FranchiseBusinessREVIEW™
Driving Better Results.

Spoiled Rotten Photography

Franchisee Satisfaction Report | September 2023

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About FBR

Franchise Business Review (FBR) is the leading market research firm in the franchise sector specializing in satisfaction and business performance. Since 2005, we have worked with over 1,200 leading franchise brands.

Our mission is simple:

We gather actionable insights from your key stakeholders – your franchisees, your employees, your candidates, and your customers – and we put those insights to work to help you build a stronger, more successful company.

For us, **driving better results** is much more than a tagline. It's about helping the very best franchise companies achieve greater success.

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Introduction

Overview of Project

Franchise Business Review (FBR) recently completed a franchisee satisfaction benchmark project with **Spoiled Rotten Photography**. Our research was completed in September 2023 with all current franchisees (**14**) being contacted by email and asked to complete a detailed satisfaction survey and **10** franchisees (**71%**) completed the survey.

FBR's standard satisfaction survey asks 33 benchmark questions across eight primary areas: Training & Support, Franchise System, Leadership, Core Values, Franchisee Community, Franchisee Self-Evaluation, Financial Opportunity, and General Satisfaction. The survey also asks franchisees several market information, business lifestyle, and demographic questions.

Scoring and Analysis

Franchisee Satisfaction Index (FSI)

Each question receives a Franchisee Satisfaction Index (FSI)™ score, which is a weighted average of the responses given to each 5-point scale question. Individual answers are given a score of 100, 75, 50, 25, or 0 across the range from most positive to the least positive response choice. FSI scores can range from 0-100 points. Generally speaking, an FSI score above 70 is considered above average, 60-70 is average, and lower than a 60 is below average. That said, FSI scores can vary significantly from question to question.

FSI Benchmarking

All standard FBR survey questions were benchmarked to a custom **2023 FBR Benchmark** containing data from a select group of **362** brands. This benchmark includes current data from over **37,103** franchisees representing more than **144,930** locations.

Overview

Overall FSI Score

71% participation

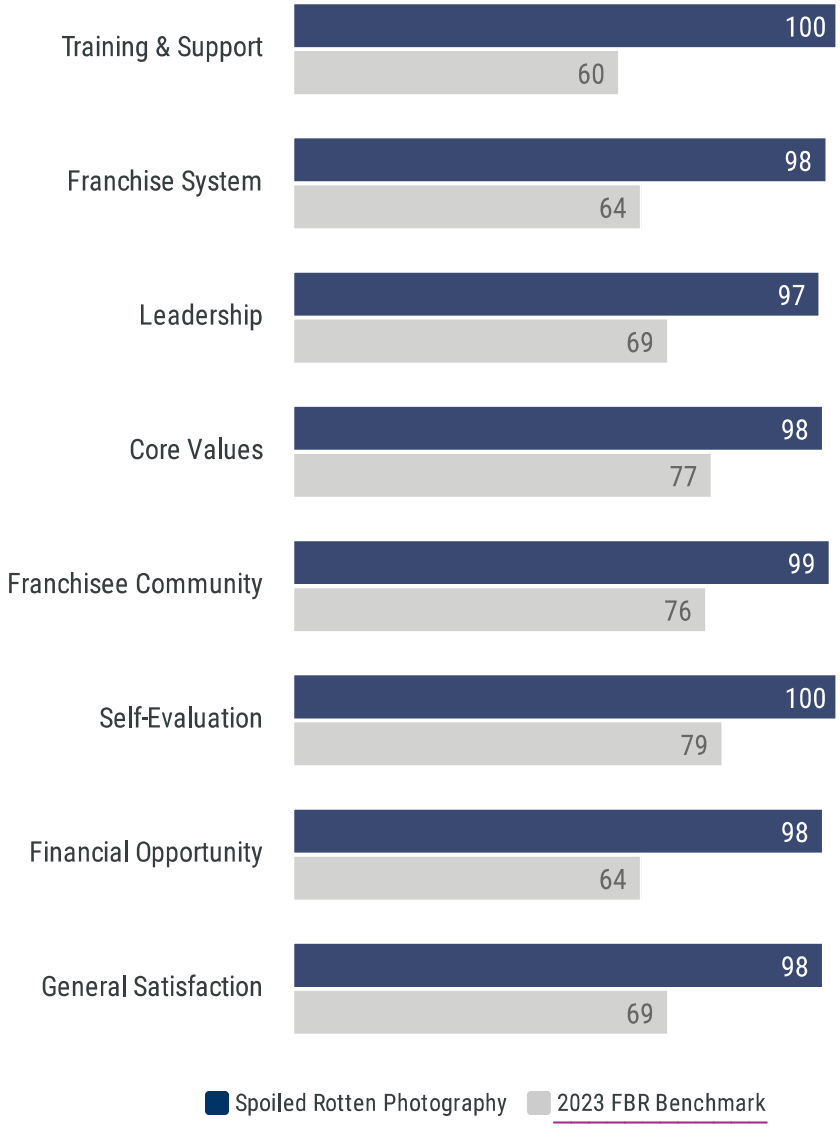
10 out of 14 invited franchisees took part in the survey.

