

1851 FRANCHISE SALES TRENDS REPORT

POWERED BY:

FranConnect®

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FRANCHISE

FRANCHISE SALES REPORT

FranConnect is the most comprehensive franchise management software on the market. The company's robust software suite makes franchise management much easier. From sales to marketing to financial analysis, FranConnect helps manage business operations so franchisees can focus on what they do best—growing their businesses.

Today, over 700 franchisors use FranConnect's Franchise Sales Management Module as their CRM to track their franchise sales results. By tapping into that centralized database, 1851 Franchise and FranConnect have aggregated a wealth of information that provides an inside look into what is really occurring in franchise sales. Here are the most recent findings from the 2018 Franchise Sales Trends Report.

AVERAGE SALES
CLOSING PERCENTAGE

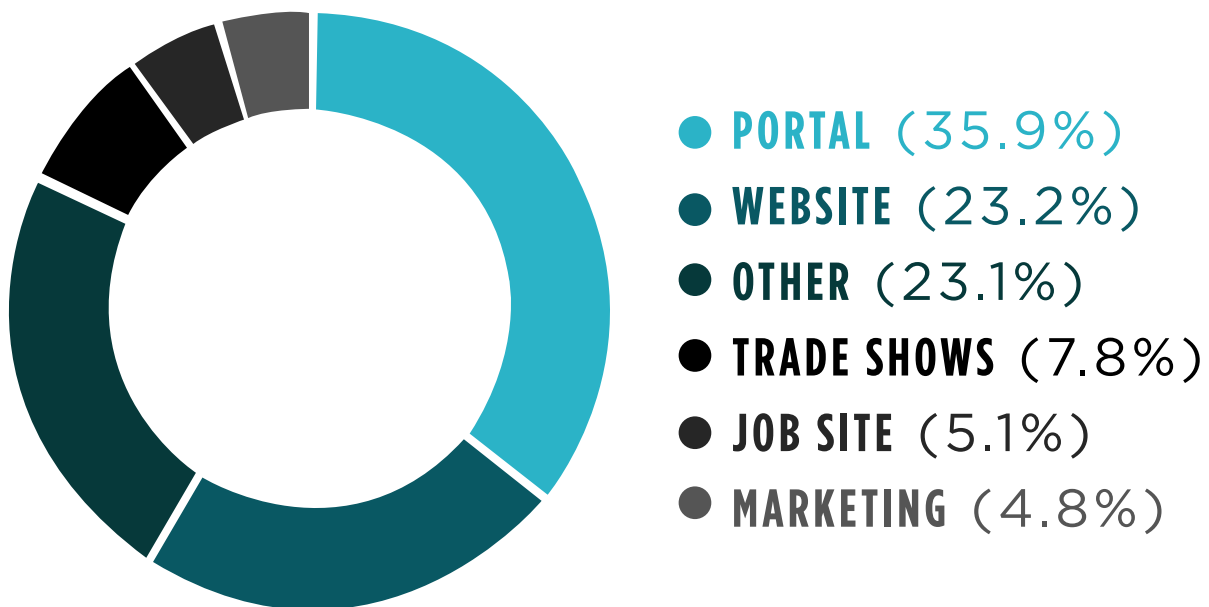
1.6%



TOP SALES DEAL SOURCE

	LEADS TO CLOSE PERCENTAGE
WEBSITE (26.6%)	1.57%
PORTAL (18.8%)	0.72%
REFERRAL (15.4%)	5.64%
BROKER (8.3%)	3.81%

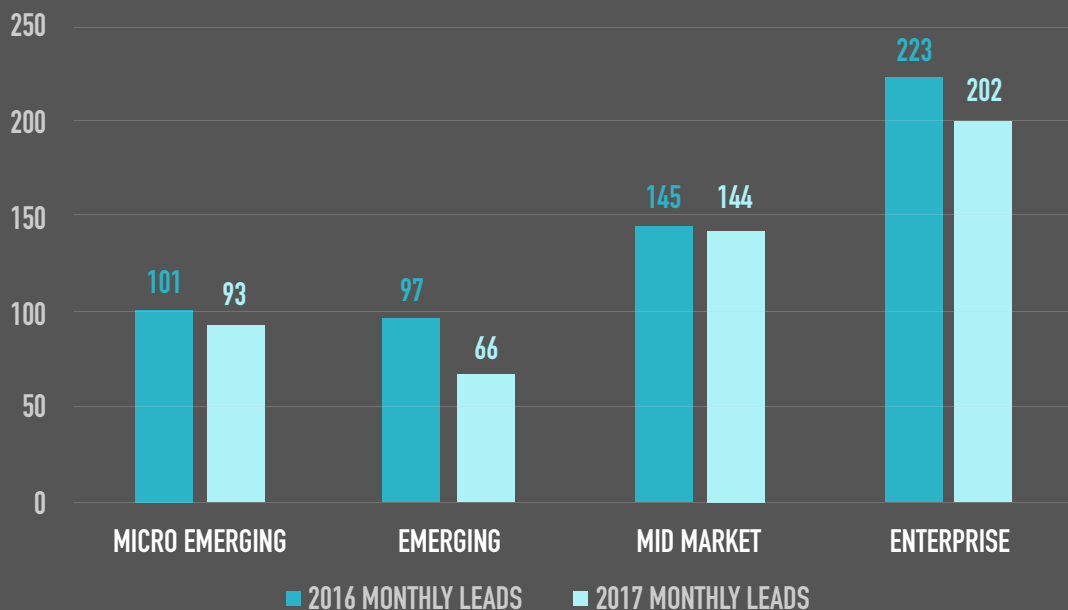
TOP LEAD GENERATION SOURCE



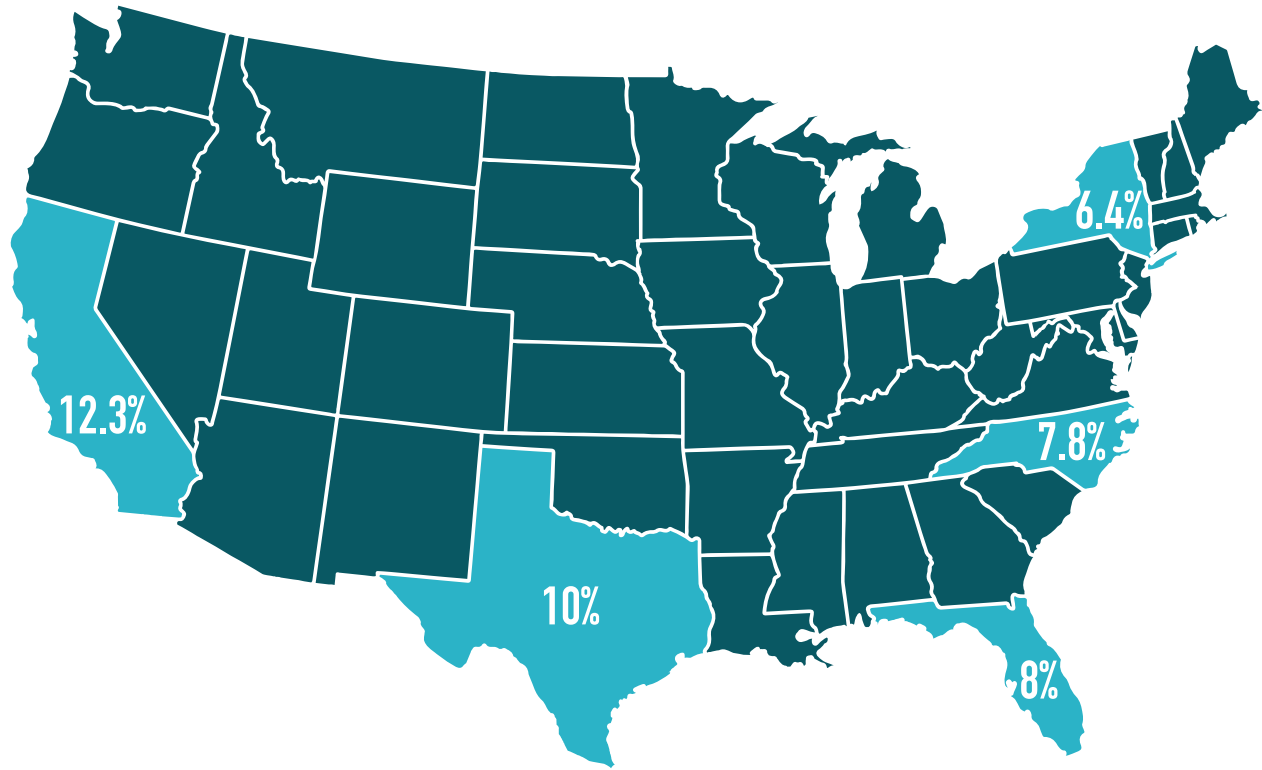
LEADS TO APPLICATION RATIO

REFERRAL	(4.8%)
BROKER	(4.1%)
WEBSITE	(2.6%)
PORTAL	(0.5%)
AVERAGE	(1.8%)

