMITTAL

- › Submit initial LOIs to Landlord with franchisee financials
- › Keyser to negotiate LOI terms and conditions with franchisee
- › Receive signed LOI and submit application to Landlord for review and approval via franchise portal and Keyser
- › Complete full site submittal and submit to corporate via franchise portal and Keyser



30 - 60 DAYS

5 RECEIVE & NEGOTIATE LEASE & SPACE PLANNING

- › Receive space layout and signage proof from Landlord; prep architects
- › Receive initial draft lease; provide initial lease / business points reviewed in conjunction with attorney
- › Franchisee to submit draft lease to corporate via franchise portal
- › Negotiate lease with Landlord
- › Submit signed lease, deposits and design fit of studio to Landlord



60 - 90 DAYS

6 PERMITTING & BUILD OUT

- › Determine store opening date
- › Access to Keyser's network connections
- › Keyser available as needed through entire process

7 GRAND OPENING!

- › Keyser can help franchisees obtain TIA check from Landlord where needed

