

World-Class Average Comparison Report

November 2023

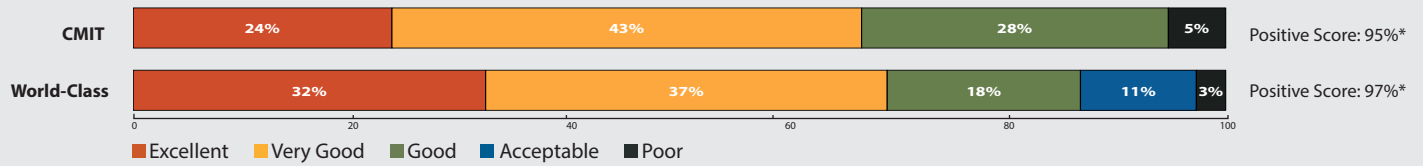


CMIT Solutions, Inc.
500 N. Capital of Texas Highway
Building 6, Suite 200
Austin, TX 78746

WORLD-CLASS AVERAGE COMPARISON REPORT

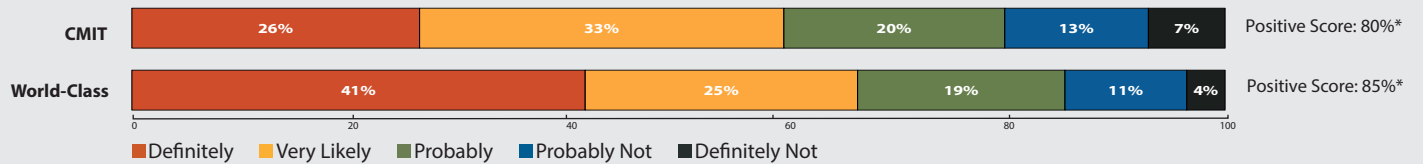
Overall Quality

Q: In general, how would you rate the overall quality of your franchisor?



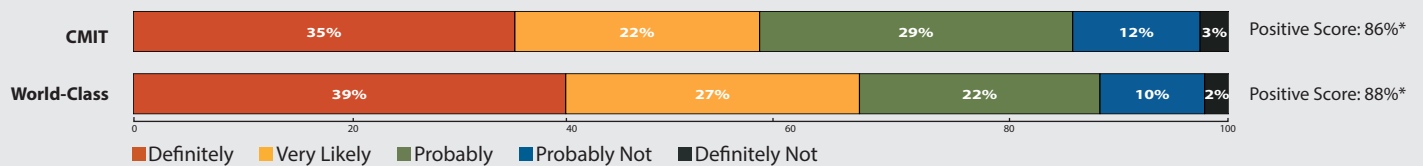
Invest Again

Q: Knowing what you know now, and if you had to do it all over again, would you invest in this franchise?



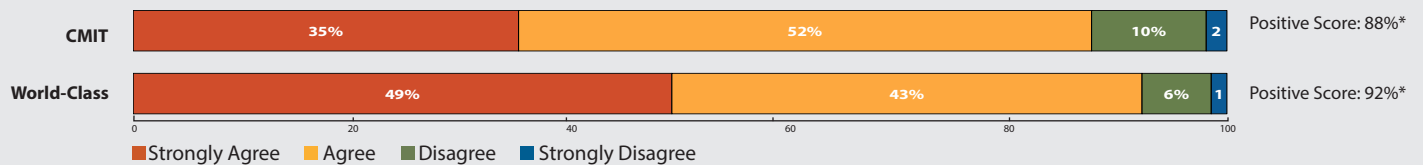
Recommend to Others

Q: Would you recommend this franchise to a prospective franchisee?



Long-Term Commitment

Q: My franchisor and I are committed to a positive, long-term relationship.



* Combined scores of all positive responses
 -Exceeded My Expectations and Met My Expectations
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 -Definitely, Very Likely, and Probably
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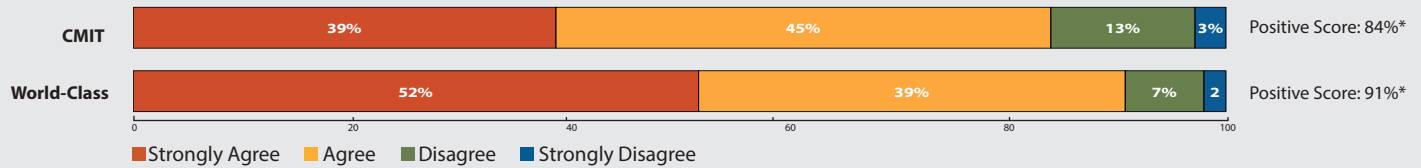
World-Class Franchise® Average Score based on annual collective data (Updated July 2022).

