

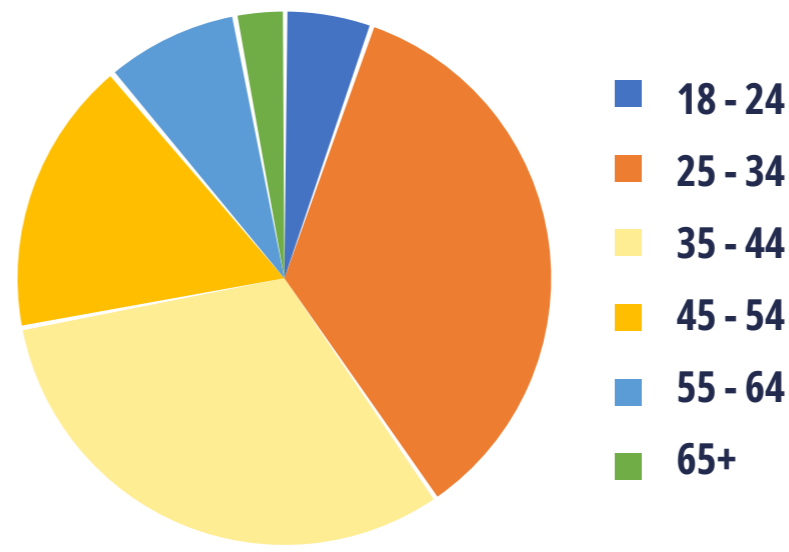
Spotlight on Franchising – Investor Survey

The Franchise Exhibitions and BusinessesForSale.com recently conducted a survey, where 335 potential franchise investors shared their perceptions of the UK franchise industry.

From what they are looking for in a franchise opportunity to what might hold them back from investing, the data reveals important insights for franchisors!

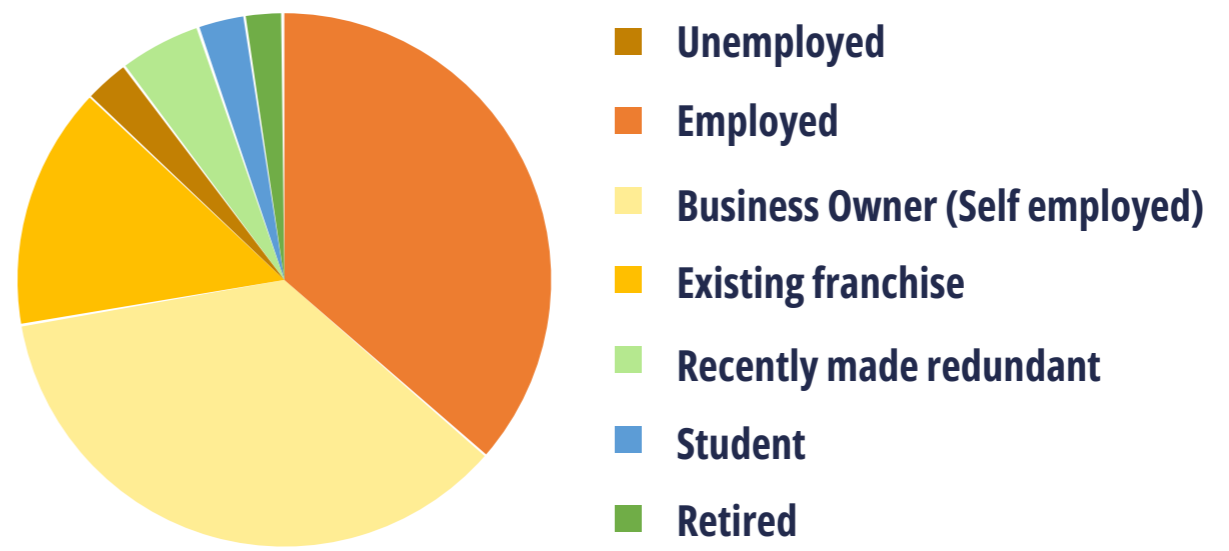
Age

A younger demographic are looking at sustainable ways to control their future and improve their quality of life. Franchising offers a credible way to do this.