40% above average

Your overall score is 40% above the average 70 FSI. Of the 362 brands in the benchmark, FSI scores range from 0 to 97.

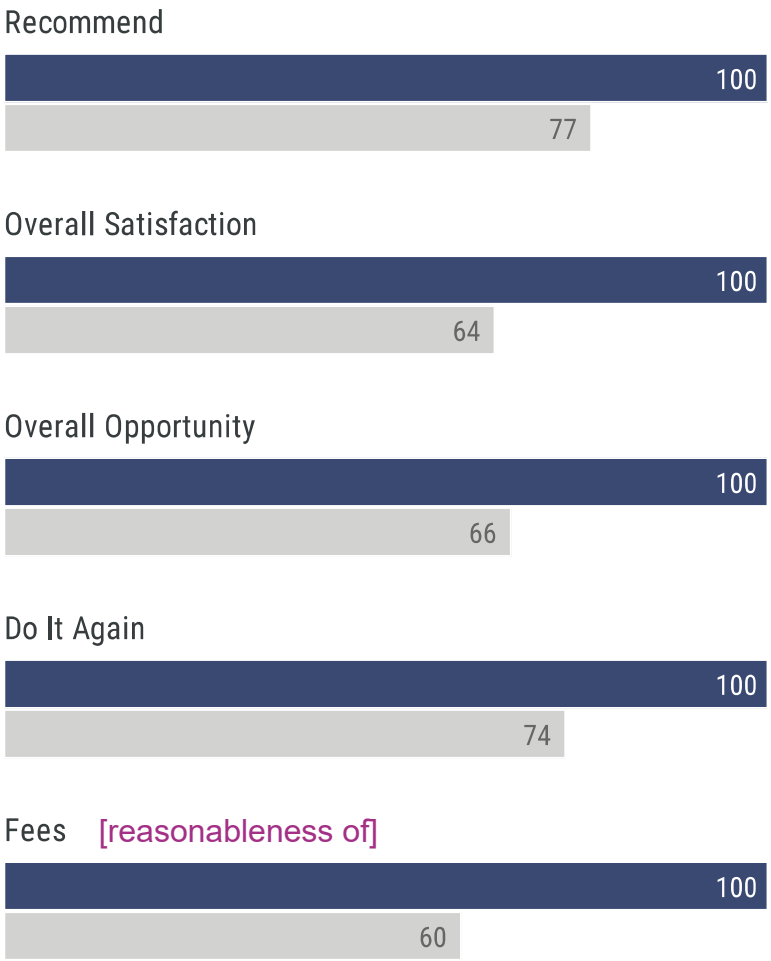
Top percentile

Your score is in the Top quartile of 2023 FBR Benchmark.