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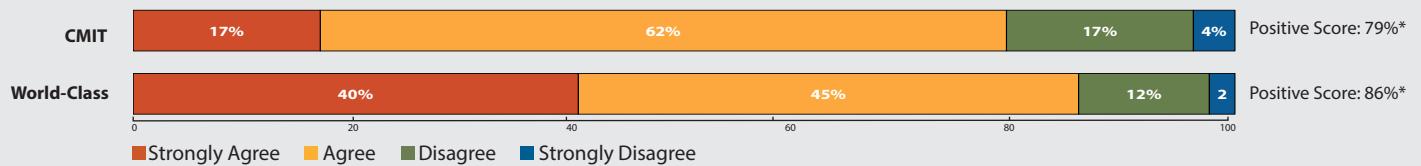
Joint Success

Q: My franchisor understands that if I am successful, they will be successful.



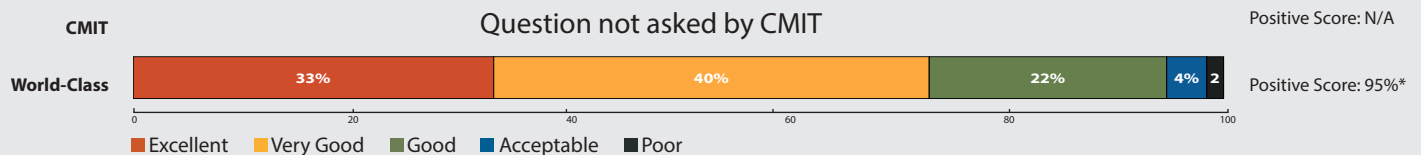
Franchisor Competence

Q: My franchisor is a competent, skillful organization which I can rely on for help.



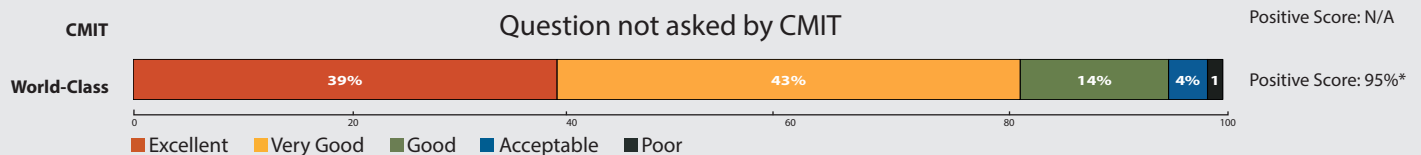
Initial Training

Q: How would you grade the initial training supplied by the franchisor?



Opening Support

Q: How would you grade the initial opening support provided by the franchisor?

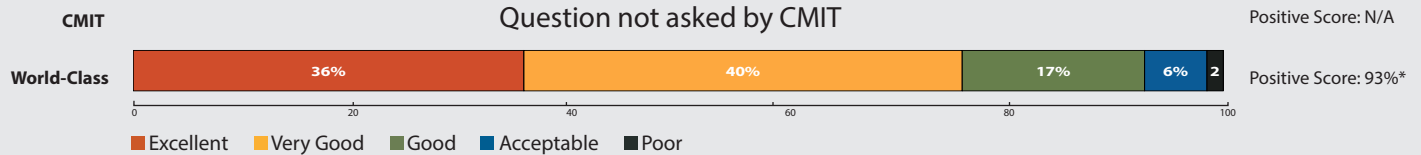


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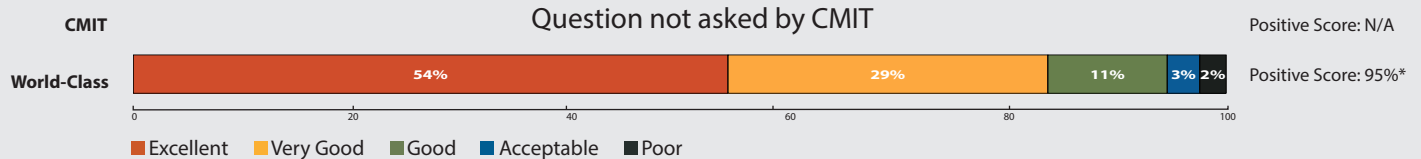
Ongoing Training and Support

Q: How would you grade the ongoing training and support supplied by the franchisor?



