

The Great
American



Franchise
Resource

BUSINESS ALLIANCE

INCORPORATED

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BROKER INFORMATION REPORT

Start a Franchise Brokerage Business

Leverage your existing skills and start a rewarding and flexible franchise brokerage business with Business Alliance, Inc.



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WHAT DOES A FRANCHISE BROKER DO?

Help connect entrepreneurs with the right franchise opportunity

With more than 4,000 franchise systems, choosing the right franchise system to invest in can be an overwhelming proposition. This is where franchise brokers come in.

A franchise broker exists to help entrepreneurs choose the right franchise opportunity. All entrepreneurs have different goals, skill sets, investment levels, and interests, and a franchise broker helps them find the franchise opportunity that best aligns with what they're looking for.

Because of this, franchise brokers are invaluable to franchise brands. A franchise development team will pay thousands of dollars to generate leads, with dozens and dozens of hours in qualifying, and educating those leads to ensure they're a worthwhile candidate. Franchise brokers do all of the upfront work for the franchise brand, which helps the franchise brand close the deals and sign new franchisees into their system.

As a result, franchise systems pay handsome commissions to franchise brokers for their hard work, and with more and more franchise brands using franchise brokers to help with their development, the sky's the limit as far as how well you can do.

What makes Business Alliance, Inc. the best franchise brokerage firm to join?

Business Alliance, Inc. is home to the most highly-trained franchise brokers in the industry. We have developed a comprehensive training & ongoing support platform that gives you all the resources you need to excel in your new career as a Registered Franchise Consultant.

We will help with every aspect of setting up your new business, including:

- Access to over 325 franchise clients
- Best practices for marketing and lead generation
- Effectively communicate with prospects



- Business plan mentoring specific to our industry
- Ongoing professional development and mentoring
- 24/7 back office access to franchise clients and hundreds of hours of recorded training sessions each month
- And much, much more!

When you become a Registered Franchise Consultant with BAI, you're joining a company that knows exactly what it takes to make you successful. Our brokers are highly qualified and may be full-time, part-time, or do this in conjunction with another business, but they are never alone.

Achieve work/life balance in a career that's personally and financially rewarding

Becoming a Registered Franchise Consultant with BAI means the end of the grind. As the owner of your own franchise brokerage consultancy business, you will never again have to spend hours in rush hour traffic commuting to work, nor will you ever have to deal with the uncertainty of corporate America.

Owning your own business means freedom, and the ability to be there for your family and spend more of your time enjoying life. It also means that you'll be responsible for your own success, and if you follow the BAI model and take advantage of all of the support infrastructures we've put in place to help you, the sky's the limit as to how well you can do.

WHO MAKES A GREAT FRANCHISE BROKER?

Business Alliance Inc. is home to the most knowledgeable and experienced franchise brokers in the industry.

This is because of how selective we are in choosing who to bring into our system. We understand that great franchise brokers have a passion for entrepreneurialism and a drive to succeed. A great franchise broker is a trusted guide that helps entrepreneurs navigate the process of buying a franchise.

Because of this, Business Alliance, Inc. looks for these qualities: highly skilled in consultative sales and are passionate about entrepreneurship and helping people realize their dreams.

When an entrepreneur reaches out to a franchise broker, they are often thinking about business ownership for the first time. Buying a business is often the most expensive purchase a person can make; when you factor in the risk of leaving a lucrative career for an opportunity whose fortunes are uncertain, they rely on their franchise broker to help them find a business opportunity that provides them with the best likelihood of success.

This is where your consultative sales skills come in. You will get to know your clients intimately. You'll learn what drives them, what they're passionate about, where they want their business, how much they want to spend, and if they need financing options, what skill sets they have, what their shortcomings are, and more to help them select the right franchise opportunity. You help determine if they meet the qualifications and requirements of your franchise clients.

It's meaningful work and you will make a difference. When you succeed in helping an entrepreneur buy a business, you're creating opportunities, and you're helping people maximize their full potential through small business ownership. You directly impact the life of the entrepreneur, their family, and their community.

And for your efforts, the franchise system will pay you a handsome commission. Your client, the entrepreneur, never pays you and does not pay more. It's the franchise system that you're helping to grow that cuts the check.



Former Business Owners Make Exceptional Franchise Brokers

We are looking for the right person to be a Registered Franchise Consultant. And we know entrepreneurs and former business owners make exceptional franchise brokers. You know what it means to take a risk – or leave your current career behind – in order to build a brighter future for yourself and your family, and you can help other entrepreneurs do the same.

