



# IFA26 evolve.



**iFA** INTERNATIONAL  
FRANCHISE  
ASSOCIATION

# Growth Strategies | In-House vs. Fractional/Outsourced vs. Broker vs. Franchise sales



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Panelist  
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Panelist  
**Don Tarinelli**  
Chief Development Officer  
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## **Poll Question #1:**

**Of the Franchisors in the room, how many are using:**

- Organic/inside Franchise Sales teams
- FSOs
- Franchise Brokers
- Combination of the Above



## **Poll Question #2: If Combo, what % of your business is brokers vs organic?**

- About 10% or less
- More than 20%
- 20% - 50%
- More than 50%



## **Poll Question #3:**

**Do you know the difference between a Broker Group and a Franchise Sales Organization (FSO)?**

- Yes
- No



## **Poll Question #4: How many locations does your franchise have currently?**

- 0-25 locations
- 26-50 locations
- 51-100 locations
- 101-250 locations
- More than 250 locations



**Breakout Bonanza**  
**Scan the code at the End of a Wednesday PM Breakout Session**  
**to Earn 2 Points!**

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