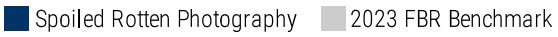


Highest / Lowest Rated Areas

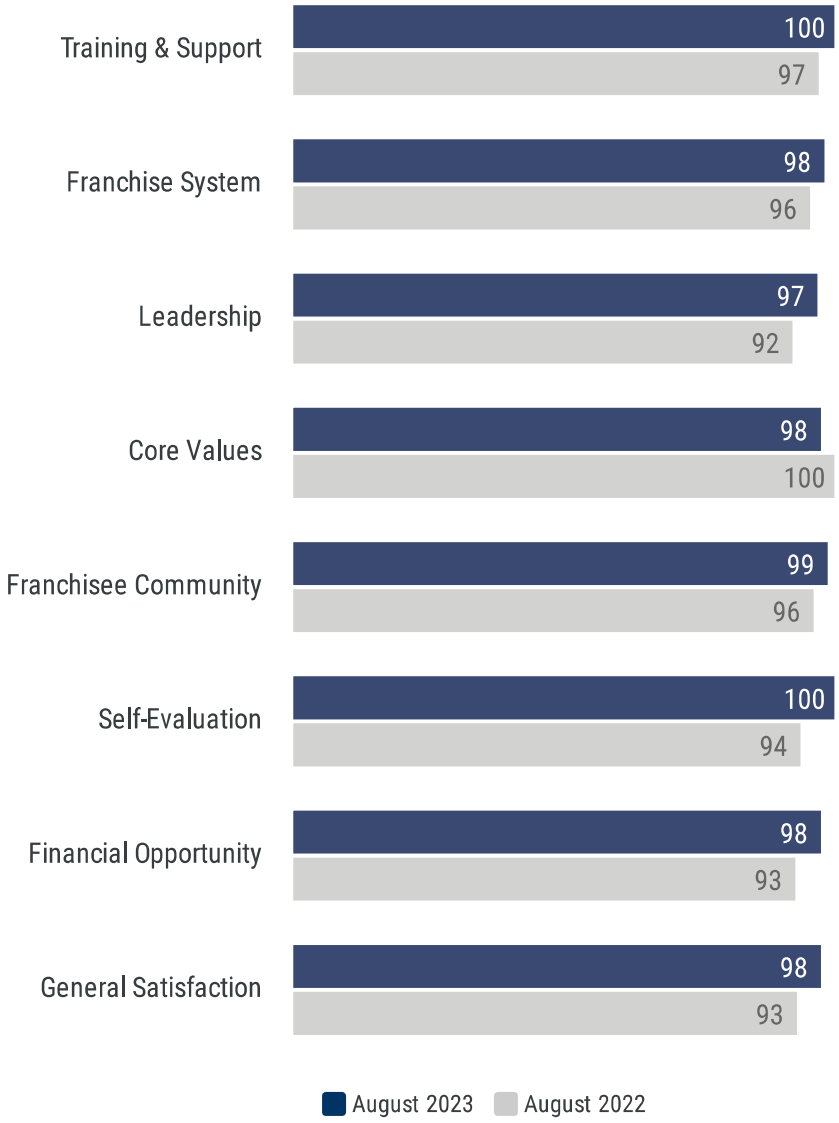
Highest Rated Questions



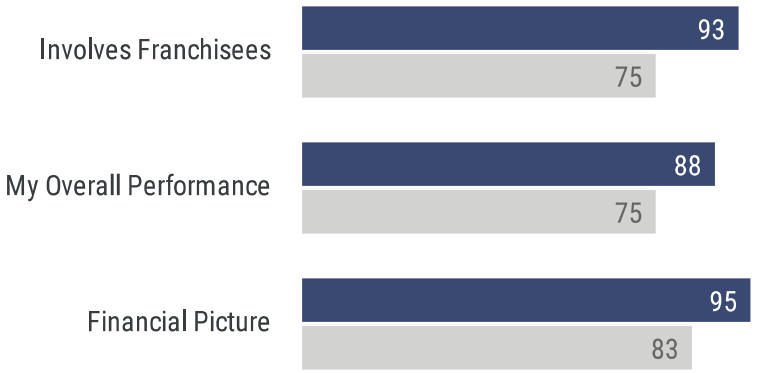
Lowest Rated Questions



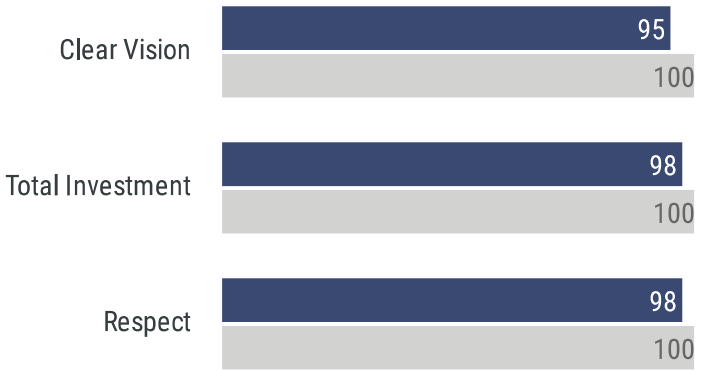
Trend: August 2023 vs August 2022



Areas of Most Improvement

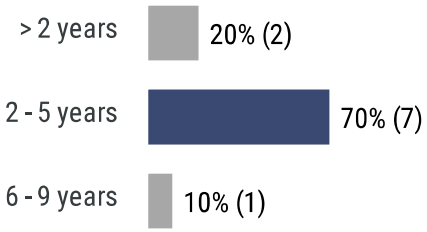


Areas of Least Improvement

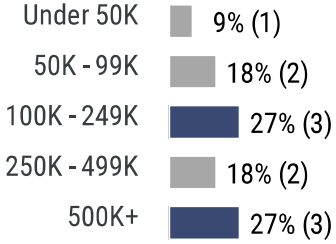


Franchisee Demographics

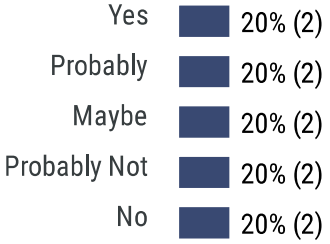
Tenure



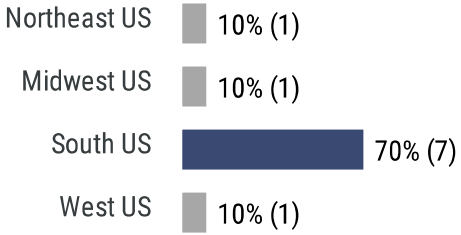
Market Size by Population



