

only 4 weeks
to go!

Last chance to sign up for the awards that attract **major attention** in the media
24th of September 2010.

Don't miss gaining major public relations exposure

According to over 500 prospective franchisees, **Brand credibility** is one of three **major factors** influencing their buying decisions. Over the last 18 months the topfranchise awards study has reached over **20 million people** nationally and internationally via TV, Newspaper, Magazine and the Internet.

Prospective franchisees see our stats as a **must view source** and are **twice as likely** to say 'I can trust the topfranchise.com.au website to describe the individual franchise systems and their features and benefits accurately' vs 'I can trust an Individual website of a franchise company'
(topfranchise.com.au visitor profile survey 2010)

On a weekly basis we field queries for stats on businesses who haven't gone through the awards process.

If you are not in the awards prospective franchisees are asking questions.



The Daily Telegraph

FINANCIAL REVIEW

BRW.

THE AUSTRALIAN

smh.com.au

The Sydney Morning Herald

Herald Sun
Australia's biggest-selling daily newspaper

Don't drop the ball, the best franchisors have been improving in the right areas, have you?

90% of awards participants say the tool helps them **improve their franchise system** and its practices.

Over the last 12 months awards participants have on average **increased their franchisees willingness to recommend** them by 18%.

24th May 2010

smartcompany

“ Mortgage franchises lead satisfaction ratings ”
readership: **21,200**

24th May 2010

THE AUSTRALIAN

“ Lots of dough for franchisees who use their loaf ”
readership: **411,000**

2nd June 2010



1,211,000 Viewers

The topfranchise **Survey Process**

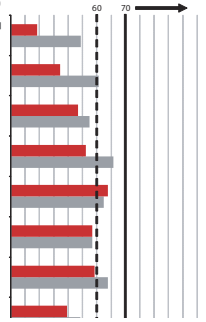
1



Industry designed questionnaire

Survey your franchisee network through a **professionally designed questionnaire** of 8-10 minutes in length

2



Report

shows your performance benchmarked against franchise industry average

Action List for Improvement

based on findings of the research and operational considerations

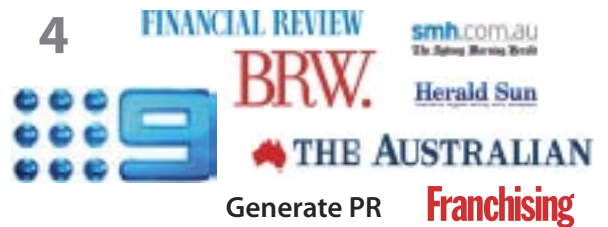
3

Topfranchise ranking

Showcase your performance on the topfranchise website. Position your business to prospective franchisees independently across different categories, such as rewards, lifestyle and support.



4



Topfranchise has generated the interest of the national media and has helped the franchise systems showcased to reach out to prospective franchisees.

“ 10 THOUSAND FEET are by far the best research company in the franchising industry. ”
Evan Bromiley | National Franchise Manager Mortgage Choice

Testimonials

“ Smartline has doubled its lead generation success over the past 12 months. Many candidates mention our award ranking with topfranchise.com.au which lead to their further research and enquiry. I have no doubt that topfranchise has enabled us to highlight the value of our franchise system and substantially increase our marketing exposure. ”

Todd Matea | Franchise Recruitment Manager | Smartline Personal Mortgage Advisers

“ We had 21 franchise enquiries in the 24 hours following the ACA story... (aside from the ACA story) Most people I speak to (about our franchise opportunities) say they are calling in part due to the topfranchise.com.au ranking and that because of the rankings, Mrs Fields were perceived as a top franchise. ”

Andrew Benefield | Managing Director | Mrs Fields

topfranchise.com.au

T: 02 8080 7544 E: info@10thousandfeet.com