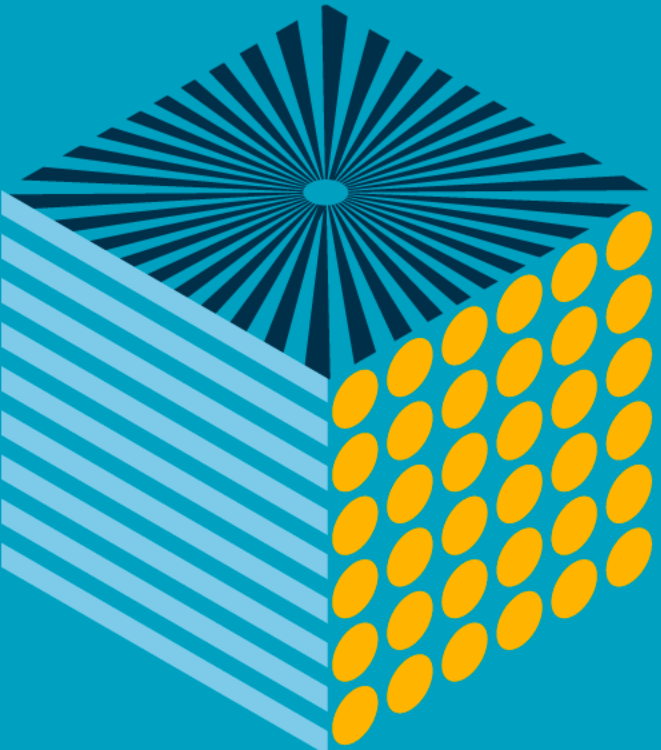




IFA ANNUAL CONVENTION



20
22



Having a Robust Resale Program to Ensure Future Growth of Your Brand

Monday February 28, 2022 1:30 p.m. – 2:15 p.m.



Patricia Perry

Session Moderator

Vice President Franchise Development
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Having a Robust Resale Program To Ensure Future Growth Of Your Brand



Keith Dziki

Executive Director,
Development
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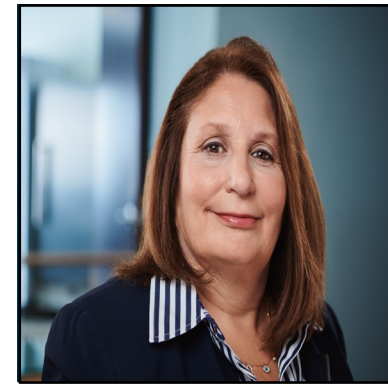
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QUICK RESALE STATS:

- 3-5% of all franchise units transfer on an annual basis (24,000 – 39,000 units annually)
- Resales can be used as a strategy to seamlessly transition existing franchisees when needed or sell company owned units

REASONS TO HAVE A RESALE PROGRAM



BENEFITS OF A RESALE PROGRAM



THINGS TO CONSIDER WHEN CREATING A RESALE PROGRAM



AVAILABLE 3RD PARTY RESOURCES



LEGAL CONSIDERATIONS



OPPORTUNITIES & KEY LEARNINGS



SUCCESS STORIES



Q&A

