

Franchisee Validation Guide

What's Inside

- How to get the most value from your validation calls
- Best practices for approaching franchisees
- Key factors to consider during the process
- Staying connected with your Franchise Development Manager

Why Validation Matters

This is your opportunity to speak directly with current CMIT Solutions franchisees – people who were once in your shoes, evaluating whether this opportunity was the right fit. These conversations are designed to give you real insight into what it takes to succeed and whether CMIT aligns with your goals. This guide will help you make the most of each interaction.

Getting the Most Value from Your Calls

CMIT franchisees are typically open, honest, and happy to share their experiences – including important details about business performance and profitability. However, they do take time out of their busy schedules to speak with you. Please be respectful and follow these best practices:

- Prepare your questions in advance.
- Keep calls brief – aim for 15 to 30 minutes.
- Spread your questions across multiple franchisees.
- Always request an appointment and be mindful of their availability.
- Mention the validation password provided by your Franchise Development Manager.
- Be flexible. Many franchisees prefer speaking during off-peak hours.

- Be curious and open-minded. These calls are for learning what drives top performance and avoiding common pitfalls.
- Thank them for their time. Many are willing to speak again if needed.

Tip: Basic brand questions are best directed to your Franchise Development Manager. Use your validation calls to ask franchisees about their experiences, operations, and financial performance.

How Many Franchisees Should You Call?

There's no perfect number, but most candidates speak with 3 to 6 franchisees to gather consistent feedback.

- Those with higher risk tolerance may call fewer.
- Those who are more cautious often speak with more.

The key is to identify recurring themes and manage your expectations accordingly. The goal is to confirm whether CMIT Solutions aligns with your vision for business ownership.

Hear from Different Stages of the Business Life Cycle

Speaking with franchisees in various stages can provide a well-rounded view of the CMIT experience:

- Start-Up & Ramp-Up Stage (0-2 years):
These owners are in growth mode – building momentum, acquiring clients, and learning the ropes. Their insight will help you understand what the early days are really like.
- Emerging & Mature Businesses:
These franchisees can speak to long-term success, financial returns, and operational best practices. They'll share how they've scaled, optimized, and continued growing their businesses.

Make note of where each franchisee is in their journey and balance their feedback accordingly.

Speak with Owners Like You

Whenever possible, connect with franchisees who share your professional background or career path. Often, individuals with similar skill sets and mindsets produce similar outcomes.

Sample Questions to Ask Franchisees

Use these questions as a guide to structure your calls and gain meaningful insights:

1. How long have you been a franchisee?
2. What first attracted you to CMIT?
3. How would you rate the effectiveness of CMIT's training and support?
4. What does it take to succeed as a franchisee?
5. What challenges have you faced, and how did CMIT help you overcome them?
6. How do you differentiate yourself from competitors in your market?
7. How would you describe your relationship with the franchisor?
8. How valuable is the ongoing training and development?
9. How long did it take to reach break-even (before debt service)?
10. What do your clients say about your business?
11. How responsive is CMIT's support team?
12. If you could do it all over again, would you choose CMIT? Why or why not?

Stay in Touch with Your Franchise Development Manager

Be sure to check in weekly with your Franchise Development Manager and share feedback from your conversations. They'll help you interpret what you're hearing and apply it to your own goals – so you can make an informed decision about whether CMIT Solutions is the right opportunity for you.