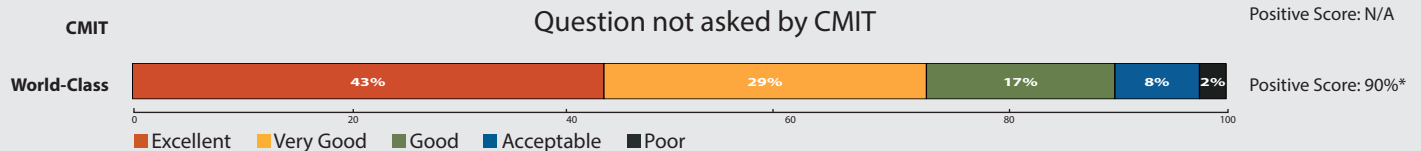
Field Representatives

Q: How would you grade the helpfulness of the franchisor's field representatives?



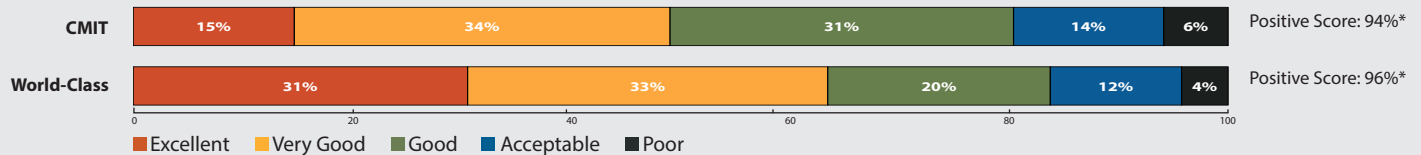
Franchisee Communication

Q: How would you rate the helpfulness and communication between fellow franchisees?



Overall Communication

Q: How would you rate the overall communication between home office personnel and franchisees?

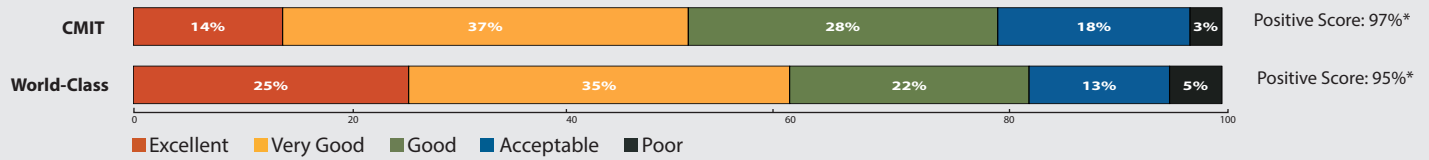


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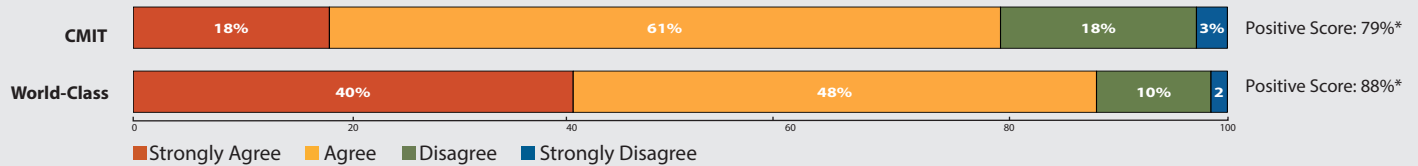
Product/Service Quality

Q: How would you rate the quality of products and/or services received from your franchisor?



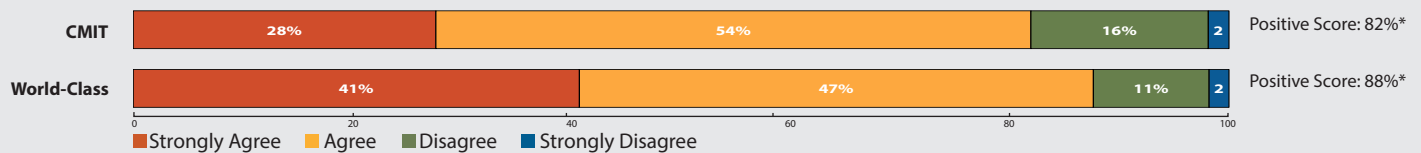
Problem Solving

Q: My franchisor responds in a timely way to my questions and minor problems.



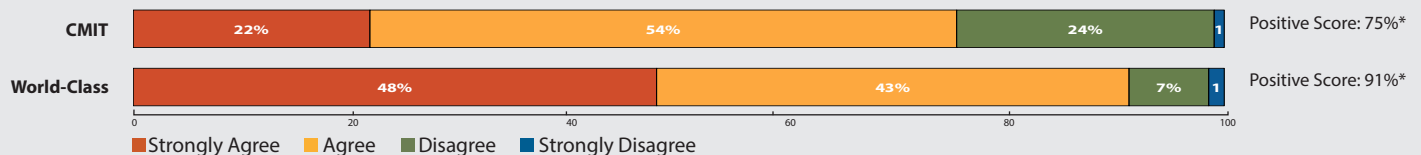
Communication With Senior Management

Q: I am able to communicate directly and effectively with senior management.



