FRANCHISE GROUP
Business Advisors & Consultants
A Client Service Group by SingerLewak

SingerLewak.com

Experience the Transformational

SLFG is the first and only franchise consulting firm with end-to-end, industry specific services.

Executive-driven solutions that cover full spectrum of franchise development.

SLFG Fully Customizable 3-Pillar Services Approach:

Turn-Key New Franchise System Development & Restructuring

Operations Services & Franchise Hospitality Management

Strategic Planning & Executive Team Sales Execution

i. Franchise System Development & Operations

- Franchise SOPs, FDDs, and Operations Manuals
- Build-Out Planning and Construction Management
- Franchisee Training, Onboarding, and Support
- Real Estate, Site Selection, and Supply Chain Setup
- Systemwide Operations and Management Oversight

ii. Strategic Brand Development & Positioning

- Brand Positioning, Messaging, and Identity
- Competitive Brand Differentiation to Drive Growth
- Expansion Strategy for National and Local Markets
- Phased Territory, Market, and Unit Development
- Franchise Digital Advertising, SEO, and Social Media

iii. Franchise Sales, Expansion, & Lead Oversight

- Lead Strategy, CRM Management, and Reporting
- Prospect Websites, Brochures, and Presentations
- Franchisee Financing Support and Prequalification
- Candidate Vetting, Briefings, and Executive Summaries
- Franchise Sales Execution and Deal Closings

The SLFG Advantage

SLFG provides clients with a full suite of consulting solutions to develop, manage &grow their franchise enterprise – **all in one place**.

SLFG Regional Office

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Contact SLFG