

REPORT CARD

BRAND NAME _____

YEAR: _____

1. Rate your brand on a scale of 1 to 5 in each category.

(1 = Poor, 5 = Excellent)

Training & Support	1	2	3	4	5
Systems & Operations	1	2	3	4	5
Executive Leadership	1	2	3	4	5
Core Values	1	2	3	4	5
Franchisee Community	1	2	3	4	5
Franchisee Self-Evaluation	1	2	3	4	5
Financial Opportunity	1	2	3	4	5
General Satisfaction	1	2	3	4	5

2. Add up your scores and average them.

AVERAGE:

3. See how your brand measures up:

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