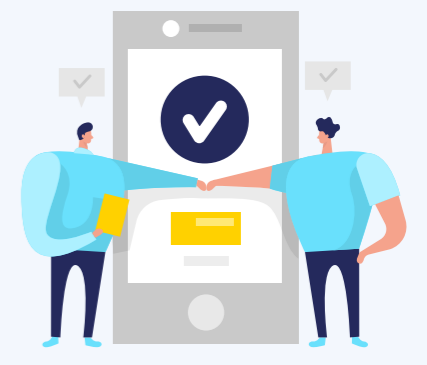
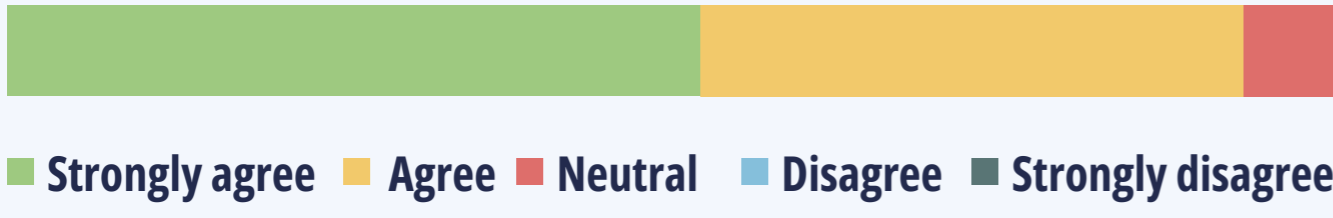


Current employment status

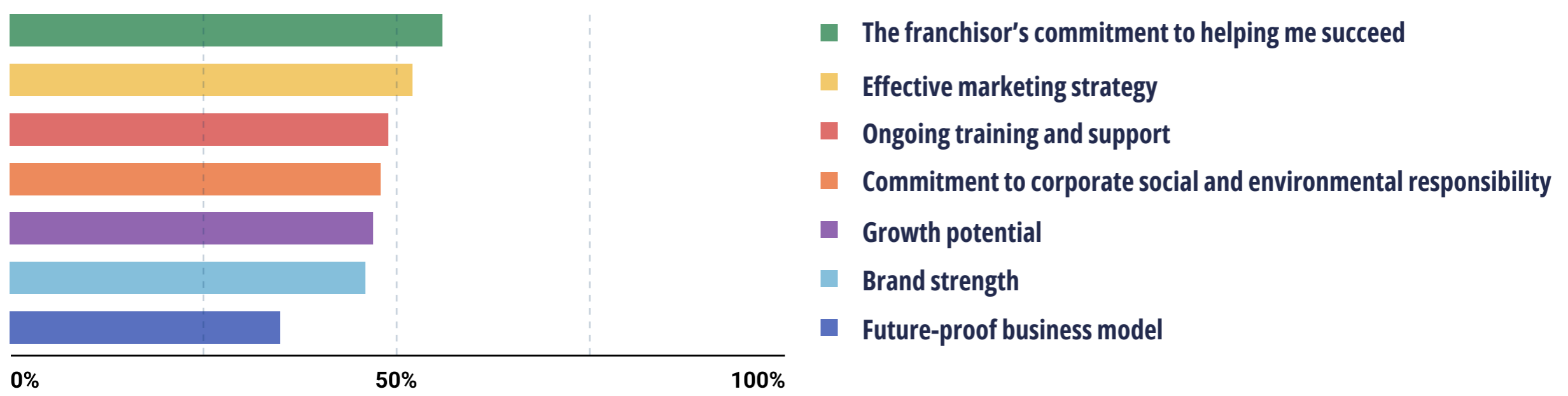
The number of existing franchisees and self employed respondents indicates that there is a strong appetite amongst entrepreneurs to expand their business portfolio through franchising.



