FranchiseBusinessREVIEW Sharing the franchise experience



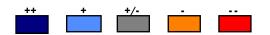






Color Me Mine annual comparison

Training & Support

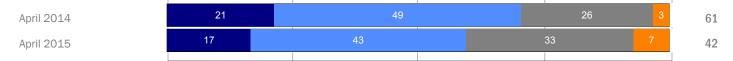


Responses FSI

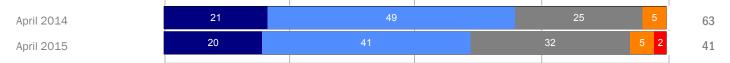
62

66.1

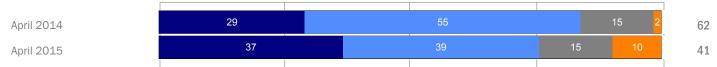
The Field Support team is knowledgeable and effective in helping to improve my business:



The Fleid Support team always responds to me in a timely manner:



The Home Office staff always responds to me in a timely manner:

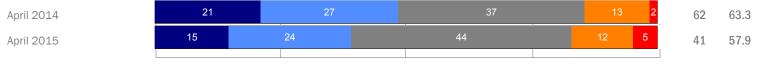


The Home Office staff is knowledgeable and effective in helping to improve my business:

27



Ongoing Support



Ads & Promotions

April 2014

2



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annual comparison



Responses FSI

63

42

59.1

53.0

Communications

April 2014

14	32	33	17	3
12	24	38	17	10

annual comparison

Franchise System



Responses FSI

63

42

59.5

58.3

65.6

60.7

Ops and Systems

April 2014

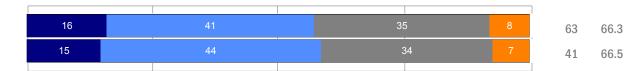
April 2015



Products & Services

April 2014

April 2015



Competition

April 2014

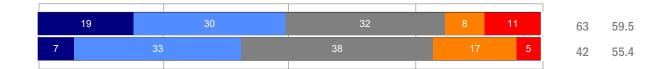
April 2015



Innovation

April 2014

April 2015



4 Franchise Business Review www.FranchiseBusinessReview.com

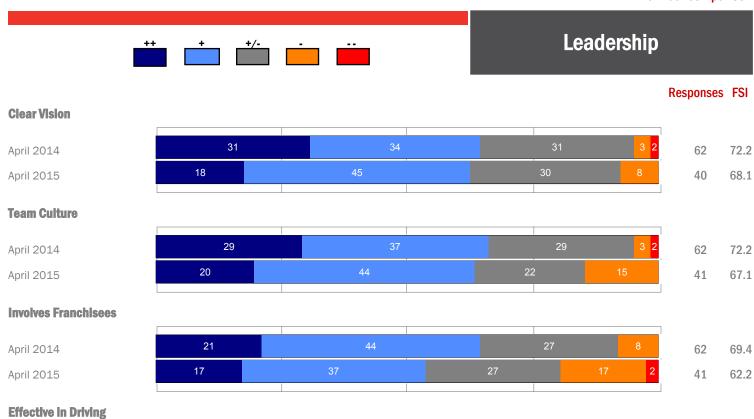
annual comparison

62

42

69.8

67.3

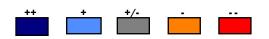


19

April 2014

annual comparison

Core Values

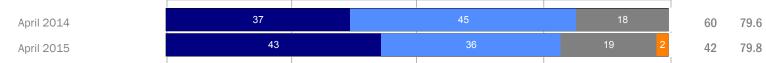


Responses FSI

Trust



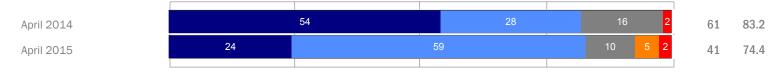
Respect



Honesty & Ethics

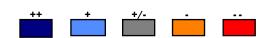


Cares About Success



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annual comparison



Franchisee Community

Responses FSI

61

42

60

40

60

40

56

40

73.8

74.4

55.0

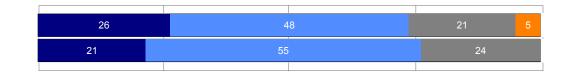
56.9

74.2

70.0

Support Brand

April 2014 April 2015



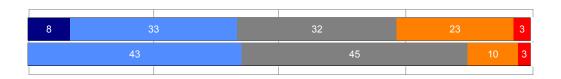
Support Management

April 2014 April 2015



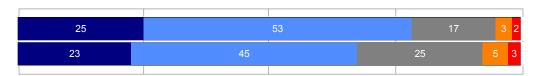
