



**Session:**      **Enforcing Compliance with System Standards While Maintaining Franchise Relations**

**Panelists:**    Michelle Rowan, CFE, President & COO of FranchiseBusinessREVIEW  
                     Brian Garrison, President & COO at Buzz Franchise Brands &  
                     President of British Swim School  
                     Paul Pickett, CFE, Chief Development Officer of Wild Birds Unlimited

## **TIPS FOR EMERGING BRANDS**

### **Set Expectations Up Front**

- Start the “compliance conversation” early in the development process with candidates.
- Be prepared to have long conversations with your system about the positive ROI of system-wide compliance and negative ROI that can occur if a fellow franchisee goes rogue.
- Talk about the highs and lows of franchisee satisfaction and how you work through it TOGETHER.

### **Alignment**

- Have a process in place for Operations and Development to work collaboratively on both compliance and satisfaction.
- Franchise Development and Operations teams should work together on new candidate approval process to ensure full calibration.
- Put the required compliance topics into your “Checklist of Mutual Understanding” that gets signed along with the Franchise Agreement.

### **Awareness**

- Identify compliance and satisfaction issues EARLY (to avoid litigation).
- Measure feedback from franchisees on satisfaction with surveys.
- Use your field team (and everyone that interacts with franchisees) to identify potential issues before they escalate.
- Communicate system & compliance changes WAY ahead of time, often, and in multiple ways.