

E FRANCHISE REVIEW

Inside Information to Help Franchise Buyers

Dear Fellow Franchisor:

We've all been frustrated by cautious buyers who sit on the fence over a franchise purchase. Nothing we say will convince them to move forward, because they think we're about as trustworthy as a used car salesman.

Turning a reluctant buyer into a franchisee means convincing them the franchise is a sound business venture. And to a franchise prospect, other franchisees represent a group of impartial professional peers who stand to gain nothing from the buying decision.

So, who better to do the talking than your own successful franchisees?

eFranchiseReview.com is an online repository of franchise data compiled by an international community of franchise professionals. It was created to improve franchise sales by offering free guidance to potential buyers. The idea is simple: by helping our buyers, we help ourselves.

eFranchiseReview.com will elevate your visibility...

Franchise listings improve your search engine visibility, making it easier for potential buyers to come to you.

eFranchiseReview.com will increase your prospect referral rate...

E-mail inquiries from potential buyers that come through the site are sent directly to you. This means more sales leads with no extra effort.

eFranchiseReview.com will improve your closing ratio...

When buyers better understand a franchise their risk is reduced, greatly increasing their willingness to make the purchase. And because you will know what prospects are reading about your franchises, you can anticipate and address potential concerns.

eFranchiseReview.com will enhance your credibility...

Offering an independent source of information shows potential buyers you have nothing to hide. When buyers see that information about the franchise opportunity is provided by multiple sources from around the world, it will further alleviate their anxiety.

eFranchiseReview.com will save your valuable time...

By referring potential buyers to the site, you no longer have to spend so much of your – and your franchisees' – time fielding reference calls and answering the same old questions.

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In just a few simple steps, you can be on your way to more sales with less effort!

- Register yourself as a franchisor at eFranchiseReview.com
- Confirm your franchises' baseline information is accurate
- Encourage your franchisees to complete franchise rating surveys
- Provide the website to potential buyers as a reference

Limited Launch Special

To celebrate the launch of eFranchiseReview.com, we are offering a *free 6 month membership* to the first 50 franchisors to join and approve their franchise listing within 10 days of opening the account. As an experienced franchisor, you have been personally selected for this unique opportunity to be on the cutting edge of internet enhanced franchise sales.

There is no initial cost if you act now... all you have to lose is some free marketing, a smoother sales cycle and the attention of potential buyers.

Don't miss your chance to be among the entrepreneurs leading our industry's sales revolution. Register at eFranchiseReview.com today.

Sincerely,
James Cerny
eFranchiseReview.com