

A More Intentional Framework for Franchise Disputes

Why It Matters

Franchise brands benefit from a more intentional approach to dispute resolution, supported by flexible resolution options, franchise-experienced neutrals, and franchise-focused administration with modern technology.

Franchise disputes are often costly, disruptive, and shaped by the realities of an ongoing business relationship. Issues involving fees, territory, standards, compliance, transfers, or other system matters can escalate quickly when they are handled inconsistently or pushed into processes that are not designed for the franchise ecosystem. What starts as an individual dispute can quickly become a broader operational, legal, and brand risk.

Many franchise brands still default to a generic dispute process without asking whether it is the best fit for the structure and needs of the franchise relationship. A more intentional framework can help brands manage conflict in a way that is more consistent, more efficient, and better aligned with the business.

This matters because it helps franchise brands resolve disputes faster, more consistently, and with less administrative effort.

How FORUM Helps Franchise Brands



Flexible resolution options

FORUM gives franchise brands flexible dispute resolution options tailored to the program and the dispute.



Franchise-experienced neutrals

FORUM's panel includes neutral, franchise-experienced decision makers with relevant subject matter expertise.



Franchise-focused administration

FORUM supports franchise dispute programs with franchise-focused administration, user-friendly technology, and responsive, high-quality program support.

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