



Josh Merin, IFA Director of International Affairs

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FRANCHISING®
Building local businesses,
one opportunity at a time.

What is the IFA?

- Founded in 1960 & Based in Washington, D.C.
- **Mission: Protect, Promote & Enhance Franchising**
- 40+ staff, 10 in advocacy
- 1400+ franchisor members, 700+ supplier members
13,000+ franchisee members

U.S. Franchise Economy

Overall 2017 forecast

ESTABLISHMENTS

744.4K

+1.6% from 2016

EMPLOYMENT

7.9M

+3.3% from 2016

OUTPUT

\$710B

+5.3% from 2016

GDP

\$426B

+5.2% from 2016

 **5.3% Economic Output**

Franchise Business Economic Outlook 2017: January 2017 Forecast

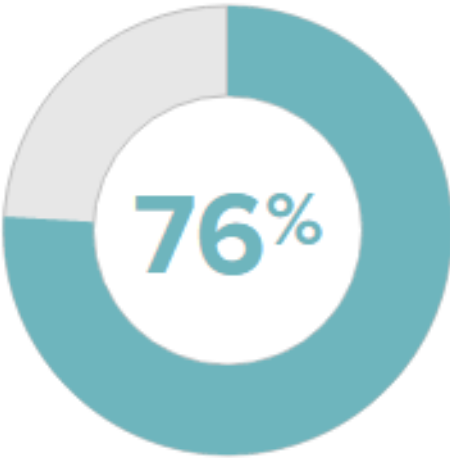
	Establishments		Employment (thousands)		Output (\$Billions)	
	Amount	<i>Percent</i>	Amount	<i>Percent</i>	Amount	<i>Percent</i>
		<i>Change Over Previous Year</i>		<i>Change Over Previous Year</i>		<i>Change Over Previous Year</i>
Automotive	37,603	1.3%	196	2.6%	41.2	3.8%
Business Services	106,772	1.5%	643	2.4%	96.4	4.1%
Commercial & Residential Services	65,072	0.4%	245	0.4%	42.6	0.9%
Lodging	28,029	1.1%	620	1.3%	71.1	4.9%
Personal Services	109,223	2.3%	484	3.6%	35.0	6.1%
Quick Service Restaurants	190,494	1.9%	3,610	4.0%	237.6	6.7%
Real Estate	62,424	1.3%	247	1.6%	49.9	4.6%
Retail Food	52,891	1.2%	470	2.7%	37.9	4.1%
Retail Products & Services	60,453	1.7%	346	3.2%	30.7	5.5%
Table/Full Service Restaurants	31,476	1.9%	1,025	3.9%	67.5	6.8%
TOTAL	744,437	1.6%	7,885	3.3%	709.9	5.3%

Franchise Establishments Get High Marks From Voters Across Party Lines

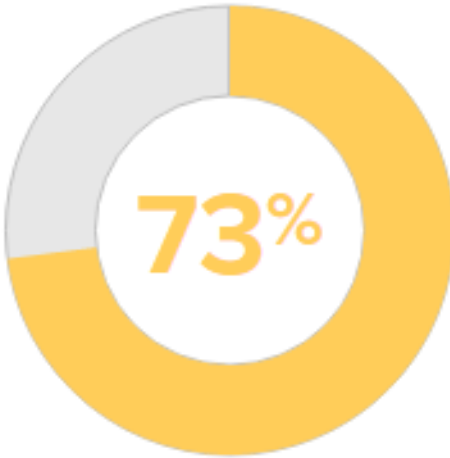
Voters who have a favorable view of neighborhood family-owned franchise businesses:

