



Selling Franchises Internationally Post-Covid 19

***Is now the time to fly abroad to sell franchises?
If so, which countries are open for business?***

A Titus Center Zoom Franchise Conference

Visit: [TitusCenterforFranchising.com](https://www.TitusCenterforFranchising.com)

Dr. John P. Hayes, CFE, Director

June 17, 2020

Our Panelists

- **Bill Edwards**, CFE, CEO of Edwards Global Services, Inc., has been a Franchisor, International Master Franchisee and assisted more than 30 US franchisors in their global development
- **Bob Jones**, CIO, EGS, previously a senior U.S. Commercial Service Executive, works closely with American franchise brands to find, qualify and sign international licensees
- **Ray Titus**, CFE, the founder & CEO of United Franchise Group has used his more than 30 years experience to grow 9 UFG brands to 1,600 franchisees in 80+ countries

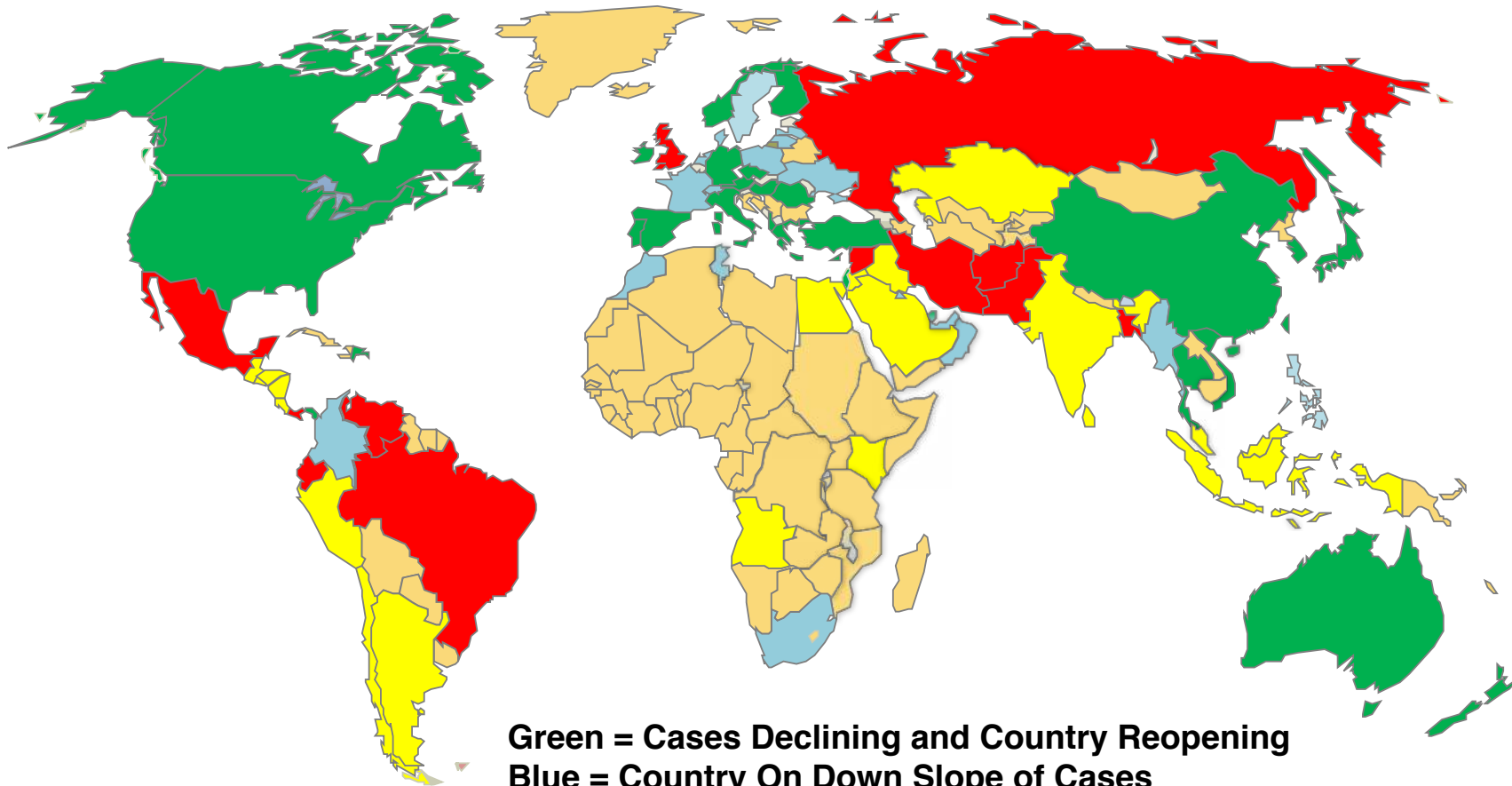
The International Situation In February 2020

- **Never have we seen an international business and health disruption like this**
- **Restaurant, retail and fitness franchisors saw their units shut down worldwide which means drastically lower sales and royalties**
- **International licensees laid off or terminated their employees and suppliers**

Best Practices By Franchisors During the Shut Down

- **Clearly understand the country by country situation**
- **Very frequent communication – Zoom, etc.**
- **Share best practices in both directions**
- **Reduce non-essential expenses**
- **Development schedule and royalty reductions**
- **Use this time to look at innovation to cut costs**
- **Prepare in detail for reopening**

Coronavirus Country Status - June 15, 2020



Green = Cases Declining and Country Reopening
Blue = Country On Down Slope of Cases
Yellow = Cases Still Increasing
Red = Country Cases Accelerating



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Best Practices Selling Franchises Internationally Post-Covid 19

- **Closely evaluate the economy of target countries to ensure people are back to making investments in new businesses**
- **Conduct detailed due diligence on all candidates to ensure they have the funds for your franchise license post-COVID**
- **Very frequent candidate communications**
- **Video Franchise Expos**
- **Video Discovery Days**
- **In-country meetings to build relationships**

INTERNATIONAL FRANCHISE BUSINESS MATCHING

Ho Chi Minh City, Vietnam | June 17, 2020



Mr. ROBERT BEAUSOLEIL
International Representative



Mr. SEAN T. NGO
International Representative



Ms. HOANG KIM PHUONG
VF Franchise Consulting



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The Franchise Expo

In-Country Partners

In-Country
Partners

Key to Success for prospect development & vetting post-COVID19, as well as support of existing in-country licensees

- **U.S. Commercial Service**
- **American Chamber of Commerce & Other Chambers**
- **National Trade Associations**
- **Local Franchise Association**
- **Banks**
- **Law Firms**

Virtual Versus In Person?

- **In most cultures, relationship comes *first* and *before* business: establishing a face to face relationship before a deal is done is required**
- **Franchisors want to personally meet the candidates and have their staff meet them**
- **Due diligence requires in-country meetings to see the candidate in place and to see their company**
- **Franchisors must see the market of the country and competitors before signing a deal**

TitusCenterforFranchising.com

Palm Beach Atlantic University

- **Click on CONFERENCES for previous Zoom Franchise recordings.**
- **Learn about our Advisory Board including 40+ franchise professionals: franchisors, franchisees and suppliers.**
- **Offer an internship to our students – it's part of their requirement to earn a Concentration in Franchising.**
- **Hire our students!**

Contact Us To Share Your Insights and for More Information on Global Franchise Development Post-COVID

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