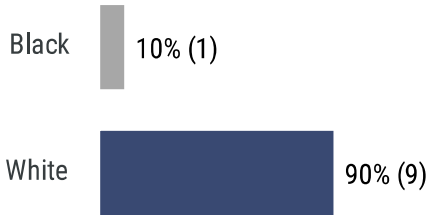
Future Development Plans



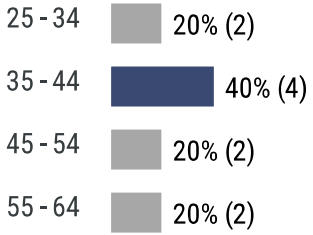
Location



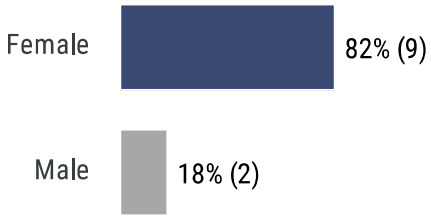
Race



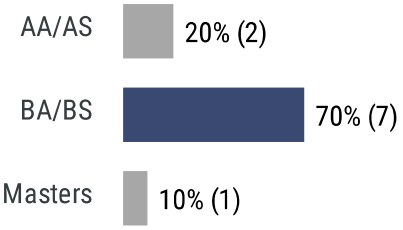
Age Group



Gender



Education



Training & Support

	SCORE	BHMK	VAR%	LAST	TREND%
Training & Support (n=10)	100	63	+59	100	0
Marketing & Promotions (n=10)	100	57	+75	96	+4
Effective Technology (n=10)	100	57	+75	96	+4
Communications (n=10)	100	62	+61	96	+4

KEY INDEX:

"**n**" = number of responses by question.

"**SCORE**" = your current Franchise Satisfaction Index (FSI) score.