Performance Standards

Q: My franchisor encourages high standards of quality performance throughout the organization.



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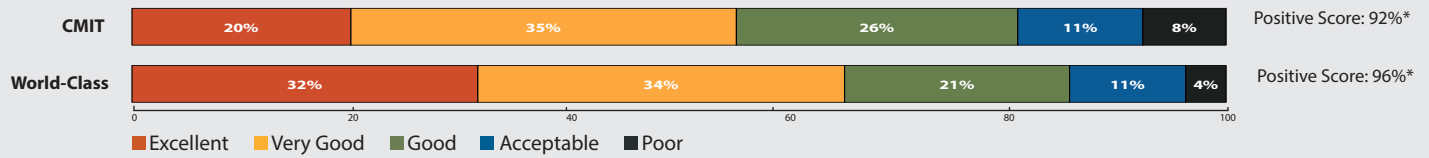
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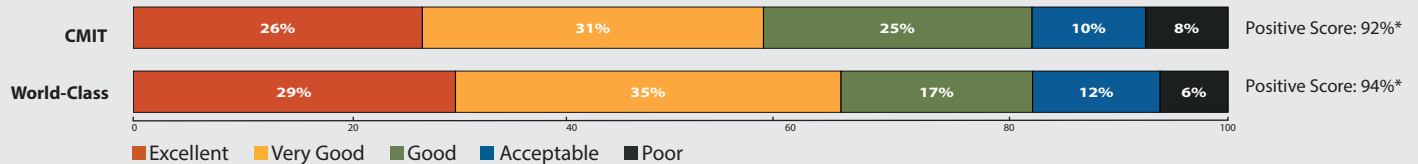
Opportunity

Q: In general, how would you rate the opportunity provided by this franchise system?



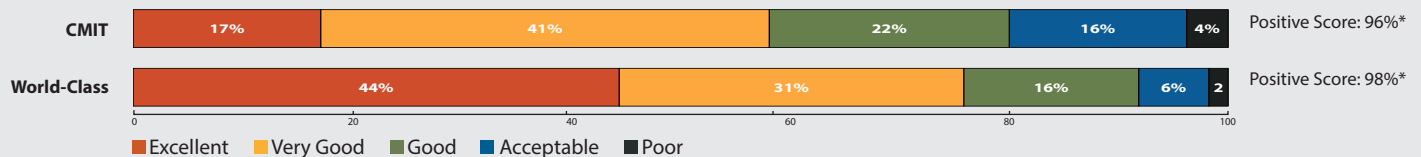
Growth Potential

Q: How would you rate the long-term growth potential for your franchise business?



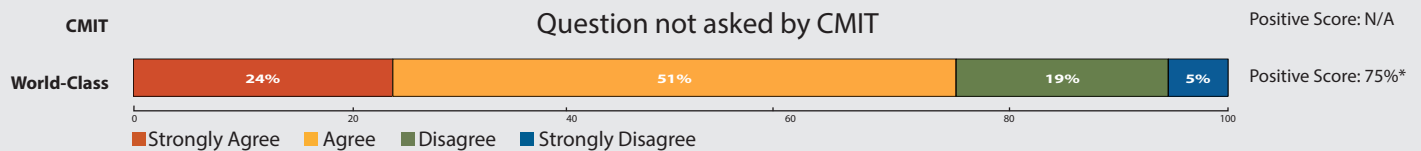
Local Competition

Q: How would you rate your franchise business compared to the local competition?



Franchisor-Sponsored Promotions

Q: My franchisor-sponsored advertising, marketing, and promotional programs help improve my sales and profits.

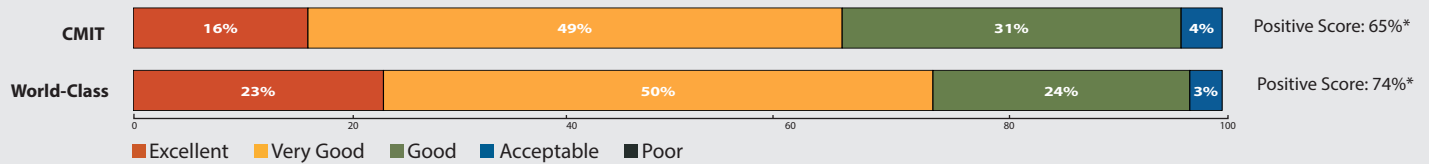


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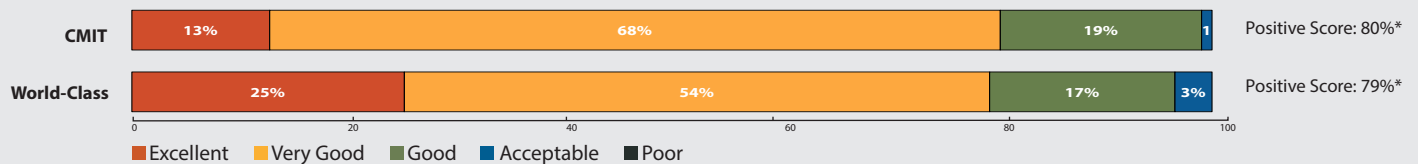
Social Media

Q: My franchisor effectively uses social media to help me promote my business.



