





## PS4 FranchisePartner

Your success is our passion

PS4 FranchisePartner is the most experienced franchise Consulting Company in Denmark. We have worked with franchising since the 90's and we offer a complete range of support products, tools and counseling regarding new franchising systems, optimization, franchise recruitment, financing, development of operationalization manuals, support systems and effective Master Franchise expansion. For a complete overview, referrals and cases, please check our website [www.FranchisePartner.dk](http://www.FranchisePartner.dk)

PS4 FranchisePartner recruits qualified candidates to leading positions whether it is a master franchisee, a multiple operator or a developmental licensee. For this assignment we utilize several tools, for example websites, social media, search and network. We are also able to assist the new partner in building the business in the market.

Our passion is franchising. We believe that great franchising is build upon strong core values, continues improvement of Best Practise and a synergetic partnership. And that is exactly what you get partnering with us!

Whether you wish to sign up for a three month intensive search or a full ten month all-inclusive package, we will do our absolute best to ensure that you get the right master franchisee to build up your franchise concept at the Danish or Scandinavian market.



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# The Pricemodel

We believe that joint motivational dynamics are the key to make the best effort at all time. You need a fixed price to be confident that the search is swift and efficient.  
Therefor we give you a fixed success fee and deduct our monthly fee. The result;

*Clear, fast and efficient search*



## 3-tier recruitment

A unique price model

PS4 FranchisePartner

PS4 FranchisePartner has 3 different recruitment packages. They are all based on a start-up fee + a success fee.

We charge 17 % of the initial fee — minimum US\$ 21.250 / € 19.125. As we deduct\* the monthly payment from the success fee you can easily calculate the total investment.

*Example, 10 month package incl. conference where the master is found after 7 month:*

Start-up fee	\$ 800
Retainer (7* \$2000)	\$ 14.000
Expected media	\$ 3.000
Master Franchise Conference	\$ 2.000
Success fee (\$21250 - \$14000)	\$ 7.250
Total investment	\$ 27.050

\* Maximum deduction of 10 months. Retainer will stop as soon as candidate is found.

No matter what product you choose, progress according to plan is always monthly reported (page 4).

## Or the old price model

We can provide you our old price model as well: Start Up fee US\$ 3.000/ € 2.700 and a success fee at 22% of initial fee - minimum US\$ 27.500 / € 24.750

Package	Tools	Monthly payment	Start-up fee
3 month	✓ Search, Networking	US\$ 3.000/ € 2.700	US\$ 0/ € 0
6 month	✓ Search, Networking ✓ Strategy Plan, target group and approach ✓ Web landing page ✓ Press release ✓ Traffic generating blogs ✓ Social Media	US\$ 2.500/ € 2.250 + AdWords and media	US\$ 800/ € 725
10 month	✓ Search, Networking ✓ Strategy Plan, target group and approach ✓ Web landing page ✓ Press release ✓ Traffic generating blogs ✓ Social Media ✓ Master Franchise Conference  Participation in the Master Franchise Conference is US\$ 2.000/ € 1.800  Normal price is US\$ 4.000 / € 3.600	US\$ 2.000/ € 1.800 + AdWords and media	US\$ 800/ € 725



Our effort is  
efficient and easy  
to measure



**PS4 FranchisePartner**

# Tools, process and reporting

**Search and networking** gives you access to our comprehensive network in Denmark. Since the 90's we have worked with franchising and we have build a rock solid reputation. That provides us with a unique position in the market an creates an ongoing dialogue with potential Master Franchisees in Denmark and Scandinavia.

Even though our network is comprehensive, your potential Master Franchisee might not be in the Franchise Loop yet. Therefor a more extended search can be recommended. If you decide to do so, we will make a **Strategy Plan** to decide the right approach towards the right profile. The plan includes Strategy Overview, Campaigns, Media recommendations, KPI's and a Content

We utilize **Traffic Generating Blogs, Press Releases and Social Media Campaigns** to make a maximum effort towards the market. It generates a lot of interest towards being a Master Franchisee of your brand.

The traffic is lead to a **Web Landing Page**. The landing page is a call to action, and it makes sure that we get in contact with the right candidates. Creation of the landing page is included in the fee.

We take care of screening and provide you with a **Monthly Report** on progress of the strategy plan. The report gives you a clear picture of the KPI's and names of candidates in progress.

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