"**BHMK**" = the current FBR benchmark FSI score (see page 3)

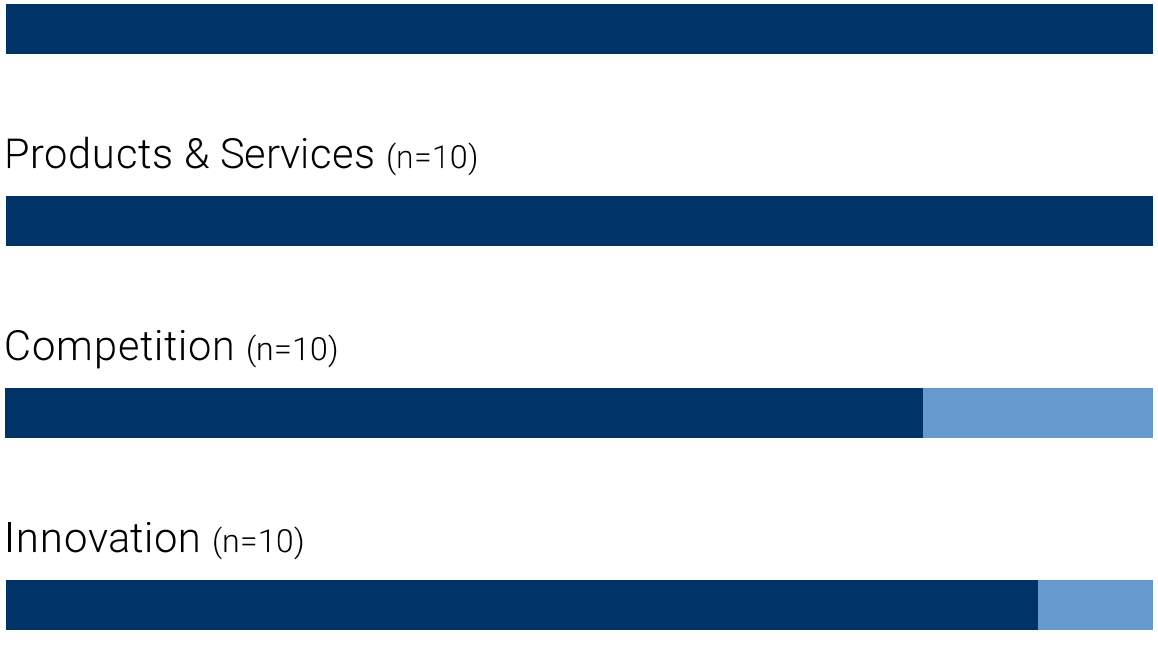
"**VAR%**" = the +/- percentage variance between your score and the benchmark.

"**LAST**" = your previous score from August 2022.

"**TREND%**" = the +/- percentage change from your previous score.

Franchise System

	SCORE	BHMK	VAR%	LAST	TREND%
Ops & Systems (n=10)	100	62	+61	100	0
Products & Services (n=10)	100	69	+45	98	+2
Competition (n=10)	95	69	+38	92	+3
Innovation (n=10)	98	58	+69	92	+7



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Leadership

	SCORE	BHMK	VAR%	LAST	TREND%
Clear Vision (n=10)	95	73	+30	100	-5
Team Culture (n=10)	100	74	+35	98	+2
Involves Franchisees (n=10)	93	58	+60	75	+24
Effective in Driving (n=10)	100	71	+41	96	+4

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Core Values

	SCORE	BHMK	VAR%	LAST	TREND%
Trust (n=10)	98	75	+31	100	-2
Respect (n=10)	98	80	+23	100	-2
Honesty & Integrity (n=10)	98	78	+26	100	-2
Cares About My Success (n=10)	98	76	+29	100	-2