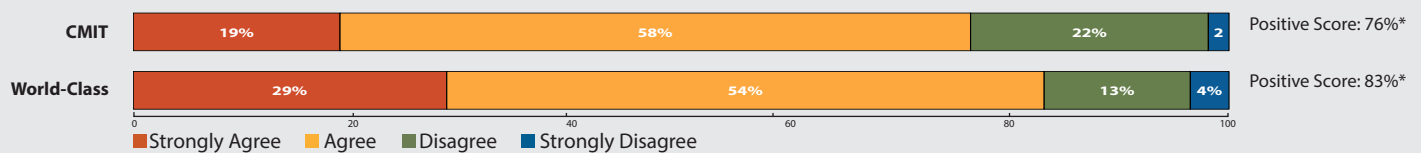
Technology

Q: My franchisor effectively uses technology to help me manage and improve my business.



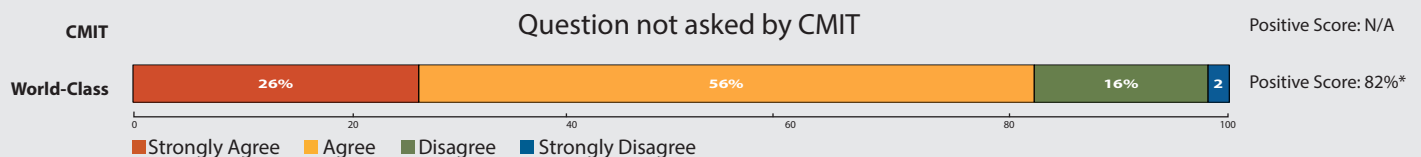
Public Website

Q: My franchisor maintains a helpful and useful public website.



Internal Website

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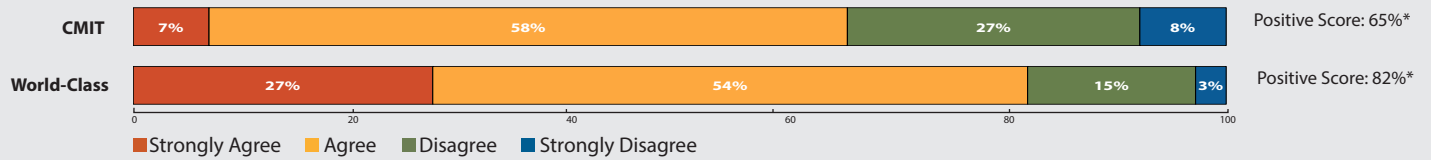
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Innovation

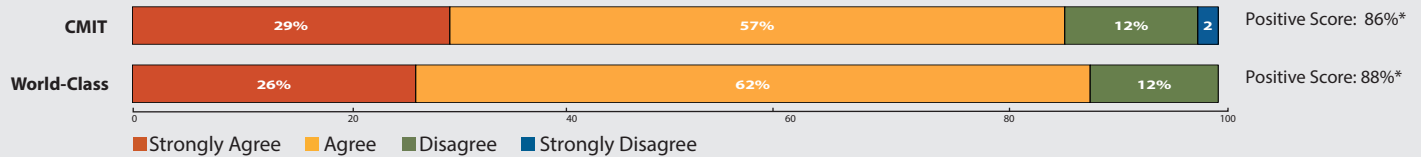
Q: My franchisor's research and development (innovation) efforts help us to be competitive in the marketplace.



Vendor Programs

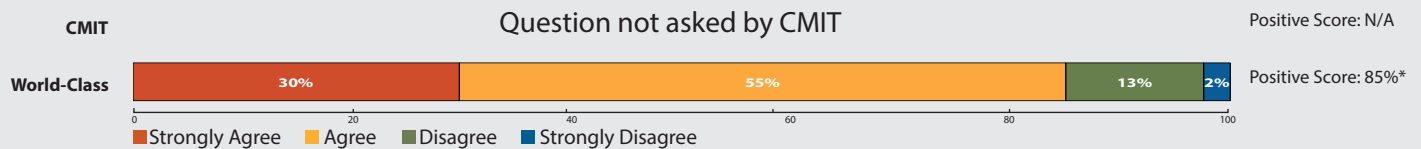
Q: The vendor programs facilitated by my franchisor are valuable to my business.

