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NTRODUCING FRANCHISE INSIGHTS

With the vast number of franchise options available today and the ever-increasing expectations of franchisees, the most successful franchising companies are fine-tuning their existing business practices to stay ahead of the competition. Many franchisors are turning to specialists outside of their organization to obtain unbiased, expert advice on the development and expansion of their current operation. Franchise Insights provides clients with proven, practical advice for growing and expanding their franchise organizations.

At Franchise Insights, we also believe a decision maker should deal with a decision maker, so you'll always receive personalized service from one of our managing directors. With nearly 20 years each of proven, hands-on, executive-level franchising experience, the Franchise Insights team is committed to achieving your objectives. Let Franchise Insights demonstrate how we can help you *achieve even greater success with our proven experience.*

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I have always appreciated Russ and Bill's no-nonsense, solutions-oriented approach to franchising challenges, particularly in dealing with potentially controversial matters. Their creativity and ability to think beyond the limitations of company policies and operations manuals are what make them different.

— **Peter Hegg**, Chairman
Hegg Companies

Franchisee of seventeen businesses including
TGI Friday's, Marriott, Better Homes and
Garden Realty and John Deere.

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The Franchisor-Franchisee relationship is unique and dynamic. Bill and Russ have proven they can effectively balance the objectives of both parties, while successfully developing and expanding the overall franchise system.

— **Eric E. Pfeffer**, President
International Hotel and Restaurant Association

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Experience, Integrity and Satisfaction...
they're not just part of our business – they are
our business and what makes us different.

Contact us today for your **FREE** initial consultation.



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Achieve Greater Franchise Success



With Our Proven Experience



What We Do...

STRATEGIC PLANNING

Facilitation, special projects...

GROWTH STRATEGIES

Convert, build, acquire...

FRANCHISE SALES

Structure, compensation...

FRANCHISE MARKETING

The "right" audience...

AD FUND MANAGEMENT

Appropriate allocations...

DEVELOPING A CULTURE

Initial and ongoing training...

FRANCHISE RELATIONS

Setting & exceeding expectations...

FRANCHISEE ADVISORY BOARDS

Selection, management, utilization...

FIELD SUPPORT SERVICES

Responsibilities, measurement...

LICENSE ADMINISTRATION

Renewals, transfers, defaults...

PRE-OPENING SUPPORT

Expediting the royalty stream...

OPERATIONS MANUALS

Effectiveness, enforceability...

QUALITY ASSURANCE

Standards, techniques, buy-in...

PURCHASING PROGRAMS

Accessibility, increased consistency...

CONFERENCE/CONVENTION SUPPORT

Keynote addresses, seminars...

LITIGATION SUPPORT

Dispute resolution, expert witness...

Russ and Bill's talents for improving our organization's profitability and customer service were surpassed only by their uncanny abilities to find the most practical and effective solutions.

— **Stephen P. Holmes**
Vice Chairman of the Board
Cendant Corporation

Who We Are...

BILL KEEBLE

Founder, Managing Director

Bill Keeble joined Cendant's Days Inn® brand in 1985, quickly rising to senior operational positions. In his most recent role as Executive Vice President of Operations for the Hotel Division, reporting to the Chairman, the company enjoyed record-setting growth. Examples of Keeble's successes include: streamlining opening procedures for franchise units across the company's nine hotel brands, resulting in increased royalty streams; overseeing the automation of a quality assurance system of over 25,000 annual evaluations, touted as the most cost-effective in the country; and spearheading the company's minority franchising initiative, while serving as chairman of the American Hotel and Lodging Association's sub-committee for quality. Keeble started his franchising profession with Hospitality International, and earned a BS in Business Operations and Personnel Management at the University of Tennessee in Knoxville.



INTEGRITY

RUSS MOSEROWITZ

Founder, Managing Director

Russ Moserowitz began his franchising career in 1986 with Howard Johnson®, and later became the youngest controller of a major hotel company. During his tenure with Cendant, he most recently served as Senior Vice President, Franchise Operations, where he directed the company's operations strategy for franchises of Cendant's nine hotel brands. Moserowitz's distinctive approach to franchisor/franchisee relations established the company's reputation for extraordinary service delivery while becoming the world's largest and most profitable franchise organization. His innovative integration and orientation program greatly improved the operations, profitability and start-up period for new franchises. Moserowitz also achieved record performance in licensing and franchise retention and has led operational due diligence and integration teams for corporate acquisitions. Moserowitz holds a BS degree in Accounting from Lehigh University in Bethlehem, PA and his CPA certification.



Why Franchise Insights Is Different...

EXTENSIVE EXPERIENCE

With nearly 40 years of experience as franchisors, our professional careers have been dedicated to achieving franchise success. The advice we offer our clients is based upon the expertise and insights gained as senior executives on the team that created, developed and produced the world's largest and most successful franchise company. That unique experience enables us to recognize what works—and what doesn't.

UNWAVERING INTEGRITY

Franchise Insights is dedicated to absolute integrity. Built upon years of flawless records, our reputations have been, and will always be, one of our most valuable assets. Our conversations will be direct, our recommendations candid, and our advice straightforward.

CLIENT SATISFACTION

Listening to our clients' specific business objectives is the most important step in building a successful action plan. Ultimately, total client satisfaction is what *we* expect – and it's what we deliver.

SATISFACTION

EXPERIENCE