

Where do you want to **TAKE**
YOUR FRANCHISE when it's
time to **SELL OR TRANSFER?**



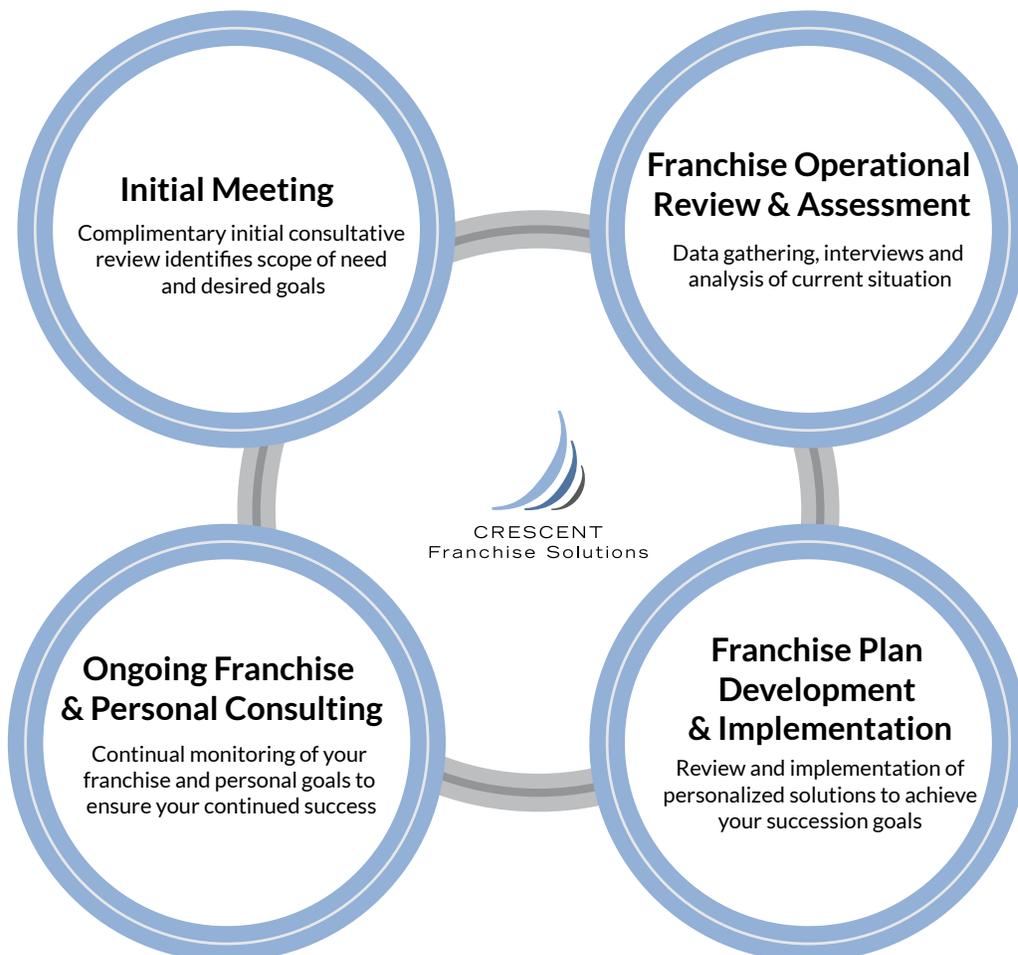
CRESCENT
Franchise
Solutions

Why is franchise succession different than the transfer of other businesses? For starters, owners must operate within franchisors' laws and bylaws. It takes a specialist to understand these requirements. We understand, and we'll work with you, our partners and your advisors to create a strategic solution designed to meet your goals.



Our Process

Crescent Franchise Solutions along with one of its premier partners will work with you to complete a customized four step succession process.



