

FranchiseBites

FRANCHISEE RELATIONS AND COMMUNICATION

Gary M. Remer, Esq.



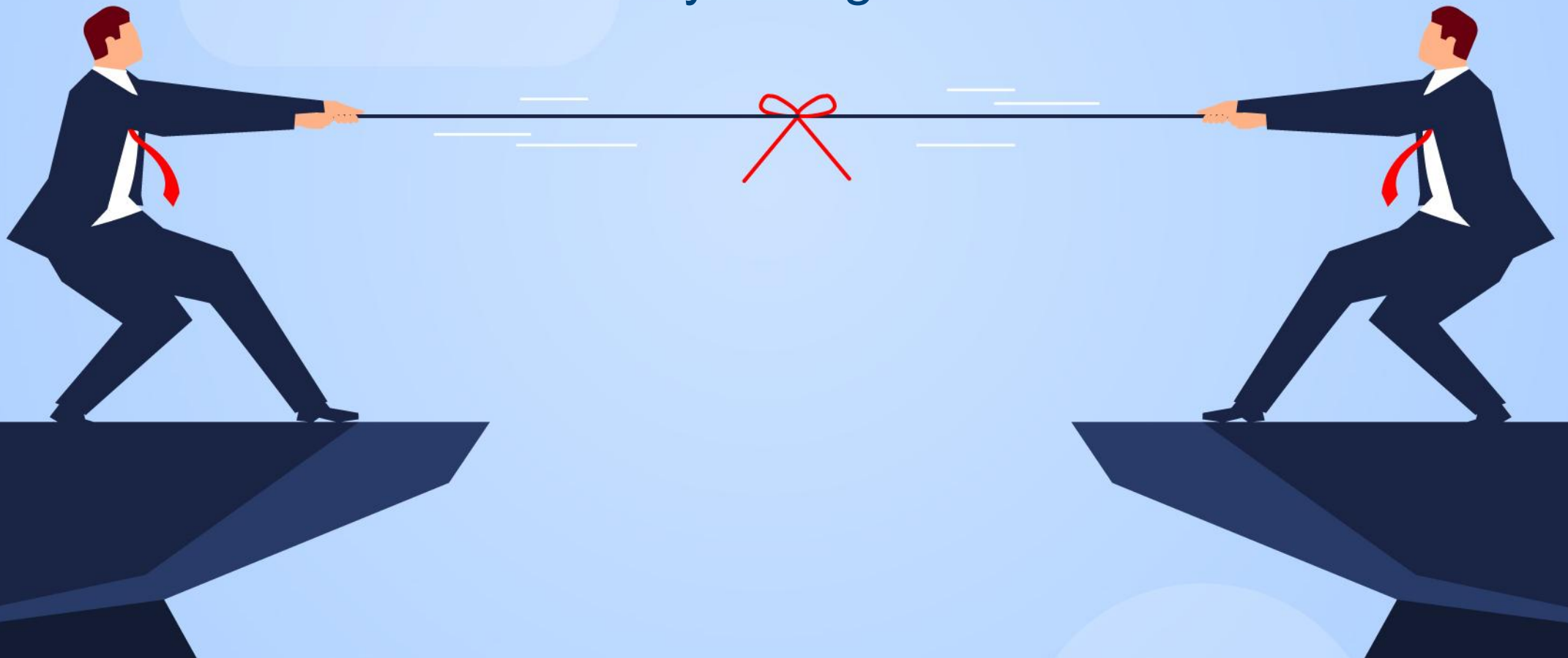
Maddin Hauser
Attorneys and Counselors

Maddin, Hauser, Roth & Heller, P.C.

One Towne Square, Fifth Floor, Southfield, MI 48076
p (248) 354-4030 f (248) 354-1422 maddinhauser.com



The problem is managing conflicts among the parties and maintaining alignment with the system goal.





The result of this going wrong is franchisee dissatisfaction, negative press, lawsuits, and decrease in franchise sales.



Every franchise disclosure document is required to list any lawsuits in the past 10 years (Item 3). Also, contact information is required for all current franchisees and franchisees who left the system during the prior fiscal year

WHAT IS THE SOLUTION?

Transparent communication, advisory councils, and conflict resolution protocols.



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QUESTIONS



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THANK YOU



Gary M. Remer

Shareholder

(248) 827-1862 phone

(248) 359-6162 Fax

gremer@maddinhauser.com



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