

Summit Management Group provides franchisors the opportunity to outsource the entire front end of the franchise business, providing management reporting and technical innovation so that the franchisor can track the entire pre-construction development process, and hand them motivated franchisees committed to the concept and ready for training and grand opening.

If you have a successful business model and are ready to expand into new territories or grow existing ones, give us a call. We'll tell you how we can help you stick with what you know best – running your business – and let us take you to the next level. Our services include but are not limited to:

Market Development

- *Identify viable markets and trade areas*
- *Establish real estate development criteria*
- *Create site evaluation process for franchisee*
- *Create and administer "Final" site review and approval process*
- *Develop standard LOI*
- *Create and maintain real-time integrated sales, real estate and development database*

Franchise Sales

- *Develop franchise sales application procedures (i.e., application completion/approval process, UFOC disclosure, etc.*
- *Conduct "Business Opportunity Seminars" for prospective franchisees*
- *Qualify prospective franchisee, i.e., financial ability*
- *Present prospective franchisees with UFOC and other marketing materials provided by Client, in a manner determined by Client to be in accordance with applicable laws and regulations*
- *Schedule follow-up meetings with qualified franchisees*
- *Create and maintain contact, tracking and sales performance real-time database*
- *Forward franchisee-executed Franchise Agreements to Client for final review and execution*
- *Coordinate introduction of new franchisees to real estate services vendor*

Real Estate Development

- *Create and maintain electronic market maps*
- *Create and manage the Site Approval process*
- *Create and manage the Letter of Intent process*
- *Qualify local real estate teams*
- *Create site qualification standards*
- *Train local real estate teams in Client's store development procedures*
- *Track and record the designation of franchisees to specific trade areas*

Program Management

- *Management coordination between the Client's marketing activities, franchise sales activities, and store development activities*
- *Provide summary of all development activities via Summit's Real-Time Online Database*

Comprehensive Leasing Program

- *Orderly handoff of LOI to lease phase between RE team and legal counsel*
- *Interface with outside franchise legal counsel as necessary on real estate issues*
- *Administer fair and consistent lease negotiations*
- *LOI and standard addendum*
- *Lease review and negotiation*
- *Final lease approval process*

SERVICE

INTEGRITY

INNOVATION

EXCELLENCE