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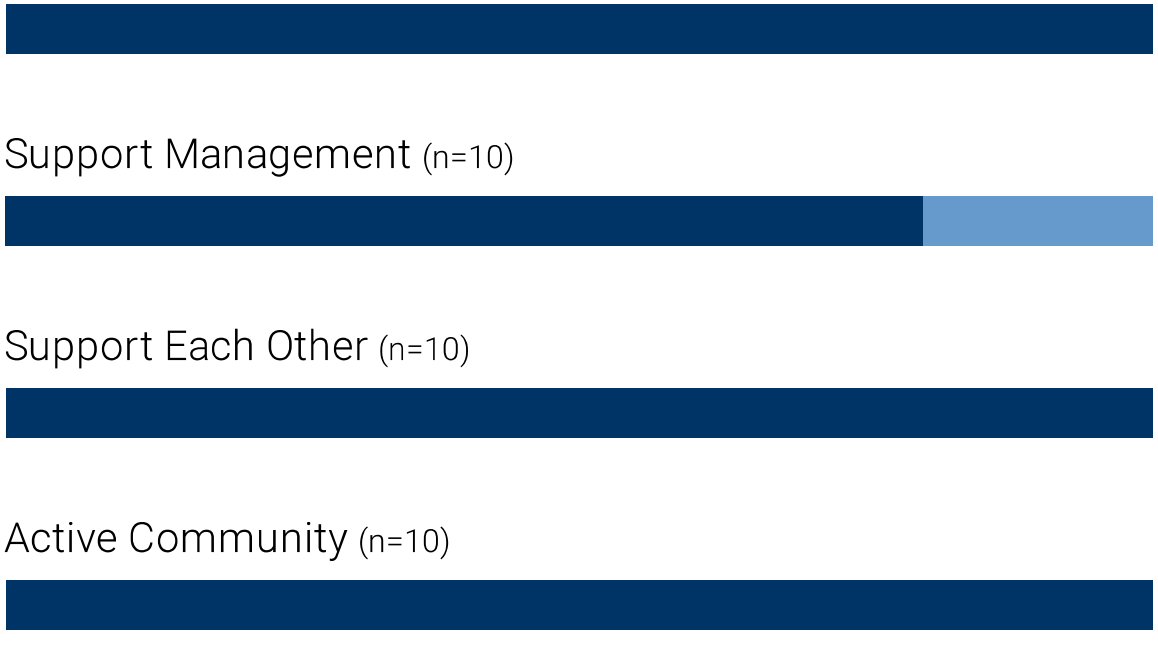
Franchisee Community

	SCORE	BHMK	VAR%	LAST	TREND%
Support Brand (n=10)	100	79	+27	98	+2
Support Management (n=10)	95	70	+36	96	-1
Support Each Other (n=10)	100	81	+23	96	+4
Active Community (n=10)	100	73	+37	94	+6



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Self-Evaluation

	SCORE	BHMK	VAR%	LAST	TREND%
Enjoy the Business (n=10)	100	82	+22	96	+4
Enjoy the Organization (n=10)	100	82	+22	98	+2
Active Participant (n=10)	100	78	+28	92	+9
Valued Member (n=10)	100	72	+39	88	+14

