

Turbocharge Franchise Development by Inspiring Financial Confidence

Synopsis: Papa Murphy's Take N' Bake Pizza achieved a **14-times higher lead-to-sale conversion rate** when a lead received a bQual™ report, BoeFly's real-time financing education solution, which features the same credit scores ultimately required by lenders.

6 Month Pilot - 4,000+ Leads

Papa Murphy's franchise executives are relentless in their quest to optimize their lead-to-franchisee conversion process, which ultimately led them to partner with BoeFly to conduct a 6 month pilot program. The program's premise was simple: leads that are confident about their financing prospects convert better. To improve that confidence, starting in January 2015, Papa Murphy's offered all web leads a free bQual™ report.

"Time kills deals. We do everything we can to make sure the candidate has the information they need to keep moving forward."

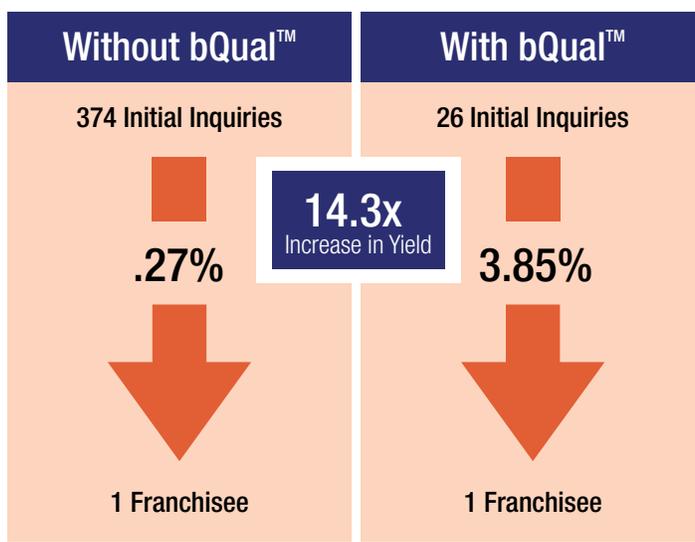
– Jennifer Durham, Vice President of Franchise Development, Checkers and Rally's Restaurants

DISCUSSION OF THE RESULTS

The results of the Papa Murphy's/BoeFly program were clear: leads who received their bQual™ report became franchisees 14 times more often than those leads who did not receive a bQual™ report. These results were achieved from a pool of 4,000+ web leads captured during the pilot program.

Jayson Tipp, Papa Murphy's Chief Development Officer and SVP of Technology, sees the importance of addressing all candidate concerns. "The job of franchise sales is to ensure the candidate has clear information to make a decision," said Tipp.

bQual™ Impact at Papa Murphy's



Note: Data normalized to present a 1 Franchisee yield.

"By offering bQual™ a few key things occur: 1. Our brand is giving the lead something of monetary value which we expect helps with engagement; 2. The lead gets objective data on how banks will judge them, so it instills confidence that they are fundable, which gets them through the process quicker; and 3. Getting the lead started on the financing process earlier leads to quicker financing, which helps speed up the opening date."

"Small business lenders have long been stymied in their efforts to offer prequalifications because prospective borrowers had no way to secure their small business credit score without formally applying," said Mike Rozman, CEO of BoeFly, the company that invented bQual™ in alliance with FICO and Equifax. "bQual'ed leads convert at such a strikingly higher rate because the lead accesses the same data the lenders will ultimately use to judge them. Since the data is independently secured, rather than self-reported, banks can use the information to issue meaningful prequalifications."



THE WHY BEHIND THE RESULTS

The franchise sales process is often described as a funnel: leads enter the wide mouth at the top and as the funnel narrows, fewer and fewer leads remain, until a limited number of franchisees emerge at the bottom. The financing process has traditionally begun at the bottom of the funnel for the candidate and the brand. But this late start is a

costly, shortsighted mistake resulting in missed opportunities, inefficient use of resources, and frustration and disappointment for both the brand and the lead.

Can I get the financing that I need to purchase this franchise?

This question acts as a hurdle slowing or even halting a candidate's progress down the sales funnel. Successful development executives structure their processes to avoid such roadblock-questions. Consider, for instance, the common question: "Will I make money with this brand?" Brands have built rigorous validation programs, such as lengthy Item 19's, Discovery Days, and Franchisee Reference Programs **to educate the candidate**, thereby eliminating the hurdle. 'Educating the candidate' is the path that brands like Papa Murphy's are taking to bypass the financing hurdle as well.

Home sellers and buyers often require a financing prequalification... now franchisors and franchisees can too.

The critical task at hand is to directly answer the candidate's question: "Can I get the financing that I need to purchase this franchise?" Home sellers are similar to franchise sales execs – neither wants to waste time on unqualified buyers.

Home sellers have long cracked this problem by requiring buyers to have a mortgage prequalification. Leading brands, like Papa Murphy's, are following a similar path by using bQual™ as a prequalification tool. The results are making the industry take note.

SEE YOUR BEST LEADS

Brands that use BoeFly's bQual™ receive an update either by email or by real-time updates to the brand's customer relationship management (CRM) solution, such as **FranConnect**.

"When I come in and see that one of my leads has been bQual'ed, I know that they are serious. They are my first call of the day."

– Carrie Sams, Jamba Juice
Sr. Director of National Development

DON'T WORRY, IT WON'T HURT THEIR CREDIT

Unlike when a brand pulls an applicant's credit report, the bQual™ process is a soft credit pull which means it won't in anyway impact the lead's credit.

"Because BoeFly is pulling the credit score on behalf of the prospective borrower, it's a soft credit pull."

– David Smith, FICO
Client Consultant

MORE ON bQual™

bQual™, a financing education report, empowers a lead to secure instant visibility into the future financing path. bQual™ features a personal credit score (FICO), a business credit score (FICO SBSS, required for all SBA loans) and an instant financing assessment, which may include prequalification offers from lenders. bQual™ was developed and is delivered by BoeFly, the franchise industry's leading finance solution.

To learn more about bQual™, and how your franchise system can achieve better results, visit <https://bQual.BoeFly.com/franchisor> or call 800-277-3158.

50 West 72nd Street, Suite C4, New York, NY 10023

"I've been following BoeFly's development of bQual™ for years and I'm very impressed by the pilot results, though not at all surprised, as I've always believed it solved a big problem," said Eric Stites, CEO of Franchise Business Review and a franchise sales expert. "The strikingly significant 14x spike in conversion rate speaks for itself, and at this point it is, for me, a no-brainer: bQual™ should be baked in as an early step in every franchisor's sales process."