A healthy relationship with a franchisor is extremely important to prospective franchisees



The most attractive components of a franchise business.

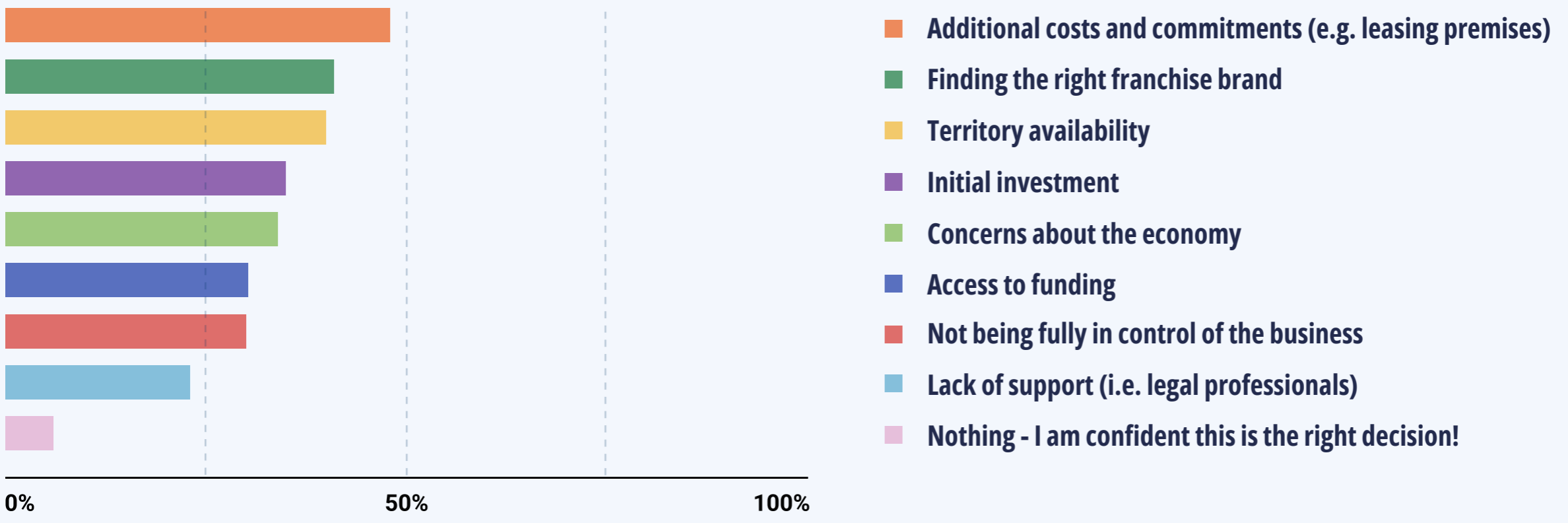


Benefiting the environment, local community, and adopting an ESG strategy will help franchise brands grow. Franchisee prospects are looking for reassurance that their investment aligns with their personal values. Franchisors should consider highlighting these commitments in their recruitment communications.



What is holding back franchise investors from committing to a franchise?

Franchisors need to be transparent about these issues and highlight their support structure in marketing messages.



 Need to fill specific territories? BusinessesForSale.com offers powerful geographic targeting. [Find out more.](#)

The most important interactions for franchise investors

Before making a final decision, franchise investors are conducting thorough research into their options.

 <p>Meeting franchise brands face-to-face</p> <p>70%</p>	 <p>General market research</p> <p>62%</p>
 <p>Speaking to existing franchisees</p> <p>58%</p>	 <p>Consulting industry experts</p> <p>41%</p>

The Franchise Exhibitions offer you the chance to connect with 1000s of potential investors. [Find out more about Exhibitor packages.](#)