

# From Discovery to Opening **The Complete Franchising Process**





Opening a bookkeeping franchise with Supporting Strategies is a great way to start a new career by going into business for yourself. There's plenty of room for newcomers to profit in our \$10 billion\* industry – with our guidance and support, our franchisees are well-prepared to grow their businesses. If you've never invested in a franchise before, you might have some questions about how the process works. We want to make things as simple as possible, so we've invested in a number of resources that make things easier for our potential franchisees. In this e-book, we'll break down the steps toward purchasing a Supporting Strategies franchise so you know what to expect when you choose to move forward.

\*<https://www.supportingstrategiesfranchise.com/the-opportunity/the-investment>

# Register for Our Discovery Experience

Supporting Strategies stands apart from other franchise brands because we've developed a comprehensive Discovery Experience that's free for potential investors to take part in with no strings attached. The program is designed to give you important information about the investment in a Supporting Strategies franchise to help you decide if you'd like to move forward in the process.

This virtual experience is largely in a webinar format so that participants can ask questions and interact with our team from the comfort of their own homes. Topics covered during the Discovery Experience include:

- The Supporting Strategies story
- Your role as a franchisee
- How we support our franchisees
- Our franchise model

We're not the only franchise brand that offers a discovery program of some kind, but often participants are required to invest in time-consuming and lengthy travel before they have even made the decision to invest. Furthermore, Q & A with members of the corporate team is often reserved for a later stage in the process. Our Discovery Experience allows you to get the information you need about the investment without high-pressure sales tactics. You'll be able to meet our corporate leadership team and see for yourself who you'll be working with when you decide to invest. You'll even be able to meet our CEO! If the Discovery Experience brings you to the conclusion that Supporting Strategies is the franchisor for you, you'll move on to the next stages in the process.



# Digging Deeper

The Discovery Experience is just the tip of the iceberg when it comes to researching our brand. We've developed a number of materials that are designed to give serious prospective investors an inside look at the Supporting Strategies franchise offering. One of these resources is the franchise disclosure document, or FDD. The FDD is an important legal document that outlines everything you need to know about franchising with us. It covers topics such as:

- The resources you'll be entitled to as a franchisee
- Details about our training program
- What fees and royalties you'll be expected to pay
- The territory you'll operate within
- ... and much more


The FDD is dense and comprehensive, so you'll need at least two weeks to review it carefully. As you work your way through the FDD, we'll be here to answer any questions you might have. Because signing the franchise agreement will indicate that you read and understand the FDD, it's not a bad idea to enlist the help of a lawyer to help you work your way through the document so you can be sure not to miss or misunderstand any important points!

During this time, we'll also put you in touch with current Supporting Strategies franchisees. You can ask

them how the terms of the FDD have panned out for them as they've founded and grown their franchises. Having been in your shoes, these current franchisees are one of the most valuable resources you'll have access to as you learn about our brand.

While you're doing your research, we'll conduct a basic background screening to ensure you meet the requirements to operate one of our franchises. One of the most important prerequisites is that you meet our financial requirements. Like any investment in a new business, starting a new Supporting Strategies franchise requires time and resources. We want to ensure that our franchisees are well-prepared to nurture their business during its early months, so we've established some basic financial requirements that we look for in all of our franchisees.

## Signing the Franchise Agreement

A close-up photograph of a person's hand holding a black and silver pen, poised to sign a document. The document is open and lies flat on a dark surface. The lighting is soft, highlighting the texture of the paper and the grip of the hand.

Once you've had ample time to research the Supporting Strategies franchise offering, the next step will be to sign the franchise agreement. This is one of the most important days of your professional life, because it represents the start of your new career as the owner of a bookkeeping franchise! You'll have time to review the franchise agreement independently before you sign, so be sure you read it carefully. When you sign your franchise agreement, you'll also submit your one-time franchise fee so that we can get started on establishing your new business. Once this step is completed, you're officially a part of the Supporting Strategies family!



## Attending Your Training

Even if you have little experience as a bookkeeper, there's no reason to shy away from investing in a Supporting Strategies franchise. We've developed a comprehensive training program that's designed to get franchisees from a range of backgrounds up-to-speed on exactly what it takes to operate one of our franchises. Best of all, Supporting Strategies University

(SSU) is largely an online program! That means you can work your way through webinars and other resources at your own pace from the comfort of your own home – saving you valuable time and money that other franchise brands require for training. A few of the key training and support resources found at SSU include:

- On-demand video-based courses
- Standardized procedures
- Customized templates and articles on bookkeeping, operations, business development, franchise management, and more

You'll also learn to use WorkPlace™, our workflow management software that gives you the necessary tools to complete jobs, create invoices, manage budgets, and more. We developed WorkPlace™ so that our franchisees could easily and effectively run their business, helping to save them time and money as they grow.



## Join Your Cohort

One truly unique facet of the franchise experience with Supporting Strategies is that we place you in a cohort with other new franchisees! Cohort experiences, frequently utilized in academia, help franchisees to navigate the franchise experience with their peers. As you build your business, our corporate team will be there with you every step of the way to answer questions and provide support.

However, when you partner with a group of your peers, you'll be able to support one another with unique observations and insights that can only come from others who are working through the process alongside you. Your cohort is a great place to ask questions, share helpful tips, and find empathy from others who have been in your shoes.

## Grow Your Business

Once you've finished your training and joined your cohort, you're ready to start putting everything you've learned into practice by building your business! You'll find clients by implementing the lead-finding and marketing strategies you learned at SSU. Following our time-tested business model will get you off to a great start,

allowing you to build a new career in the bookkeeping industry while working for yourself. Staying in touch with your cohort as well as our corporate team will provide you with valuable guidance, so you're never alone throughout the rest of your journey.

These are just a few of the key stages in the process of becoming a Supporting Strategies franchisee. To get started, **enroll in the Discovery Experience** today!

\*Supporting Strategies is not a CPA firm





The information on this website is not an offer to sell, or a solicitation of an offer to buy a SUPPORTING STRATEGIES™ franchise. An offer to buy a SUPPORTING STRATEGIES™ franchise is made by Franchise Disclosure Document only. This offer is not being directed to any resident of any State\*, Province, Country or jurisdiction where Supporting Strategies Partners, LLC is not currently registered to offer or sell, unless otherwise qualified or exempt. Prospective franchisees are encouraged to obtain and carefully read the Supporting Strategies Partners, LLC Franchise Disclosure Document thoroughly and evaluate any franchise offering with an attorney or advisor before deciding to sign an agreement or spend any money.