CMIT's question reads: Alliance Partner programs facilitated by my franchisor and their approved third-party vendors are valuable to my business?



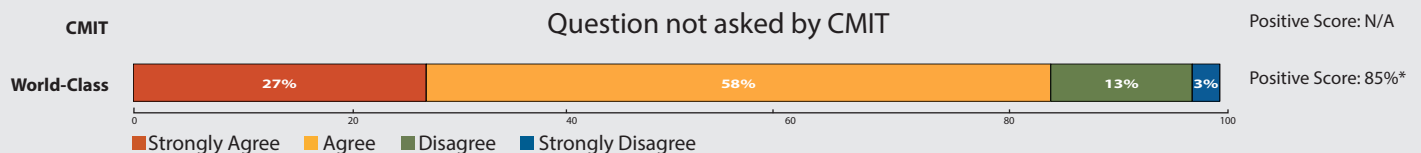
Franchisor Provided Resources

Q: My franchisor provides me with the resources necessary to maximize my profitability.



Marketing Promotions

Q: My franchisor informs me of all marketing promotions in a timely manner so I can be prepared.

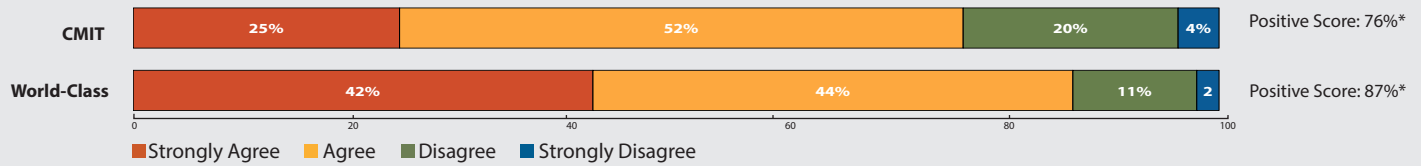


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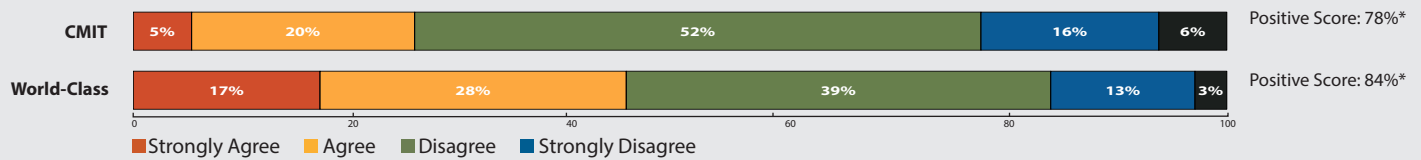
Franchisee Success

Q: My franchisor cares about franchisee profitability and success.



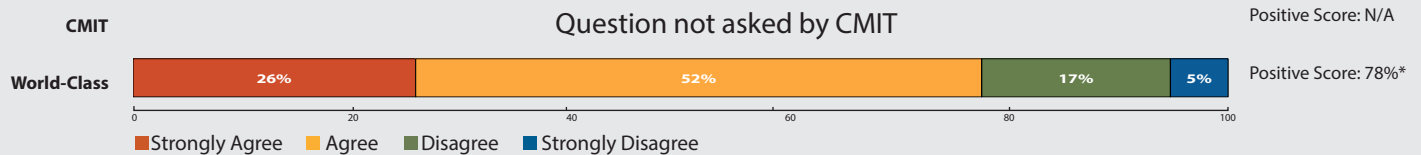
Conflict Resolution

Q: My franchisor is effective in resolving disagreements with franchisees.



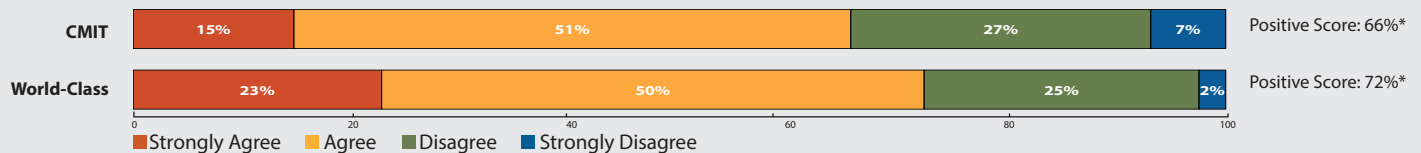
Operational Changes

Q: My franchisor informs me of all operational changes in a timely manner so I can be prepared.