Great franchise brokers are more needed now than ever before. The current economic climate is uncertain and millions of people are looking for a way out of corporate America where furloughs, layoffs, and closures are becoming increasingly common. You know that owning your own business is a great way to take control of your financial future, and at the same time, strengthen communities by creating more opportunities.

If you have good people skills, are passionate about helping entrepreneurs make the leap into business ownership, and are willing to follow a proven system, Business Alliance, Inc. is the right opportunity for you.

What will your day-to-day look like?

After you complete our comprehensive training program, which gives you everything you need to know about thriving in your new career, your day-to-day will be entirely focused on communications with our hundreds of franchise clients and connecting and qualifying candidates looking for a franchise.

Because this is a home-based business, you can work at your own pace and at the level you choose. At first, your days will consist of marketing to clients and networking, and as you become more and more established, your days will consist of helping your clients explore franchise opportunities.

Unlike other franchise brokerage firms, you will never have to waste time with cold calls and the long sales cycle. Our proven model ensures that you will always be speaking with people who have requested to speak to you.



HOW MUCH DOES IT COST?

Becoming a franchise broker with Business Alliance, Inc. is one of the most affordable business opportunities

If you're passionate about consultative sales, building relationships, and entrepreneurship, investing in an affiliate agreement with Business Alliance, Inc. to start a franchise consultancy business is a wise choice.

For starters, it's one of the most affordable businesses to start.

The total cost to become a Registered Franchise Consultant with Business Alliance, Inc. and launch your consulting business is \$24,900. BAI also ensures that owning your business stays affordable, because unlike other franchise brokerage firms, BAI doesn't charge a monthly membership fee.

As a home-based business, your primary expense is your marketing along with minimal overhead with costs such as your phone, computer, and internet bills. You don't have to rent an office, manage employees, nor worry about inventory or overhead unless you want to scale your business. You get to work anywhere you are in the world, at your own pace, and on your own time.

What Do I Get for My Investment?

BAI offers a ton of advantages. For starters, BAI approves the most qualified candidates to become franchise brokers in the industry. We offer one of the most comprehensive training and ongoing support platforms in the franchise brokerage industry.

We help our Registered Franchise Consultants master every aspect of their business including:

- How to market effectively
- How to build relationships with prospects
- The sales process
- Becoming a trusted resource on franchise opportunities

BAI provides ongoing training and education through webinars, roundtable discussions, as well as one-on-one coaching to ensure that you're hitting your sales goals, getting your questions answered, and have all the resources you need to grow your business. Access to the affiliate intranet site contains hundreds of hours of videos, training material, resources, and franchise listings that are added to daily and directly benefit your business.

BAI is known for the support we offer to our Registered Franchise Consultants and our Franchise Clients. In addition to the coaching from our leadership team, we offer round table sessions, regional events, and national events to meet your peers which will be an invaluable resource for you.

When you join BAI, you're joining a brand that's passionate about your success and the quality of support and services we offer.

Do You Offer Financing?

While BAI doesn't offer financing directly, we do have relationships with third-party lenders who can help you secure the financing you need to open your business.



HOW DO WE SUPPORT YOU?

Business Alliance, Inc. offers the most comprehensive training and support in the franchise brokerage industry

BAI is directly tied to your success. We do not charge you an annual or monthly fee to be an affiliate of BAI. We also do not charge an annual or monthly fee to our franchise clients. Business Alliance, Inc.'s training and support must be comprehensive and ongoing because of this. Our success is tied to the success of each affiliate and our franchise client. A new franchisee for our franchise client is a benefit for everyone involved.

When you invest in Business Alliance, Inc., we invest right back in you by providing the most comprehensive training & support platform in the entire franchise brokerage industry.

Our initial training takes place over four phases. Here is what you can expect:



Phase 1

One-on-One training. As soon as you sign on to become a Registered Franchise Consultant, we'll pair you with a trainer for one-on-one training. These sessions take place virtually and are one-on-one, designed to go at your pace, and customized based on your background and goals. Your trainer will guide you through the initial process of getting started and get you off on the right foot.



Phase 2

Web-based training & implementation checklist. This phase of training is designed to help you succeed in your new career. You will meet many of our franchise clients, attend our business development classes and advanced education program and will learn from established franchise brokers, trainers, and at your own pace. We will give you an implementation checklist to follow to help you get ready to launch your business.



