



Franchisee Leadership Conversation with FTC

SURVEY RESULTS

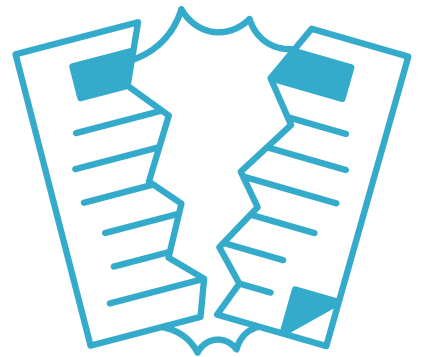


5%

of respondents are satisfied that their current franchise agreements provide fair terms representing a balanced relationship between themselves and their franchisor.

72.6%

of respondents would "possibly" or "probably" terminate their current ownership of franchised business within the next year if they could do so without penalty.

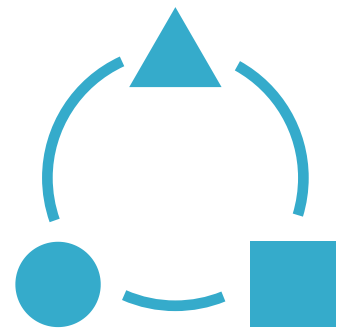


64.6%

Nearly two-thirds of all respondents would likely or very likely expand their business holdings with non-franchised businesses if given the opportunity to get financing without a franchise.

75.2%

of respondents are either open to or will likely diversify their portfolio of franchised business holdings in the future.



Do respondents own franchised businesses in different industry verticals?

56%

No

44%

Yes

This recap is a preliminary snapshot of attendance and survey analytics based on all attendees and not evaluated separately by AAHOA, AAFD, or CFA affiliation.