Expectations Established

Q: My franchisor helped me establish realistic expectations prior to my becoming a franchisee.

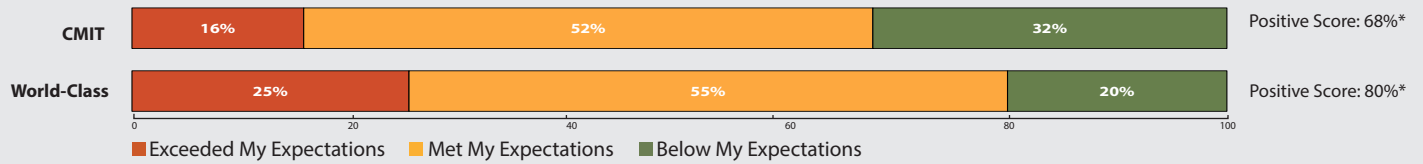


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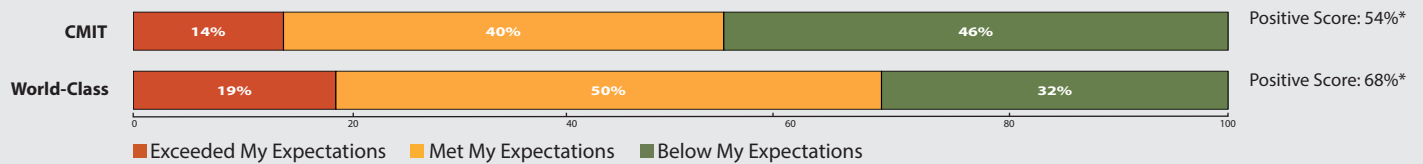
Expectations Met

Q: My franchise experience has met or exceeded my original expectations.



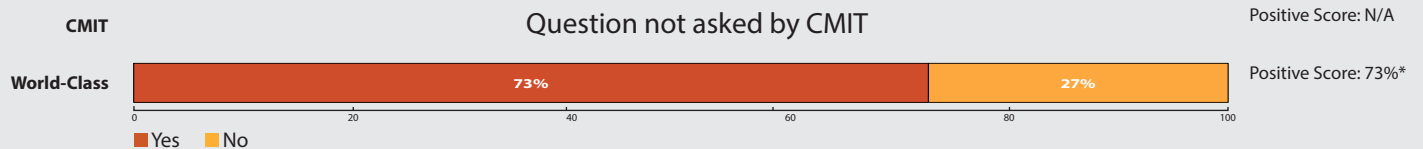
Financial Results

Q: The financial results provided by this franchise opportunity have met or exceeded my original expectations.



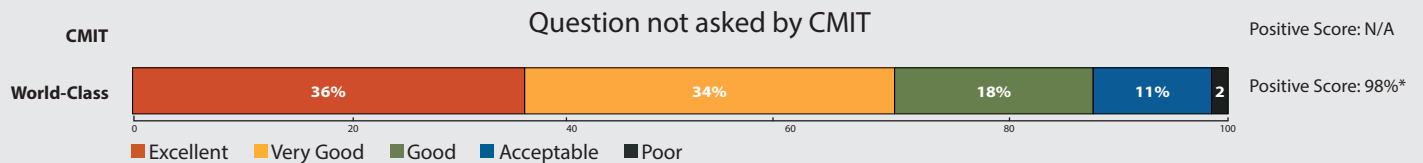
Convention Attendance

Q: Have you attended a national convention sponsored by your franchisor in the past 2 years?



Convention Quality

Q: How would you rate the overall quality of the convention?

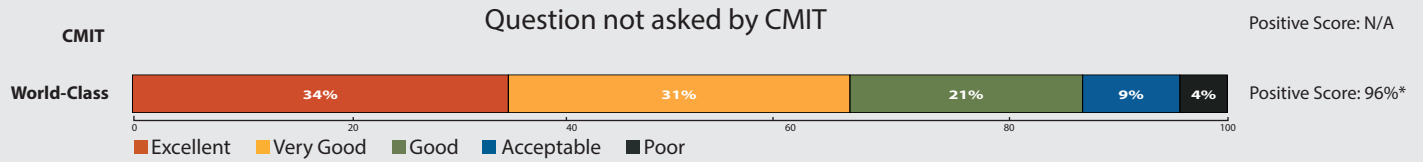


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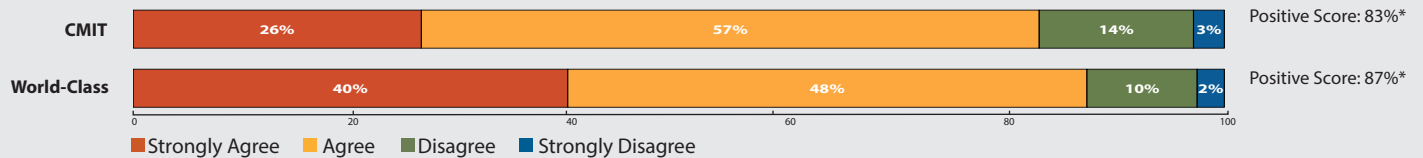
Convention Networking

Q: How would you rate the quality and quantity of the networking opportunities available at the convention?



