

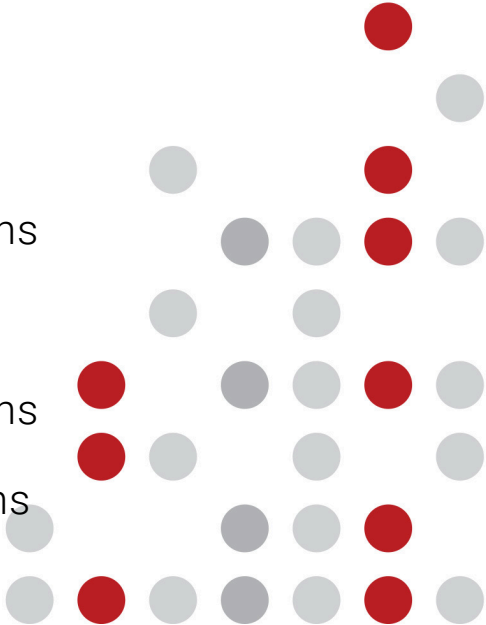
Spoiled Rotten Photography

Franchisee Satisfaction Report | October 2024



TABLE OF CONTENTS

- 1 | Introduction
- 2 | Overview
- 3 | Highest/Lowest Areas
- 4 | Trend
- 5 | Demographics
- 6 | Sections
- 7 | Additional Questions
- 8 | Participants
- 9 | Open Text Questions
- 10 | Recommendations



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 October 2024 with all current franchisees (**20**) being contacted by email and asked to complete a detailed satisfaction survey and **16** franchisees (**80%**) 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 **2024 FBR Benchmark** containing data from a select group of **342** brands. This benchmark includes current data from over **34,359** franchisees representing more than **163,135** locations.

Overview

Overall FSI Score



80% participation

16 out of 20 invited franchisees took part in the survey.



33% above average

Your overall score is 33% above the average 69 FSI. Of the 342 brands in the benchmark, FSI scores range from 0 to 98.



Top percentile

Your score is in the Top quartile of 2024 FBR Benchmark.

