

Rapid Development:

Utilizing Franchisor
Economics to Plan for
Growth



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Nashville, TN

Meet Your Panelists

Theresa Huszka

Business Development Advisor
ManageMowed

Jason Losco

Chief Development Officer
WellBiz Brands

Shannon Wilburn

CEO/CO-Founder
Just Between Friends



Eric Schechterman

Chief Development Officer
Benetrends Financial

Utilizing Franchisor Economics to Plan for Growth



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What is the RIGHT growth?

How do you identify your growth target?

Where does the growth come from?

What metrics can you look at to know what growth you can support?

Can there be such a thing as too much growth?



What are the KPIs to focus on?

What economic/financial numbers should you focus on?

How does it vary from the Zor to the Zee?

Will these change?



What **has** worked?

What **hasn't** worked?

(avoid the KODs)



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Parting Thoughts



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