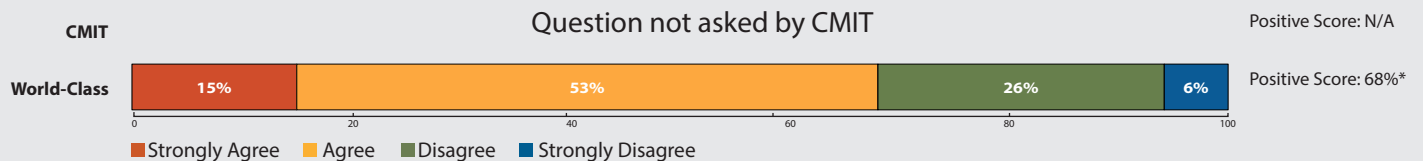
Management's Vision

Q: Senior management has a vision and is effective at driving the franchise brand forward for the benefit of all stakeholders.



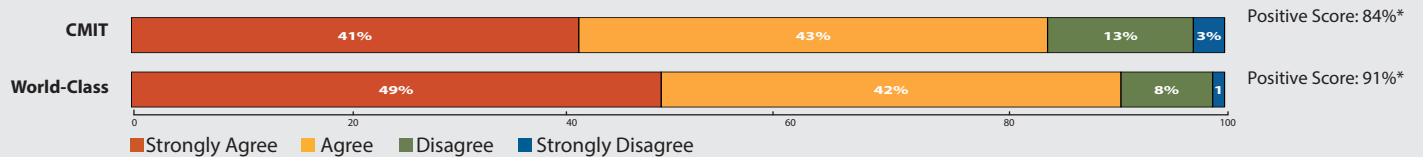
Franchisee Voice

Q: Franchisees have a voice in brand decisions.



Benefit of Franchise

Q: The benefits of being part of this franchise organization outweigh the benefits of operating an independent business.

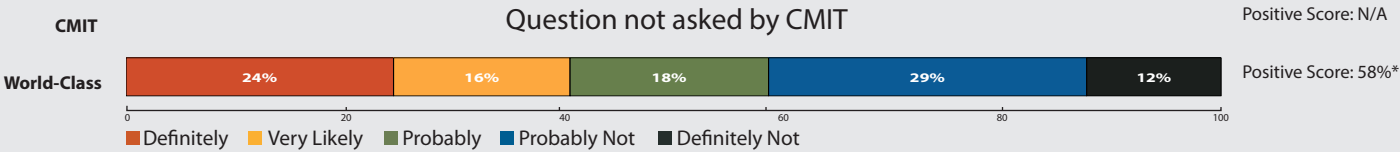


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Additional Franchises

Q: Do you plan to open additional stores, outlets, or territories of this franchise?



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Methodology

RESEARCH REPORT

The Franchise Research Institute sent a study solicitation notification to all 158 CMIT Solutions franchise owners. The study was completed in November 2023. CMIT Solutions' personnel gave franchisee contact information to the Franchise Research Institute for the sole purpose of sending the notification. The notification included a unique link for each franchisee to ensure no responses were duplicated.

Franchise owners were encouraged by CMIT Solutions and by the Franchise Research Institute to complete the survey, and they were assured that their individual responses would never be revealed to anyone outside the Franchise Research Institute (not even CMIT Solutions' management).

Franchisees logged on to the online survey questionnaire using their unique survey link, completed and submitted the survey. 114 of 158 CMIT franchisees, or 72.15%, responded and took the survey. The Franchise Research Institute has no reason to believe that non-respondents' answers would vary substantially from those who did respond.

The maximum error range on this study is $\pm 2.9\%$ at the 95% confidence level.

**Note:* The Franchise Research Institute[®] does not endorse any franchise companies. Investing in a franchise is an important decision. Franchise Research Institute research services are intended to provide basic, high-level information about franchise opportunities from current franchisees, and should not replace the standard due diligence performed by any investor. The Franchise Research Institute recommends that prospective franchise buyers consult a lawyer, accountant, and/or other professionals before signing any franchise agreement.

See terms and conditions on www.FranchiseResearchInstitute.com for more information.