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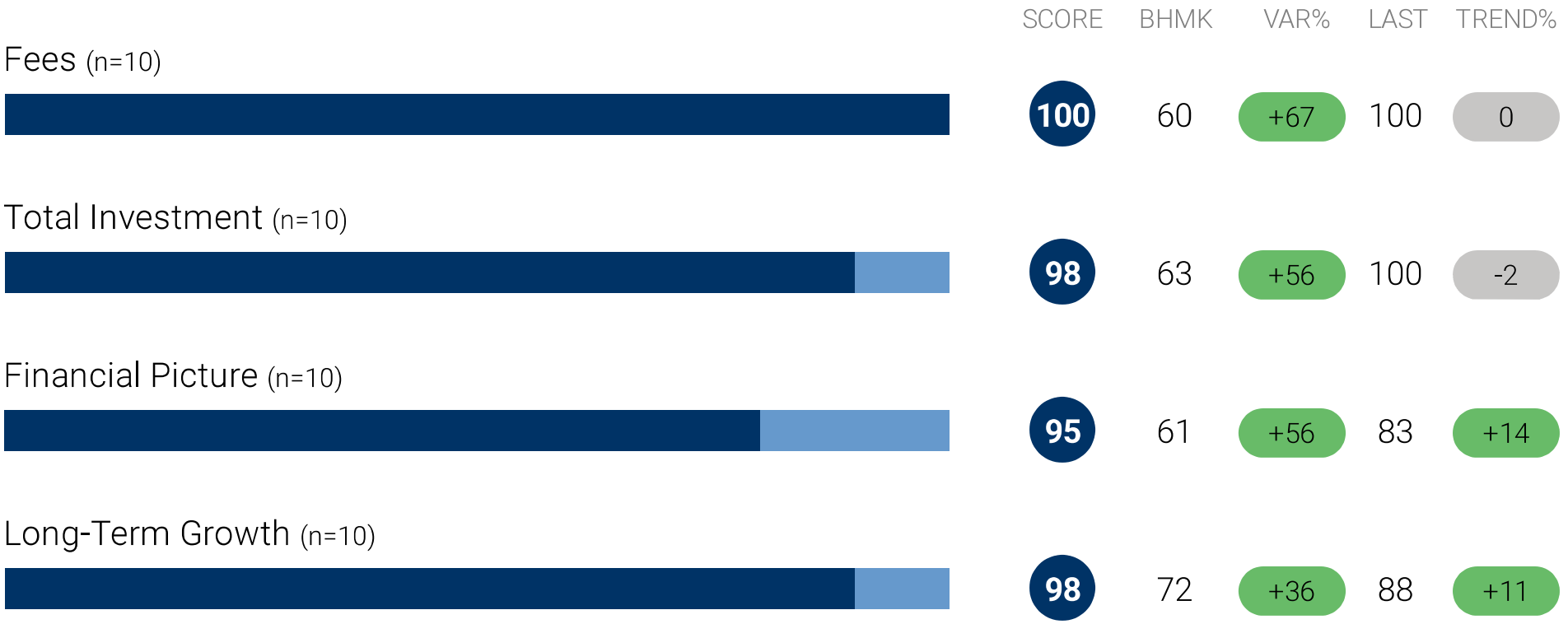
Financial Opportunity



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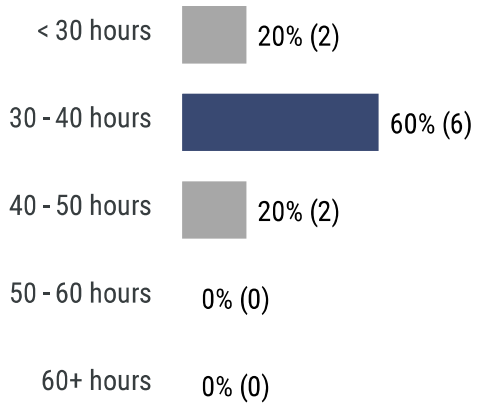
General Satisfaction

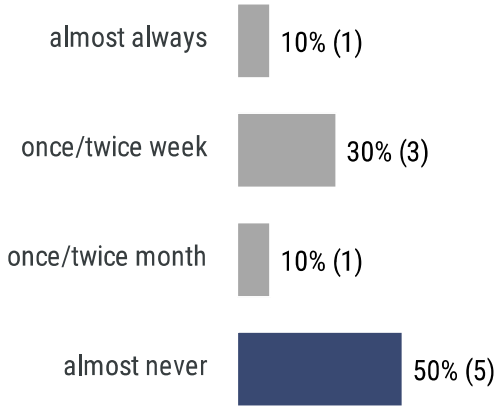
	SCORE	BHMK	VAR%	LAST	TREND%
Overall Opportunity (n=10)	100	66	+52	98	+2
My Overall Performance (n=10)	88	63	+40	75	+17
Overall Satisfaction (n=10)	100	64	+56	94	+6
Do It Again (n=9)	100	73	+37	98	+2
Recommend (n=10)	100	77	+30	100	0