AVERAGE LEADS PER MONTH



TOP LEADS BY STATE



AVERAGE TIME FROM LEAD TO CLOSE

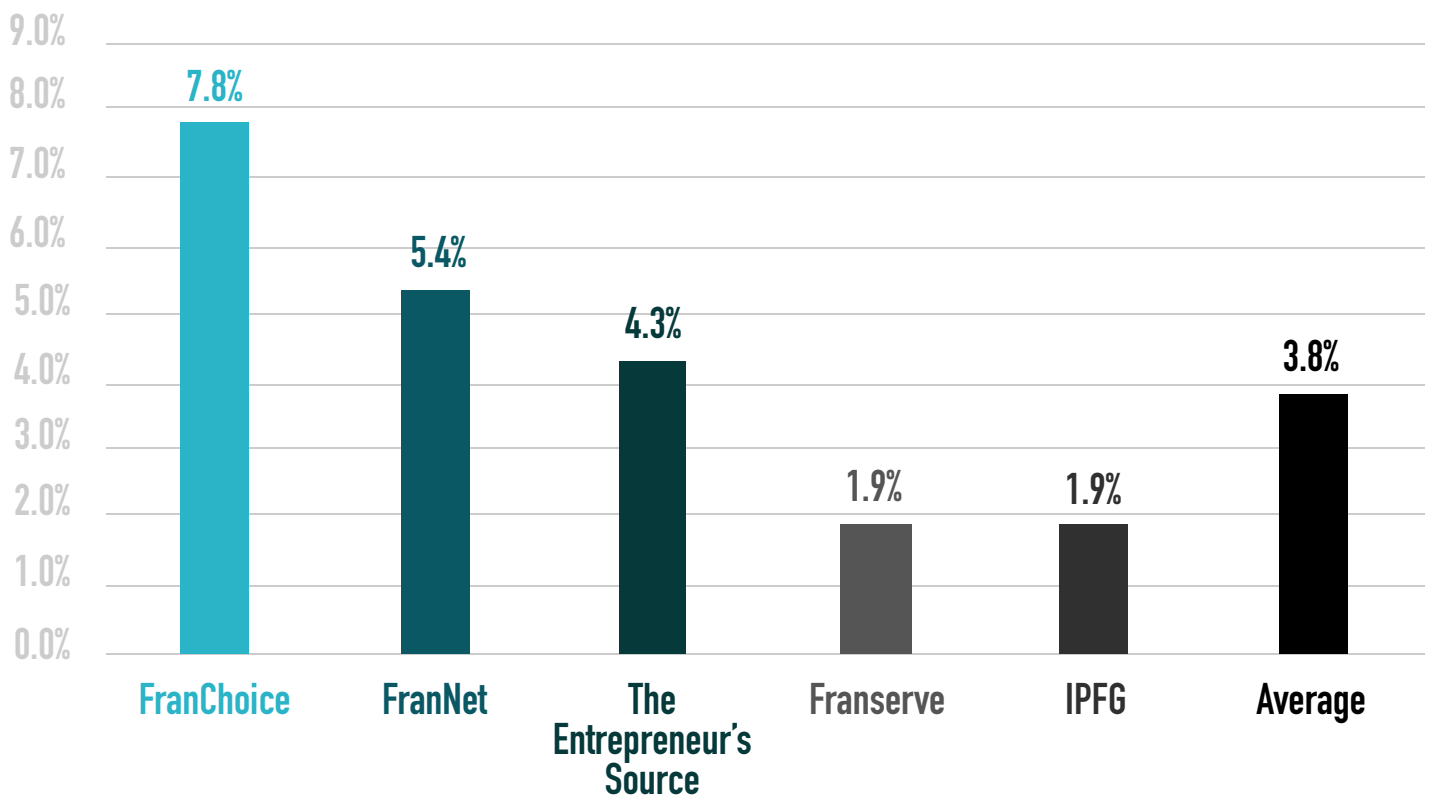
ALL BRANDS ————— 179 Days
ENTERPRISE BRANDS 200+ ————— 278 Days

TOP PORTALS BY SALES

% = Lead to Close Percentage

BIZQUEST	(2.3%)
ENTREPRENEUR	(1.9%)
BIZBUYSSELL	(1.2%)
FRANCHISE DIRECT	(0.8%)
FRANCHISE GATOR	(0.5%)

LEAD TO DEAL CONVERSION RATE BY BROKER



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FRANCHISING BUILT IN