Actively Participate

April 2014 April 2015



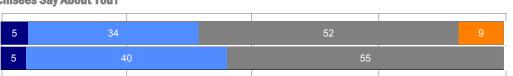
Support Each Other

April 2014 April 2015



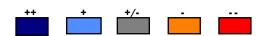
What would your fellow franchisees Say About You?

April 2014



annual comparison

Self-Evaluation



62

42

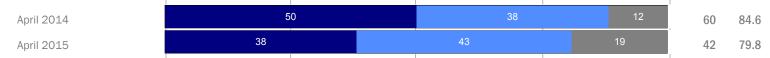
85.1

82.1

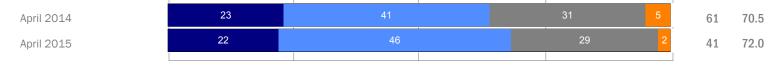
Responses FSI **Enjoy Operating** 50 April 2014



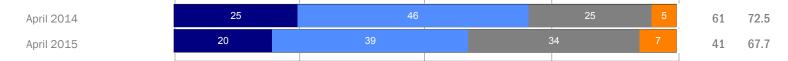
April 2015



Active Participant

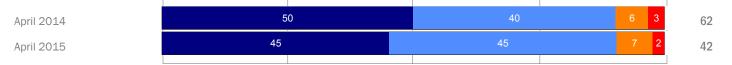


Valued Member



How much do you believe that Your Own Business affects the overall success of the franchise system?

40

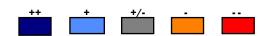


How has Your Attitude about your affiliation with your franchisor changed over the last year?



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annual comparison



Financial Opportunity

Responses FSI

62

41

62

42

64.9

61.6

62.7

58.1

58.5

58.9

66.5

64.3

Fees

April 2014

April 2015

1:	5	45		27	11 2
7		41	41		10
					· · · · · · · · · · · · · · · · · · ·

Total Investment

April 2014

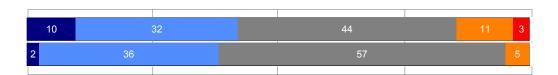
April 2015



Financial Picture

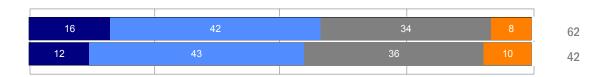
April 2014

April 2015



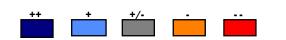
Long-Term Growth

April 2014



annual comparison

General Satisfaction



Responses FSI

62

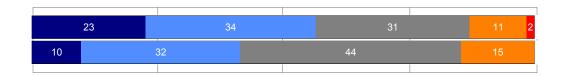
41

66.1

59.1

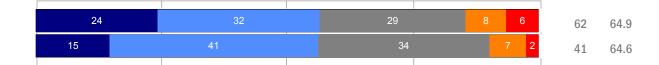
Overall Opportunity

April 2014 April 2015



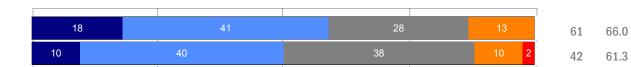
Overall Performance

April 2014 April 2015



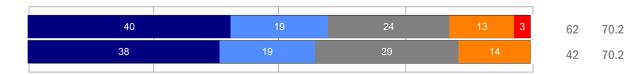
Overall Satisfaction

April 2014 April 2015



Do It Again

April 2014 April 2015



Recommend

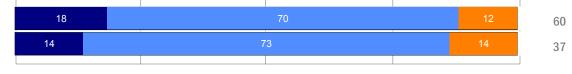
April 2014 April 2015



Assuming there are no geographic or other territorial conflicts, choose the statement that best describes your discussions with others about thi

April 2014 April 2015

10



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