Additional Questions

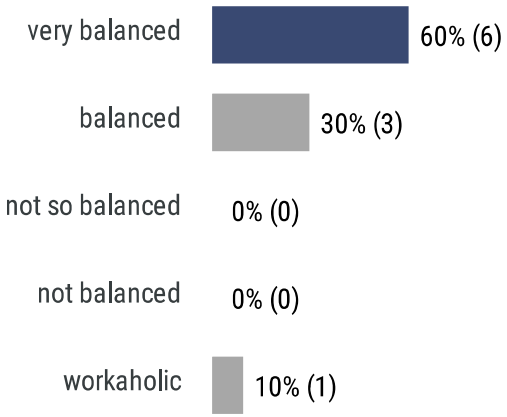
Average work hours you clock each week:



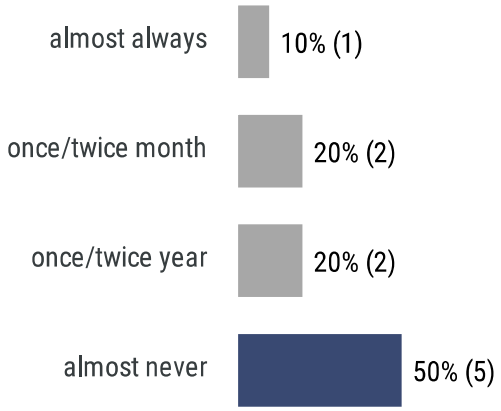
How often are you required to work evenings?



Work-life balance:

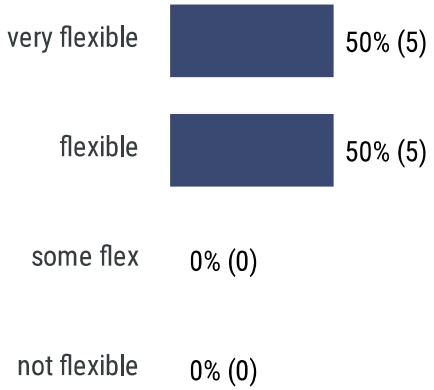


How often are you required to work weekends?

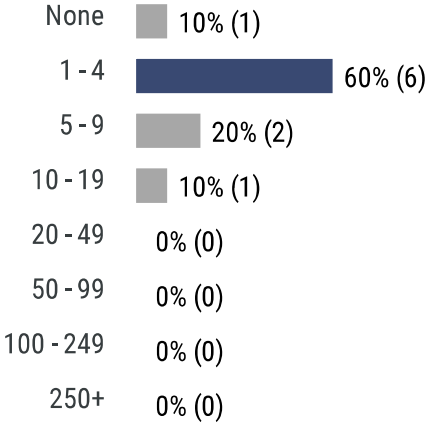


Additional Questions

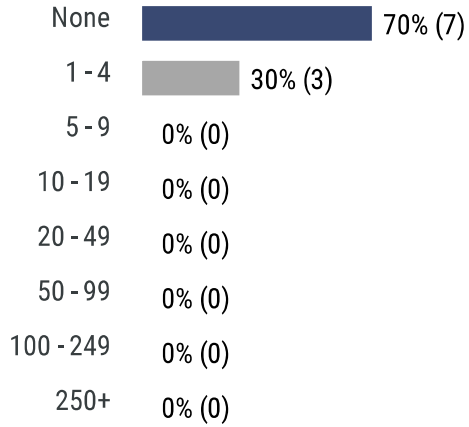
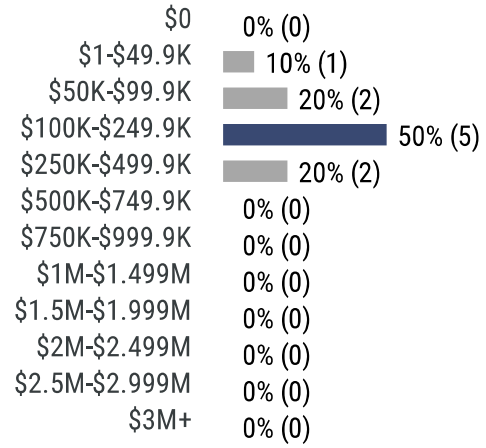
Work schedule flexibility:



Part-Time Employees:



Full-Time Employees:



Total Sales & Operating Revenues: