

The Process: Step by Step

Potential franchisees follow a mutual evaluation process designed to provide everyone involved with the information needed to make an educated and informed decision. During this process, we'll find out if we are the best fit for each other. You can count on us to be honest and forthright and we expect the same from you. After all, we're each looking for a mutually beneficial and rewarding relationship that will last for many years. During this process, we take time to get to know you – your background, your accomplishments and how Papa Murphy's franchise ownership will help you reach your goals.

STEP 1. Express your interest

To start the process, complete the Request Information form so we can begin to learn a little more about you and what your interest is. We will contact you shortly and schedule a phone call to discuss more details.

STEP 2. Phone interview with franchise representative

Our phone conversation will help to answer some preliminary questions about financial qualifications, market availability and training steps, to name a few. This is where you will begin to understand more about our company culture and what is involved to become a franchise partner.

STEP 3. Complete a Qualification Report

This information will help us evaluate the qualification aspects to be considered in our program and understand more about your background and what motivates you to become a franchise partner.

STEP 4. Personal meeting in your area

We have experienced franchise directors throughout the country who will schedule personal discovery meetings with qualified candidates. We feel this helps to establish a trusting and informative business relationship in this critical evaluation process. We will also spend time going through the Franchise Disclosure Document in depth.

STEP 5. Validation and Finance Structuring

You are strongly encouraged to interview many different franchise partners to gain insightful information to help build your business strategy and hear about their experience and advice. If you need assistance with financing options, we will introduce you to our corporate executive who manages our list of preferred third-party finance lenders so you can learn about the many options that are available.

STEP 6. Sign a Franchise Agreement

Once you have made the decision to move forward, our corporate office will send you a Franchise Agreement drafted in your name and the selected target intersection.

STEP 7. Attend Phase 1 Training

The final phase of the mutual evaluation is to complete 3 days (Thurs-Sat) of in-store training at a certified training store. This 3-day period is designed to allow the franchisee candidate to experience the workload for a typical weekend working in a store. The training team will evaluate the skill set of the candidate.

STEP 8. Site Selection

The Real Estate team is introduced and the Site Selection education begins so the franchisee can make an informed decision on the retail space for the store and negotiate a lease.

STEP 9. Phase 2-4 Training

Upon signing a lease, the remainder of the training process is completed and the construction of the store commences through the assistance and guidance of our Project Managers.

STEP 10. Store Opening

During this exciting and fast-paced time, the Operations and Marketing teams are dedicated to supporting the franchise owner during the store opening phase as well as continued on-going support in marketing and operations.