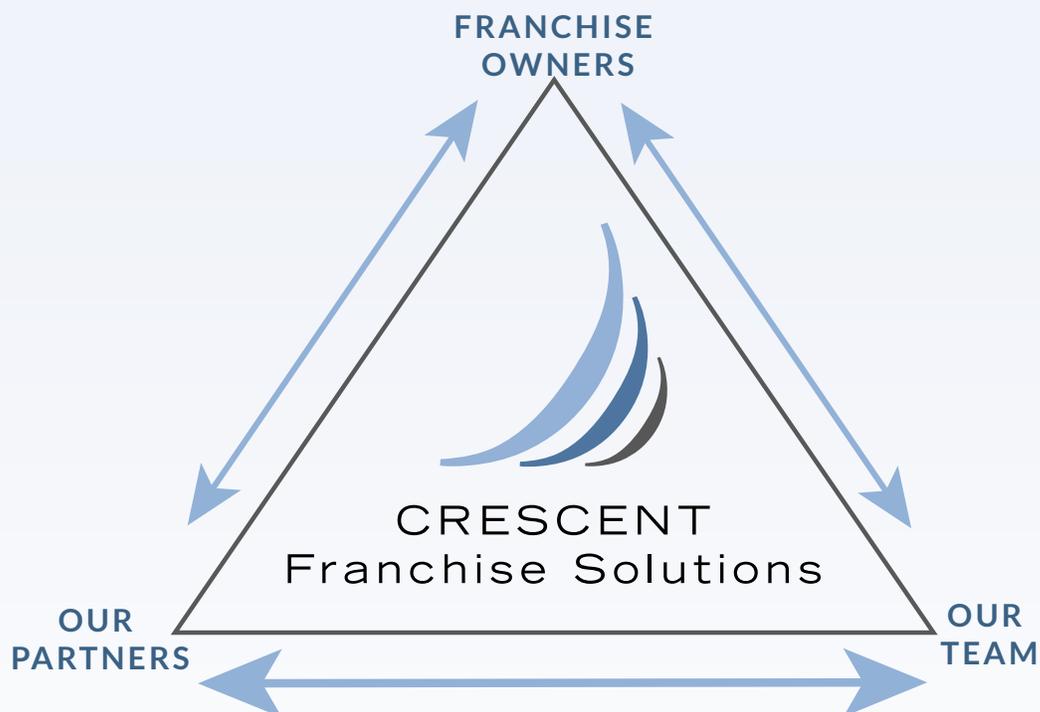
Our Services

While franchise owners do business under unique governance, they share common concerns with typical business owners. These concerns include how to:

- Identify and manage family dynamics
- Create roles for qualified family members, ensuring the business is thriving before transfer
- Establish family governance, so family members understand their business roles
- Align business and family goals—because there is no separating the two for most owners
- Improve operating results, to ensure a top-performing franchise and best sale price
- Institute a management continuity program
- Benchmark to provide an apples-to-apples comparison of value to peer franchise owners
- Work with your other professional advisors, including legal and tax pros
- Define an exit strategy, including determining when, why and how
- Equalize an estate, when some siblings are in the business and others aren't
- Maximize owners' equity and wealth creation

Premier Partners

Because we understand the complexity of selling or transferring your franchise, we work with experienced partners to ensure you receive a comprehensive—and unique—solution.





Succession and Business Continuity Challenges

Your most important financial decision

At Crescent Franchise Solutions, we provide all the information you need to reap the rewards you worked so hard to build. We work with franchise owners like you to help facilitate life's most important financial decisions— involving the business and beyond. And we do so with an understanding that your business and family dynamics are as unique as your definition of ideal succession.

Franchise owners may have different ideas about how to transfer their companies, but they share major traits. They:

- Work endless hours, built their businesses from little or nothing and want to establish a legacy;
- Understand their business inside and out, but they need counsel about how best to transfer or sell their franchise;
- May get great business support from their franchisors, but lack all the information they need about how to efficiently and profitably transfer their business.

Sell or transfer?

The succession needs of a family business owner differ from the needs of an owner looking to sell a franchise to a venture capital firm or to employees. Each has its own challenges and solutions.

- If family succession is your goal, our team of experts will provide the advice and solutions designed to give your successors the best chance of success;
- If you want to sell a large operation to outside interests, we have a unique understanding of and network into the venture capital world. We'll work with you to determine if this is the appropriate avenue to travel;

- If you intend to sell to key personnel or a larger group of employees, we'll present you with a roadmap that might include an ESOP or other transfer techniques.

No matter who succeeds you, we'll help you:

Define your vision of successful succession.

We will collaborate with you to plan for the ultimate transition of your franchise—in the short term or many years down the road.

Extract the most of your owner's equity.

At Crescent Franchise Solutions, we understand many owners have their wealth tied up in their franchises. When necessary we work with our partners to benchmark your equity potential versus peer franchises. Count on us to help you define a clear strategy to maximize your franchise's value and eventual sale.

Define and eventually establish your legacy.

We know that many franchise owners care about the legacy they leave behind, and we help to ensure that their efforts have the lasting impact they intended.

We'll help you overcome challenges

We fully understand the challenges of bringing in new franchise owners. Requirements and qualifications may disallow some candidates, while other potential buyers may not have the financial backing you desire. Or you may need to improve operating results or work on family dynamics before placing your franchise on the market.

Whatever your current situation, our team will share your passion to put your franchise in its best light, ensuring that you and your family realize your dreams.

Mission:

We have a passion for helping franchise owners make the most important financial decisions of their lives.



Brian Grogan

Principal

Brian's extensive experience working for a real estate investment trust brings a unique skill set to the complex world of franchise owners. He has spent more than 15 years helping small business owners to provide solutions to maximize profits.



Brent Hillerich

Principal

Brent served as a Field Finance CFO at Yum Brands. Experiences across the country in the Finance and Operational areas has given him a unique understanding of the franchise community. Brent obtained the Certified Succession Planning® designation to maximize his abilities to provide solutions to franchisees. He has more than 15 years of experience advising small business owners and franchisees.

The Benefits of Crescent Franchise

At Crescent Franchise Solutions, you'll get access to our dynamic team of franchise consultants. We'll work with your centers of influence and offer suggestions for legal and tax help to achieve a coordinated solution.

Ultimately, you can trust Crescent Franchise Solutions to provide a roadmap ensuring a successful transfer of your business. We'll shine a light on any tax, legal and legacy challenges you may have, and help you address them.

We will help align your business and family goals by constructing a comprehensive roadmap to a successful conclusion.

If you are searching for an unbiased team that puts the needs of your family, partners and employees first, you've come to the right place. Trust Crescent Franchise Solutions to help you meet your succession challenges.

Helping you align your business and family goals by constructing a comprehensive roadmap to a successful conclusion.



Crescent Franchise Solutions
5674 Marquesas Circle Unit 1-A
Sarasota, FL 34233
941.312.4215
CRESCENTFRANCHISE.COM