**[BRAND LOGO]** 

**The Value of the Franchisee Satisfaction Survey**

[BRAND] is committed to ensuring that our franchisees are happy, successful, and receiving the support they need from us to reach their personal and business goals.

***So we want to know what you think!***

We’re working with Franchise Business Review, an independent market research company, to survey our franchisees.

**Top 5 Reasons Why You Should Participate**

1. Sharing your experiences with [BRAND] will help our staff better understand the strengths and opportunities of our system, and ultimately improve overall performance.
2. Your feedback will help us be more responsive to your needs and aspirations.
3. The results of the survey will help us identify priorities for the coming year—which means your opinions will guide [BRAND’S] future.
4. Your responses will help us better represent [BRAND] to franchisee candidates in the future, and help us grow a stronger franchise system.
5. This is an opportunity for you to share your honest feedback on what we’re doing well and what we could be doing better. It will only take a 10-15 minutes of your time and we’ll be eternally grateful!

You have the option of completing the survey anonymously, but we sincerely hope you feel comfortable sharing your name so that we can individually address any issues you may be experiencing.

Be on the lookout for an email from Franchise Business Review, and thank you in advance for your participation and sincere feedback.