



01 THE AGREEMENT

Beyond the Fine Print.

*Transforming your franchise agreement
into a **strategic asset**.*

MODERATED BY

Keith Gerson, CFE



A few quick notes.

Settling in for today's session.

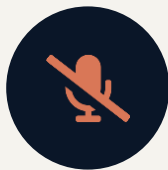
I



Session Recorded

Today's session is being recorded and will be shared with all registered attendees.

II



Attendees on Mute

All microphones are muted to keep the audio clean for our speaker and the recording.

III



Use the Q&A Panel

Submit questions through the Zoom Q&A panel anytime — we'll address them during discussion.

Four decades of building stronger franchise systems.

Michael Seid is one of the most recognized strategic minds in franchising today. As Managing Director of MSA Worldwide, he has advised franchisors, franchisees, and investors across nearly every industry vertical — building the playbooks that turn complex operator-franchisor relationships into engines of growth.

“ Author • Advisor • IFA Hall of Fame Inductee



TODAY'S EXPERT

Michael Seid

Managing Director, MSA Worldwide

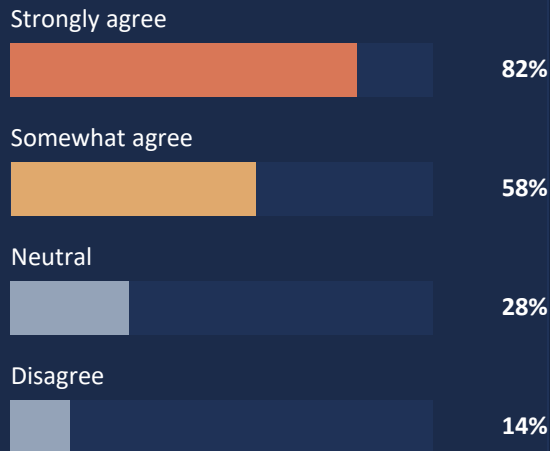
Your voice shapes the conversation.

Live polls will appear throughout today's session. Your responses inform the discussion in real time — please participate.

WATCH FOR PROMPTS

LIVE POLL

Sample question



Which best describes how your franchise system uses its franchise agreement today?



As a planning tool – to understand the boundaries of the relationship

0%

As a compliance tool – used to enforce standards

0%

As an active operational tool – referenced regularly in franchise discussions

0%

A strategic asset – central to how we lead the system

0%

None of the above

0%

In your organization, litigation prevention is primarily owned by:



Outside legal counsel

0%

In-house legal / general counsel

0%

Field Staff and Operations Leadership

0%

The CEO / executive team

0%

Honestly — no one owns it explicitly

0%

When a franchisee falls out of compliance, your system's most common first response is:



An automatic default notice to preserve our rights

0%

A letter from operations or executive management

0%

A field consultant visit and conversation

0%

To make a call – does the franchisee have issues they need immediate help on

0%

None of the above

0%

At renewal time, your system primarily treats the franchise agreement as:



An administrative process — paperwork to update

0%

A chance to update fees and terms

0%

As the opportunity to have an in person conversation - review of their performance, plans for the next term and a decision about continuing in the system

0%

We don't have a consistent approach

0%

Does your franchise system actively encourage every prospect to hire their own attorney experienced with franchising during sales?



Yes — we supply them a source to locate franchisee lawyers

0%

We don't discourage it, but we don't recommend it either

0%

We prefer prospects work with their general business counsel

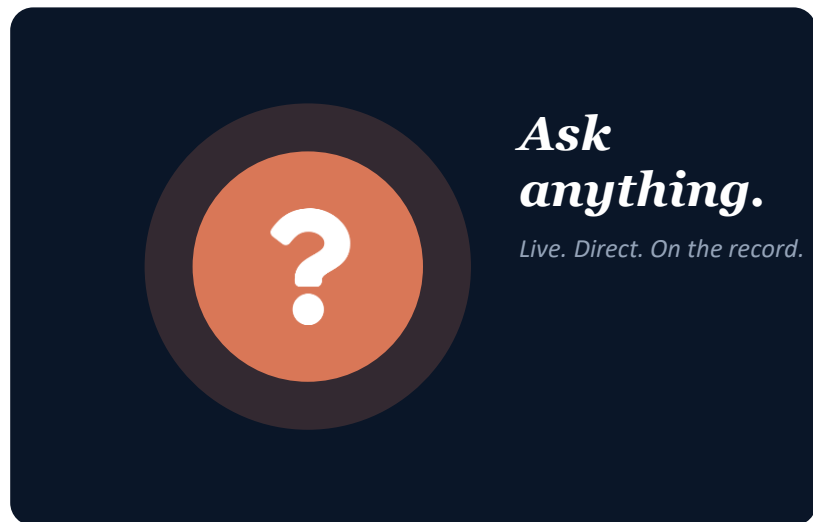
0%

We typically discourage it — it slows the process

0%

Moderated discussion & Q&A.

This is where the real value happens. Bring your questions.



01

Open the Q&A panel

Click the Q&A icon in your Zoom toolbar at the bottom of the screen.

02

Type your question

Be specific — questions tied to a real scenario get richer answers.

03

Submit any time

Drop questions throughout the session. We'll surface them during discussion.

Your call to action.

Join **The Franchise Consortium** — the community where franchise leaders sharpen each other.

- Peer learning across leading franchise systems
- Expert-led sessions like today, every month
- Practical playbooks you can apply on Monday

LEARN MORE

Visit us.

thefranchiseconsortium.com

Where franchise systems learn from each other.





MICHAEL SEID / MSA WORLDWIDE

“

Thank you,
Michael.

For the candor, the frameworks, and four decades of perspective distilled into one hour. Our community is sharper for it.

PRESENTED BY

Keith Gerson, CFE

UNTIL NEXT TIME



Thank you for joining us today.

Keep the conversation going.



EMAIL

keith@gersonadvisory.com



WEB

thefranchiseconsortium.com

Presented by Keith Gerson, CFE