



The most comprehensive assessment system for use with both prospective and existing franchisees.



World's best practice application form



Franchise specific psychological profile



Interview questions for rating candidate suitability



Checklist for tracking entire recruitment process



Multi-Unit Diagnostic for assessing franchisee expandability



Compiles important information

Conveniently gathers and interprets all the important information you need to know about prospective franchisees.



Prepares existing franchisees for expansion

Use the Multi-Unit Diagnostic with current franchisees to assess their readiness to expand and their specific development needs.



Built from extensive franchising research

Developed by psychologists from scientific research on thousands of franchisees to identify the unique factors that drive success and satisfaction.



Reduces the risks of poor selection

Prevents unpleasant surprises emerging after the franchise agreement is signed and reduces risks and costs associated with franchisee failure.



Creates a seamless recruitment process

Creates consistency and transparency so everyone on your team will be following the same process.



Enjoyed by franchisors and franchisees

Hundreds of franchisor recruitment executives have found the system easy to use and the response from candidates to be positive.



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Easy to use assessment tools and checklists that lead to higher performing franchisees

Nathan **Pro**filer



Gather relevant background information

The Information Request is the ultimate application form. It immediately collates everything you need to know about a potential franchisee's background, expectations, legal position, family situation and financial capability. You'll also be alerted to any "red flags" deserving closer attention.



Create benchmarked success profiles

The Self-Assessment profiles your candidates on 16 attributes identified through rigorous research to predict franchisee performance. After candidates complete the online questionnaire, they are automatically benchmarked against a franchisee database and a profile generated of their specific strengths and development needs.



Conduct structured interviews

The Final Check provides you with a professional interview guide with questions to ask each candidate. It also enables you to objectively rate their responses and automatically converts these into a user friendly report. This ensures nothing is overlooked and there is consistency in how candidates are assessed.



Maintain administrative compliance

The Recruitment Checklist keeps track of every step in the recruitment process, ensures all important actions are completed and helps your team maintain legal and administrative compliance.



Assess expandability of existing franchisees

The Multi-Unit Diagnostic measures the readiness of existing franchisees to expand into additional units. Based on research into the causes of success and failure in multi-unit franchisees it assesses personal qualities, existing operations, proposed operations and financial capability. It then produces a detailed report with recommendations and coaching guidelines on how to best prepare franchisees for success. This tool was developed in response to requests by franchisors wanting to grow their networks by rewarding and developing high potential existing franchisees.

Flexible pricing model to suit your business

There are several pricing options for the Nathan Profiler. A yearly fee based on how many people use the system provides unlimited access to some tools, while others are provided on a user pays basis. Ultimately you pay for what you use, making the system affordable to all sized franchise networks.

See it for yourself

To arrange a demonstration of the Nathan Profiler and find out more about how it can help you create a world class franchise system contact us at nathanprofiler@franchisere relationships.com or phone +61 (7) 3510 9000.

About the Franchise Relationships Institute

The mission of the Franchise Relationships Institute is to help franchisors create profitable partnerships with their franchisees. And it all starts with recruiting and developing quality franchisees.



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