

WORLD FRANCHISING NETWORK

FRANCHISOR DATABASE – CONDITIONS OF DATA RENTAL

[Click here](#) to see the *Sample Databases*

Pricing:

1. **\$2,250** for Franchisor Database (over 4,000 franchisors, only 1 contact per company).
2. **\$3,000** for Custom Database (over 4,000 franchisors and over 30,000 contacts).
3. **\$200** per month since most recent update or original purchase.
4. Academic groups will receive a 30% discount.

Custom Sorts: Custom sorts quoted separately. Minimum charge of \$800.

Proprietary Data:

All of the information provided, whatever the medium, is the proprietary data of the World Franchising Network (WFN). The data is “rented” solely to the client noted below, subject to the following terms and conditions.

Reliable Sources:

The World Franchising Network has over 2,000 2019 Franchise Disclosure Documents (FDDs) that we use as the primary source of data in the database. This includes DBA and legal name, company address, number of franchised and company-owned units, whether or not a franchisor provides an Item 19, level of investment, primary (29) and secondary (239) categories, as well as other FDD-provided data points. The FDDs also provide the names and titles of the key executives. As of October, 2019, there are over 30,000 contacts and their titles listed in the database, including over 12,000 executive contacts that have been verified in 2019. Sources of the verification include 2017, 2018 and 2019 FDDs (the primary source), show directories, *IFA Franchise Guides*, website data, and actual correspondence with franchisors.

Accuracy of Data:

We do our best to provide current and accurate information on over 4,000 active North American franchisors. For the 2,000+ companies for which we have 2019 FDDs, the information should be over 95% accurate. Franchisors who are not IFA members or who do not participate in trade shows and for whom we haven't been able to acquire a 2019 FDD, we rely on their websites, and active email and phone correspondence with them to update information. Since we use this same information for our own marketing efforts (database sales, custom email blasts ([FranBlast](#)), FDD sales, [FranCompare analyses](#), etc.), it is clearly in our own best interests to ensure that the information is accurate. If you have ever tried to get mailing addresses, email addresses, executives' names, etc. from a franchisor's website, you undoubtedly know how frustrating and fruitless the process can be. Similarly, it is extremely difficult to get a person's email address or confirm information by way of a telephone call. The end result is that we try our utmost to provide accurate and current information on the franchising community.

Caveats:

Given the increasingly short tenure of many senior executives within the industry, keeping track of key executives is increasingly difficult. When we become aware of executives joining new companies, we adjust the database accordingly. The best way to be confident of an executive's position is to determine the last time that information was verified. If we are able to verify a contact, whether from an FDD or from other reliable sources, we note that the information was Verified in the year 2017, 2018 and/or

2019. The database contact lists includes 3 separate fields for 2019 Verify, 2018 Verify and 2017 Verify. Contacts that are listed, but without an annual Verify field, are for informational purposes only.

When an FDD verification is not possible, we use the *IFA Franchise Guide*, *Entrepreneur Magazine* and company websites. The last resort would be show directory information, which rarely accurately tracks FDD information.

Because of the CAN-SPAM Act, we can only provide one email address per franchisor. The email address provided is generally the email address preferred by the company's franchising department. Where possible, we try to avoid generic email addresses (info@ABC.com, franchising@XYZ.com, etc.). Email addresses provided are expected to be ~80-85% accurate at any point in time. For our own purposes, we have found significant success in extrapolating from the email address provided.

Verifying information on Canada-based franchisors is problematic. Those that provide a US FDD are listed in the database, as are members of the Canadian Franchise Association (CFA). We are in the process of eliminating Canada-based franchisors not listed in either of the above categories. Although many of these are probably legitimate franchisors, we do not feel comfortable providing potentially misleading information.

Since we have email addresses for the vast majority of the 30,000 contacts noted in the database, we do custom email blasts on behalf of clients through our FranBlast program. We use the client's text and graphics, our email addresses and a third party that specializes in maximizing the number of emails that get through to the intended recipient. Please give us a call at (888) 612-9908 if you would like more information on the [FranBlast](#) program.

Refunds:

Since contacts and related email addresses change daily, there are no refunds for inaccurate email addresses. Refunds are provided only in the case of mailings that are returned (within 90 days of the purchase of the database) because of bad addresses or a person is no longer with the company. Refunds are offered at the rate of \$1.00 for each envelope that you return to us because of a bad address. Only one refund will be permitted per company. All other data in the database is understood to be provided on a best-efforts basis.

Sample Database:

A sample database is provided to ensure that potential database renters are fully aware of the data that is provided. Upon rental, you will be asked to acknowledge that you have reviewed the sample database and that you understand and agree with the terms of this Rental Agreement.

Terms:

1. WFN, at its sole discretion, may refuse to provide services to any potential client. Database rentals are a function of intended usage.
2. All initial orders must be pre-paid. Checks should be made payable to World Franchising Network.
3. Data requests are generally shipped within 24 hours. Data is sent via e-mail in an Excel format.
4. California clients will pay the appropriate California sales tax.
5. Due to daily updating of our databases, actual franchisor counts change frequently.
6. Data provided by us may be used as many times as desired by the client noted below, subject to the limitations specified.
7. As verification of intent, a sample mailing piece may be required prior to shipment of proprietary data.

8. Database clients are not required to subscribe to subsequent monthly updates. If they wish to order a subsequent database update, the price will be at the rate of \$200 x the number of months since the original database or most recent update was ordered, up to a maximum of \$2,250.

9. WFN, at its sole discretion, reserves the right to terminate the monthly update program for any client at any time and for any reason.

10. **All clients are specifically prohibited from using any of the rented data on their or any other Website or in any published form that will be available to third parties.**

Restricted Use of Information:

All database information is proprietary and is furnished for the confidential and sole use of the client noted below.

No other third parties may use the information provided without our written consent. Clients agree that they are using the data solely to contact franchisors with regard to marketing their franchise-centric services. Under no circumstances is any of the database information provided to be extracted in any combination, however limited, for the purpose of creating, adding to or building another database, website or publication. The proprietary data is also not to be used in any form that will be sold or otherwise provided to third parties, including the compilation or preparation of mailing lists, marketing aids, directories, classified advertising or the conveyance of database information through any telephonic, mechanical or electronic means. The database is seeded with ~10 decoy names to protect against unauthorized use. WFN will aggressively exercise the right to file legal claim for any situation wherein list abuse occurs.

Unauthorized use is subject to payment at the multiple use rate of \$2,250 per each unauthorized use.

Limits of Liabilities:

WFN is not liable for any damages or losses that might be sustained by the "renter" through the use of the rented database information. WFN is not liable for any special or consequential damages, and in no event will WFN's liability exceed the cost of this rented database information.

Yes, I understand and agree to all of the terms and conditions noted above regarding the rental of the proprietary data:

Company Name

Date

Authorized Signature

Name (Please Print)

Rental Agreement 2020

World Franchising Network
Serving the Franchising Industry

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