

Franchisee Interview Template

25 questions to ask current and former franchisees before you invest

FRANCHISE BRAND

DATE

March 16, 2026

YOUR NAME

FRANCHISEE NAME / LOCATION

01 Financial Reality

7 questions

- How long did it take you to break even?
- Are you hitting the numbers that were presented to you during the sales process?
- What were your total startup costs, and were they higher than the FDD estimated?
- What is your average monthly revenue?
- What do you take home after all expenses, fees, and debt service?
- If you could go back, would you invest the same amount again knowing what you know now?
- Are there any hidden costs that surprised you after opening?

02 Franchisor Support

6 questions

- How would you rate the initial training program on a scale of 1 to 10?
- Does the franchisor deliver on the support promises made in the FDD and during Discovery Day?
- How often does a field support rep visit your location?
- When you have a problem, how quickly does the franchisor respond?
- Has the marketing fund produced measurable results for your location?
- Do you feel the royalty fees are justified by the support you receive?

03 Operations

5 questions

- How many hours per week do you personally work in the business?
- What is the biggest operational challenge you face?
- How difficult is it to hire and retain good employees in your market?
- Is the technology platform provided by the franchisor effective and reliable?
- What would you change about the franchise system if you could?

04 Territory and Competition

3 questions

- Have you experienced any encroachment or territory issues?
- How is the competitive landscape in your market?
- Has the franchisor honored the territory commitments made in your agreement?

- Knowing what you know now, would you buy this franchise again?
- Would you recommend this franchise to a close friend or family member?
- If you were starting over, what would you do differently?
- Is there anything the franchisor does not want me to know?

ADDITIONAL NOTES
