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| Vol. XV, Issue 1  Welcome to this 2015 premier issue of **Franchisor Pipeline**®. This e-newsletter supplements our website: [www.FranchisorPipeline.com](http://www.FranchisorPipeline.com). In the sections that follow, we provide you with new insights and developments related to the buying and selling of franchisors.  In our **FranLight**™ section below, the spotlight is on Jeremy Holland, a principal with the private equity firm, The Riverside Company. His insights about “The Great Seller’s Market” that now exists for those looking to sell franchisors (or interests in franchisors) are unique and enlightening.  In our **FranPost**™ section below, come learn about the key recent developments that have taken place in “THE Marketplace for Buying and Selling Franchisors,” including:  • New listings of franchisors at **Franchisors4Sale**™  • New press releases and articles at **Franchisor Equity News**®  • New private equity ownership and listings at **FranVestors**®  • New publically-held franchisors at **Franchisor Folio**®  • New suppliers to franchisors at **Brets-List**®  • New blogs at **SellBuyBlog**®  If you have a franchisor for sale – or a franchisor looking for an investor – please contact me confidentially to obtain a free and anonymous listing, or to learn more about our website.  We hope that you enjoy this e-newsletter.  ***Bret Lowell***  Founder, Franchisor Pipeline [703-773-4242](tel:703-773-4242) (o) [202-365-0965](tel:202-365-0965) (m) [bret@FranchisorPipeline.com](mailto:bret@FranchisorPipeline.com) |
| **FRANLIGHT™**  **The Great Seller’s Market** A wonderful article -- about selling all or part of the ownership interest in a franchisor -- recently appeared in Franchising World.  The author, Jeremy Holland, is a principal with The Riverside Company, a private equity firm that owns and invests in franchisors.  A few highlights from his article follow:  1. **Now is a great time to sell**.  With private equity well funded, stiff competition among buyers, and interest rates at historical lows, a great seller’s market currently exists … but one that won’t last forever.  2. **Sale of a partial interest -- not always the entirety -- is a fine way to obtain liquidity.**  Sale of a partial interest allows owners to take money off the table, while remaining invested for an ultimate upside sale.  And buyers are typically pleased to have management retain the incentives of continued ownership.  3.  **The current owners need not all act in unison**.  Partners in a business can each elect to sell or not sell, or to sell different percentages to the buyer.  Once a valuation is set, each partner can elect to sell a chosen percentage of ownership.  4.  **Get out while the going is good**.  Strong growth often pays the highest multiples.  If the business levels off, so will the offers.  Premiums are paid for good growth trends.  5.  **Confidentiality can be maintained**.  Sellers often do not want franchisees or employees to know about an impending sale.  Properly drafted Non-disclosure Agreements, or NDA’s, can assure such confidentiality.  6.  **Establish strategic alliances**.  Not all sales are structured the same, and great advisors are needed to maximize your return and to get you to the finish line.  Thus, accountants, franchise counsel, and M&A counsel must be carefully chosen and engaged.  For a fuller description of these insights, and for other observations and guidance as well, see the complete article by clicking [here](http://digital.olivesoftware.com/Olive/ODE/Franchise/Default.aspx?href=FWM%2F2014%2F11%2F01&pageno=48&view=document). |

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| Key developments in the franchisor marketplace were recently reported on [**Franchisor Pipeline**](http://www.franchisorpipeline.com/)**®**.  Please visit:   * **[Franchisors4Sale](http://www.franchisorpipeline.com/franchisors4sale/" \t "_blank)™** for these seller additions:   + **Consignment Franchisor**   + **Children’s Education Franchisor**   + **Pet Care Franchisor** * **[Franchisor Equity News](http://www.franchisorpipeline.com/news/franchisor-equity-news/" \t "_blank)®** for these news additions:   + **Cafe2U Sold to RFG**   + **Midas’ Parent Buys Carzonrent**   + **Chuck E. Cheese Buys Peter Piper Pizza**   + **Manchu Wok Sold to MTY**   + **Gloria Jean’s Sold to RFG** * **[FranVestors](http://www.franchisorpipeline.com/franvestors/" \t "_blank)®** for these private equity additions:   + **Arcapita**, which has owned Church’s, Caribou Coffee, and PODS * **[Brets-List](http://www.franchisorpipeline.com/brets-list/overview/" \t "_blank)®** for these supplier additions:   + **Applepie Capital,** as a *Franchise Lender and Loan Broker*   + **Tortal**, for *Training*   + **Engage Consulting**, as a *Franchise Consultant* * **[Franchisor Folio](http://www.franchisorpipeline.com/stocks/302-2/" \t "_blank)®** for these new publicly-held listings:   + **The Joint** (See also [**The Joint Goes Public**](http://www.franchisorpipeline.com/the-joint-goes-public/))   + **El Pollo Loco** (See also [**El Pollo Loco Now Public**](http://www.franchisorpipeline.com/el-pollo-loco-now-public/)**)**   + **Habit Burger** (See also [**Habit Burger Now Public**](http://www.franchisorpipeline.com/habit-burger-now-public/)) * **[SellBuyBlog](http://www.franchisorpipeline.com/blog/sellbuyblog/" \t "_blank)**® for this added blog:   + [**Staging Your “Franchise House” for Sale**](http://www.franchisorpipeline.com/blog/sellbuyblog/) |