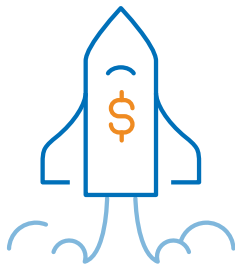


As a Franchisor, you've put a lot into the value of your brand. When it comes to protecting and growing your business, here are a few tips to keep the forward momentum:

### 1. SUPERCHARGE YOUR WORKFORCE

POOR HIRING COSTS ARE **ASTRONOMICAL**, AT **30%** OF AN **EMPLOYEES PAY**



Franchisee and Employee Selection Are Paramount  
*(Northwestern.edu)*

### 2. AMPLIFY CUSTOMER SERVICE

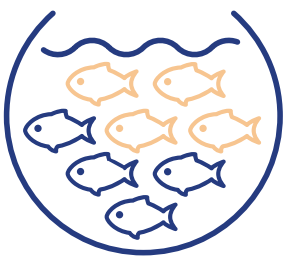
REPEAT VISITORS **WORTH 10X MORE** THAN NEW



Quality Hires Translate To Consistent Service  
*(UPS)*

### 3. MANAGE THE SOCIAL MEDIA FISHBOWL

**55%** ARE **WATCHING YOU** HERE



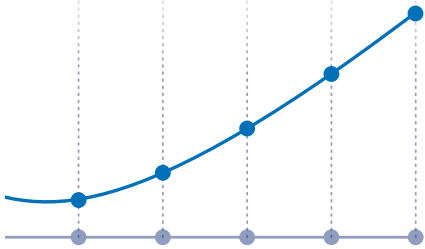
One Bad Customer Experience Can Influence Millions  
*(Forbes)*

## Did You Know?

The momentum of franchising continues on the same upward trajectory seen in the last few years.

#### FRANCHISE EMPLOYEES FORECAST:

**232,000**



<https://franchiseeconomy.com/assets/32302.pdf>

#### FRANCHISE BUSINESS EXPANSION:

**+1.5%**



<https://franchiseeconomy.com/assets/32302.pdf>

"First Advantage's innovative technology has helped us hire faster and improve turn-around time."

—Fortune 500 Organization

FranchiseCheck™ offers industry-leading screening tools that enable your franchisees to make smart, data-driven hiring decisions.

## 3 Simple Steps to Reliable Candidate Screening

Background checks designed to help you bring on the best people who will elevate your brand. Now's the time!



**Get a Branded Portal** – Let us do the heavy lifting! We create a user portal to your specifications.



**Raise Your Standards** – Delivering the best customer experience possible requires consistency. Direct your workforce, contractors, and vendors to use the dedicated portal for all background checks and monitoring.



**Receive Verified Alerts** – Receive alerts only when there is confirmed criminal activity data.

**Franchises are leading the way to positive growth in 2021!**

Now's the time elevate your brand while bringing visibility, efficiency and security into your business with reliable candidate screening solutions.

**Will you be ready?**