76%

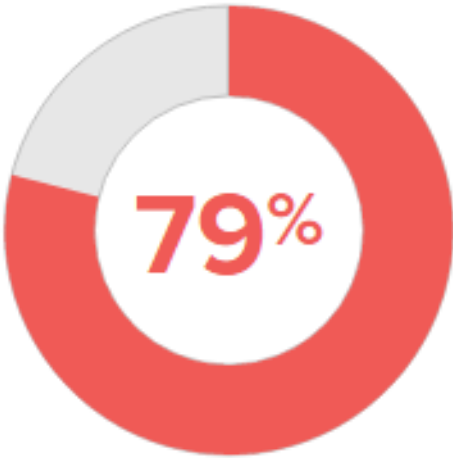
of all voters



of Democrats



of Independents



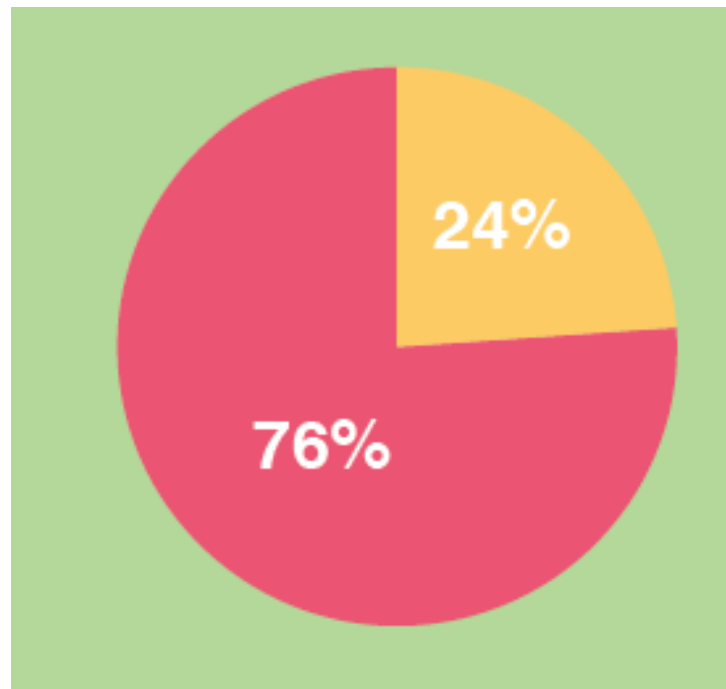
of Republicans

- Discriminatory minimum wage
- Relationship laws
- **Joint employer**

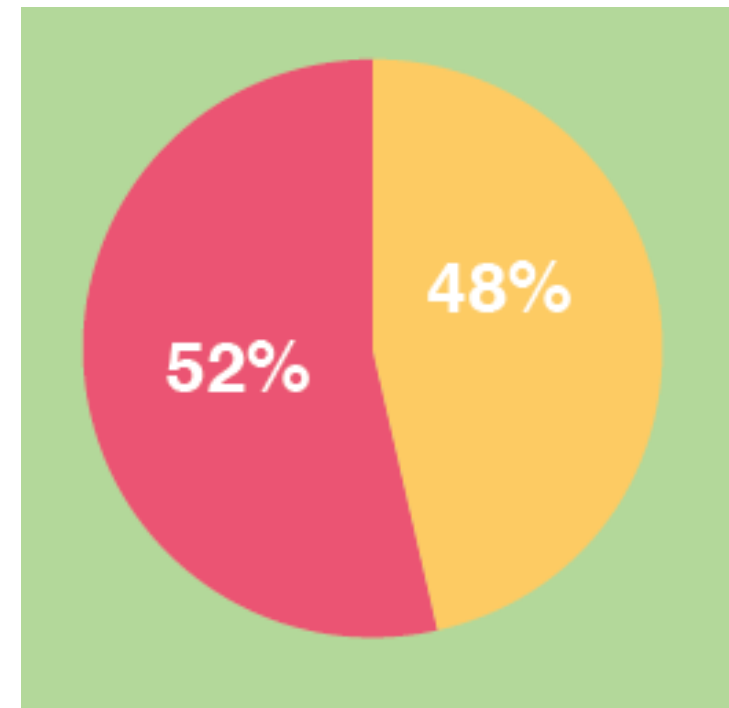
How did we get here?

- Decline in private sector unionization
- Service sector job growth
- SEIU Launches Fight for \$15 & \$40M+ campaign against U.S. fast food industry
- NLRB cases against McDonald's, Browning Ferris

True or False: Employees at a franchise get salaries paid from a national brand, not local franchise owners



True or False: When a franchise opens in your neighborhood, its usually owned by a local family.



IFA's Public Policy Agenda

- Eliminate the joint employer threat
 - Federal level
 - State level
 - Local level
- Create a favorable public opinion environment to support political goals
- Relentless education of policy makers on franchise business model

State Joint Employer Legislation

Passed

1. Texas
2. Tennessee
3. Louisiana
4. Wisconsin
5. Michigan
6. Indiana
7. Utah
8. Georgia
9. Oklahoma

2017 Targets

1. Arizona
2. Kentucky
3. Mississippi
4. Nebraska
5. New Hampshire
6. North Carolina
7. North Dakota
8. South Carolina
9. South Dakota
10. Virginia
11. Wyoming

@Our Franchise

A campaign that draws on **real stories** and **powerful data** to educate policymakers, the public, prospective franchisees and the media about franchising and its value

@OurFranchise Campaign

- Education on model remains top priority
- Congressional Franchise Caucus
- Franchise Economy data portal

@OurFranchise Campaign

- Grassroots / Franchise Action Network / State captains
- Local events / @OurFranchise markets in key political states
- Employee education inoculates brands from some liability and educates about opportunity

Campaign Key Messages

1. In neighborhoods across the country, franchises bring together brands, local business owners, employees and the local community.
2. Franchise establishments are an engine for growth and create a ladder out of unemployment for many Americans.
3. Franchising is a uniquely acceptable business model which allows you to start at the entry level and have the opportunity to own your own business.
4. Franchising is the largest vocational training industry in America.
5. Franchise businesses give back to their communities by donating to charities, supporting sports teams and contributing countless volunteer hours.



FAN & Grassroots Advocacy

- 16,000 FANs
- 76 percent of FANs are franchisees
- 8,585 letters in 2016
- 300 meetings w/ Members of Congress
- 30 local op-eds
- 10 events

More resources:

www.franchise.org



IFA[®]

INTERNATIONAL FRANCHISE ASSOCIATION

FRANCHISING[®]

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