



# REFRANCHISING

Faster, smarter, stronger: Outsourced refranchising with NFS drives competition and secures top operators from the industry's largest buyer database



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(949) 428-0480



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# WHY REFRANCHISE



## Franchisors have discovered the benefits of Refranchising

National Franchise Sales has developed and implemented successful Refranchising programs for both regional and national franchise companies

- **New Source of Revenue:** Proceeds can be used for marketing, training, equipment upgrades, and/or other improvements
- **Reduced G&A cost:** Less infrastructure needed
- **Same Store Sales Improvement:** Transitioning company-owned stores to franchisee-owned usually results in higher unit sales performance, with the potential to raise a brand's overall chain-wide sales average
- **Fresh & Excited Franchisees:** NFS delivers experienced, multi-unit operators who bring a fresh perspective to the brand
- **Greater Value:** Royalty stream revenue delivers greater value to franchisors than operational income

**The brand is often invigorated, resulting in improved chain-wide sales averages and growth in store count**

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We consider NFS an essential brand partner.

They handle the routine and special needs of transactions with skill and professionalism. They invest the time to know our system, our franchisees and our processes, finding buyers and designing transactions that have the greatest possibility of succeeding in an optimal time. I don't hesitate calling on them for advice and assistance nationwide.

**TIM FLEMMING**  
SVP, Denny's Inc.

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National Franchise Sales professionalism and superior service make them a pleasure to do business with.

I recommend NFS without hesitation.

**TODD PETERSON**  
then VP Franchise Sales, Togo's

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Sizzler USA has a longstanding great relationship with National Franchise Sales. When we strategically decided to sell some of our portfolio of company locations to accelerate development we received open and transparent information throughout the NFS process.

We greatly appreciated the outstanding service we received, especially the personal engagement.

**KERRY KRAMP**  
then President, Sizzler USA

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# OUR PROCESS



1

## Identify Divestiture Targets

- Geography
- High Value Opps
- Loss Locations

2

## Conduct Valuation

- Financial Analysis
- Location
- Property Control
- Facility
- Other Factors

3

## Sales & Marketing Strategy

- Single | Multi-Unit
- DMA
- Press Releases
- CIM development & delivery
- Digital advertising and social media
- Buyer identification & engagement utilizing NFS 100+k database

4

## Process Stewardship

- Contract negotiation
- Lease Assignments
- Transaction Approval
- Franchisee Approval
- Financing
- Training
- Inventory Buy-out

5

## Closing & Turnover

- Close of Escrow
- Final Checklist
- Inventory
- Turnover of Unit

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I have had the opportunity to work with NFS on numerous occasions when we represented the same client as well as when we were on the opposite side of the transaction. In each instance, they were prepared, knowledgeable, respectful and always motivated by, and focused on the best interest of their client.

NFS is the only franchise broker I refer to my selling or buying clients.

**BARRY KURTZ**  
Attorney, Franchise & Business Law

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I served as counsel to the Fatburger restaurant chain and thoroughly enjoyed working with NFS. I found their team to be incredibly hard working, devoted and talented and they deserve all of the credit for the extraordinary results that were achieved at the auction sale of the restaurants under very difficult circumstances

**RON BENDER**  
Levene Neale Bender Yoo & Brill LLP

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There isn't a firm that is as knowledgeable about the franchise business

Expertise sellers can rely on to get the highest market value for their franchise company, nor has the highest of ethical standards than NFS. I'd heartily recommend National Franchise Sales to franchise business owners contemplating a sale.

**JOHN HAMBURGER**  
President, Franchise Times

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# WHY NFS



*NFS partners closely with franchisors to strategically plan and assess which assets should be brought to market—helping them define objectives and determine which assets to sell*

- **Proven Track Record:** NFS has successfully managed M&A, refranchising, and asset recovery for numerous high-profile franchise brands.
- **Client-First Approach:** NFS tailors each engagement to the specific needs of its clients, ensuring successful outcomes and long-term value.
- **Brand Specific Teams:** Within each brand, specific NFS representatives manage transactions by having cultivated strong relationships with corporate and franchisee contacts through numerous past M&A deals. This enables them to speak authoritatively about the qualifications and identify potential franchisees or private equity buyers who meet the required standards.
- **Deep Industry Expertise:** NFS works on a team basis and our internal structure is to have senior level attention and specialty knowledge for each franchise brand we work with. With a team of over 25 industry professionals, and decades of experience, we understand the intricacies of franchising, and are the partner you can trust for transactions of all sizes.

## IS YOUR COMPANY LOOKING TO

- **Raise additional capital?**
- **Focus operations on geographically clustered company-owned units?**
- **Attract experienced multi-unit operators?**
- **Increase average unit sales?**

Maintaining the right mix of company-owned and franchised units is essential for driving growth and maximizing financial performance. Refranchising is a key tool in achieving that balance.

National Franchise Sales offers strategic guidance to help optimize your company's portfolio.

# REFRANCHISING TEAM



## **Michael J. Ingram**

Vice President

(949) 428-0482

Michael Ingram advises on franchise M&A and asset recovery, combining hands-on multi-unit franchise experience with deal expertise. He is active in the industry and a member of the American Bankruptcy Institute and California Receivers Forum.



## **Rebecca Black**

Principal

(949) 336-7428

Rebecca Black is a Principal at National Franchise Sales with 30+ years in foodservice and franchising, including leadership roles at Pizza Hut, Panera, Shakey's, and Chronic Tacos.



## **John Lukac**

Partner

(949) 428-0487

John Lukac is a Partner at National Franchise Sales with 20+ years connecting entrepreneurs to franchise opportunities across top brands.



## **Ellen Hui**

Partner

(949) 428-0498

Ellen Hui is a Partner at National Franchise Sales with experience in restaurant operations and real estate, building a 12+ unit restaurant company and serving on industry boards.



## **Michael Arrowsmith**

Partner

(949) 428-0491

Michael has 25+ years in franchise growth, resales, M&A, and distressed sales, with leadership roles across Denny's, Captain D's, and Checkers & Rally's.



LET'S WORK  
**TOGETHER**



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