Phase 3

Activating leads and mentorship. Your business is now live! You will begin generating leads and consulting with your clients. Your corporate team will be monitoring your progress and coaching you on ways to improve. We will be with you every step of the way!



Phase 4

Roundtable training sessions. This phase takes place after six months in business. You will gather virtually with your peers, your trainer, and members of our executive team to learn from each other. One of the best aspects of joining BAI is the vast knowledge that's made available to you – and these sessions will make that available to you.



What does our ongoing support look like?

Our support doesn't end after you complete our initial training program – in fact, it's only getting started. Here's how we'll support you on an ongoing basis:

- Education is a priority as we offer multiple franchise webinars each week available both live and recorded on our private affiliate intranet site.
- We will host multiple business development webinars to help you in every aspect of your business. These in-depth sessions will provide you additional coaching, resources, and support to keep you on track for success.
- We offer cost-effective lead generating marketing strategies.
- Our round-table sessions bring value to strengthen relationships, collaborate with peers, and continue our on-going support to elevate your business.
- We provide a monthly newsletter template that you can customize to send out to your book of candidates.
- We vet our franchise partners to ensure that the brands you're working with are worthy of investing in.
- We provide ongoing personalized training to help you grow your business.
- Resource Partners of Business Alliance for the following:
 - Customized website development
 - Funding partners
 - Franchise lawyer support
 - Lead generation portals
 - Customer Relationship Management software (CRM)

TESTIMONIALS

Our Franchise Affiliates open up about what they love about their careers

Business Alliance, Inc. is home to over 250 Franchise Affiliates - all of whom come from different backgrounds and professional experiences. What unites them is their passion for helping entrepreneurs make the right business decisions and helping the franchise systems that we partner with grow.

And they're exceptional at it. Our results-driven company is one of the most successful franchise brokerage firms in the nation, and every year, we connect hundreds of entrepreneurs with franchise opportunities that are ideally suited to their interests, passions, and skill sets. Here is what our Franchise Affiliates love about BAI, their careers, and the opportunity to help entrepreneurs flourish in business.

"I have been a broker of Business Alliance, Inc for approximately 2 years. I have found the BAI team to be extremely helpful and supportive! One of the ways in which they support us is hosting events that bring brokers from all over the country together."

- Carmen Pollastro
BAI Broker, Lake Tapps, WA

"As a business owner myself, I'm passionate about entrepreneurship. Being a franchise broker means that I'm helping people not only become entrepreneurs but also invest in the franchise opportunity that's right for them. It's rewarding work, both personally and financially, as I get to build relationships with people who are trying to create opportunities in their communities. What's better than that?"

- BAI Broker, Washington DC-Baltimore Area

"Committing to Business Alliance, Inc five years ago was one of the best decisions I've made. It has given me the flexibility I need to work from anywhere and the income that is directly tied to the effort I put into my business."

- Daphne Pappas | *BAI Broker, New York, NY*

"I worked as an executive for a franchise brand, and so I know how hard it is for franchise systems to grow. They need people who are qualified, passionate, and ready to put in the work - and finding the right people is what creates a successful franchise system. As a franchise broker, you're a matchmaker. You're helping entrepreneurs find the franchise system to invest in - and there's no better feeling than having them know that they've made the right choice."

- Mariruth Kennedy | *BAI Broker, Tampa/St. Petersburg, FL*

"The Business Alliance, Inc model made the most sense to me, when I close a deal, I would give them a small percentage of my placement just like my experience as an executive recruiter. Other organizations have membership fees on a monthly basis regardless of your success."

- Patrick Rozmus | *BAI Broker, Nesconset, NY*

"I was in a senior leadership position for several years, and I was traveling several months out of the year. When I missed my kids' birthday for the second time, I realized there has got to be a better way. I had always wanted to own my business, and BAI gave me the opportunity to do something I'm passionate about, as well as be there for my family. It's been three years since I joined BAI, and it's been an incredibly rewarding experience."

- Andy Baker | *BAI Broker, Medford, Oregon*

"Business Alliance, Inc has helped me become one of the best of the best - a top consultant in the franchise industry. I wouldn't be able to do that on my own and today I'm able to help people realize their dreams of business ownership."

- Audrey Randall | *BAI Broker, Madison, Wisconsin*