



BROKER PLAYBOOK

How to Find Businesses That Want to Franchise –
And Earn \$20,000 Per Deal

UNTAPPED OPPORTUNITIES

Franchise Genesis is a turnkey, done-for-you franchise development solution. You don't need to "sell" a complicated service — you just introduce the right businesses, and Genesis closes the deal.

CLIENT INVESTMENT: \$64,500
YOUR COMMISSION: \$20,000

WHAT THE CLIENT GETS:

- **Legal** – Complete Franchise Disclosure Document (FDD) & Agreement
- **Operations** – Manuals, systems, and training programs
- **Marketing** – Branding, design, landing pages, brochure, digital presence, lead generation setup
- **Media Exposure** – Magazine ads & stories in Franchise Journal
- **Trade Shows** – 10 national expos for immediate franchise lead flow
- **Easy Process** – Small weekly time commitment over several months

WHO YOU'RE LOOKING FOR?

- **Successful independents** — 1+ locations, strong local following
- **Replicable model** — Same process, easy to duplicate
- **In profitable sectors** — Food, fitness, pet, beauty, home services, kids/education, specialty retail
- **Strong brand identity** — Customers already recognize them
- **Owners who want growth** — But don't want more leases, debt, or staff

WHERE TO FIND THEM?

- **Drive the market** — Visit retail strips, industrial parks, high-traffic areas.
- **Search online** — Yelp, Google Maps, TripAdvisor (look for high-rated, independent businesses).
- **Chamber of Commerce & networking events.**
- **Trade shows and fairs** — Local food festivals, home shows, etc.
- **Referrals from other business owners.**

Broker Perspective:

"It's one of the easiest things to pitch — it's all-inclusive, it's priced far below the competition, and the client knows exactly what they're getting."

**Scan for Franchise
Genesis Lead Form:**



BROKER QUOTES: FIELD-TESTED PROSPECTING TACTICS

- **Ask Everywhere:**
 - "When I stop in somewhere, I ask if they are a franchise."
- **Pattern Matching:**
 - "I look at local businesses that are similar to franchises that we are selling a lot of."
- **Competitive Curiosity:**
 - "I tell them I'll give them their franchise competitors' marketing and financial information — then I send them the competitor's FDD."
- **Leads from the "No's":**
 - "It's one of my best lead sources — the people who don't want to buy the franchise, the owner sends me the leads and I show them something else. I pay him a referral and I get dozens of leads a month."
- **Lead Portal Leverage:**
 - "I get to market the company on all the lead portals and BizBuySell, and then I get the lead."

POSITIONING GENESIS VS. EVERYONE ELSE

- **Genesis:** All-inclusive, \$64,500, 120 days to launch, media + trade show exposure
- **Others:** \$100K–\$150K for legal + operations only, no marketing, no shows, no ongoing sales help
- **Key Phrase:** "With Genesis, they get everything in one package — legal, operations, marketing, trade shows, PR — and it's ready in four months."

BROKER MATH: WHY THIS MATTERS

- **One deal** = \$20K to you
- **Close rate:** Genesis converts introductions at a high rate
- **Cycle time:** 2–6 weeks from intro to contract
- **Referral potential:** One happy client often refers other owners
- **You get commissions for finding franchisees**

FIRST CONTACT SCRIPT

- **Open with Curiosity:**
 - "Hey, are you a franchise?"
- **If yes:** Congratulate them, move on.
- **If no:** "You should be. I work with a company that turns businesses like yours into national franchise brands — without you having to open more locations or take on more debt."
- **Drop the Hook:**
 - "I can show you exactly how your competitors are doing it — marketing, financials, everything — it's all public in their FDD."
- **Set the Follow-Up:**
 - "Let's set up a quick intro call with the Genesis team. You'll see the entire process start to finish."

FOLLOW-UP WORKFLOW

Day 1: Intro meeting → Send Genesis overview PDF.

Day 3: Send competitor's FDD + marketing materials.

Day 7: Call — "What did you think of the competitor's info?"

Day 14: Send case study from similar industry.

Day 21: Invite to 15-min intro Zoom with Genesis.

QUICK PROSPECTING CHECKLIST

- Visited 5–10 local businesses this week
- Checked Yelp/Google for top independents in your market
- Sent competitor intel to 3+ prospects
- Asked every owner if they're a franchise
- Posted on lead portals to capture inbound leads
- Offered referral fees to owners who say "no"



SUBCONTAIN
Powered by DODGE

SUBCONTAIN

"Franchise Genesis made it happen!"



HAWAII FLUID ART

Number of Units Sold: **200+**
"Franchise Genesis was the Genesis of our success!"



PEARCE BESPOKE
A New Suiting Experience

PEARCE BE SPOKE

Number of Units Sold: **60+**
"Our growth started with Genesis."



VITAL STRETCH

Number of Units Sold: **50+**
"Success began with Franchise Genesis."



NET POSITIVE POOLS

Number of Units Sold: **12**
"Genesis made it a very easy process!"



FRESH MONKEE

Number of Units Sold: **30**
"Franchise Genesis = game changer!"