



# 2023 LEGAL SYMPOSIUM

MAY 7-9, 2023 | WASHINGTON, DC



**Franchisor Market Withdrawal: The Continuum and Conundrums**

# Introductions



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# Franchisor Market Withdrawal: The Continuum and Conundrums



# The Continuum



**Complete  
Withdrawal**



**Partial  
Withdrawal**



**Quiet Quitting  
& Ghosting**



**Franchisor  
Bankruptcy**





# Complete Withdrawal



# Partial Withdrawal





# Quiet Quitting & Ghosting



# Franchisor Bankruptcy



# The Conundrums

strategies for franchisors and franchisees



# Franchisor Strategies

Market  
Withdrawal



Prevention



Doing  
nothing



Mitigating  
problems



# Don't be this franchisor





**Being  
proactive**

**Being  
complacent**

# Franchisee Strategies





Don't be this franchisee





# Strategies after a withdrawal-continuum event

Tips for optimal resolution

- Reconciliation
- Termination



# Questions & Further Discussion





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# THANK YOU