



MEDIA RELEASE

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Australia's top 10 franchise systems revealed on topfranchise.com.au - Rating Australia's top franchisors according to their current franchisees -

topfranchise.com.au - a new online resource designed to help potential franchisees pick the best from the plethora of franchise systems operating in Australia – launched today at the Franchising & Business Opportunities Expo in Melbourne, and revealed Australia's top ten franchisors as determined by the audience that matters most – their own franchisees.

Created by strategic marketing intelligence agency 10 THOUSAND FEET, topfranchise.com.au rates franchise systems according to the views of current franchisees, providing potential franchisees with an independent reference point and a true picture of the franchisee experience. With the Ketchell case and state government enquiries coming high on franchisee agendas, having an independent resource could not come at a better time for franchising in Australia.

topfranchise.com.au names Australia's top ten franchise systems, placing up & coming franchise Souvlakihut as Australia's No.1 system, followed by Quest Serviced Apartments, Frontline Recruitment, Ecowash Mobile, Beaumont Tiles, Xpresso Delight, Mortgage Choice, ANZ Mortgage Solutions, Mrs Fields Gourmet Cookies and Worldwide Online Printing.

Ian Krawitz, Head of Intelligence at 10 THOUSAND FEET said that topfranchise.com.au places emphasis on the factors that are important to franchisees: "It was a surprise for a relatively small franchise system to come out on top, but when we examined Souvlakihut's success in more detail, it was clear that its focus on training and supporting its franchisees was the deciding factor."

topfranchise.com.au has been compiled using the results of 10 THOUSAND FEET's annual Franchisee Satisfaction Survey; a comprehensive study of the franchise industry involving over 40 in depth interviews with franchisees, and survey responses from over 900 franchisees across more than 50 franchise systems in Australia. In addition to overall ratings, it also rates systems across seven key areas, identified by 10 THOUSAND FEET as having the most impact on franchisee satisfaction.

The key criteria taken into account by topfranchise.com.au include;

- **Renewal:** intention of franchisees to renew their agreement beyond the current term
- **Recommendation:** willingness to recommend a franchise to friends and colleagues



- **Rewards:** level of financial & social rewards franchisees feel they receive
- **Lifestyle:** whether franchisees are satisfied with the lifestyle their franchise affords them
- **Passion:** how passionate franchisees are about the brand, product or service they offer
- **Support:** examining levels of support offered by the franchisor
- **Opportunities:** whether franchisees feel there are opportunities to expand their business within the system

Krawitz pointed out that when it comes to deciding on a franchise, the weighting of the criteria is down to the individual: "The influence each category rating has on the decisions potential franchisees make, will alter depending on their background and priorities. Ultimately there can be no better point of reference than the opinions of those already involved in the system and this is exactly what topfranchise.com.au provides," said Krawitz.

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Notes to editors:

topfranchise.com.au is a free service, supported by subscription fees paid by franchisors. It allows users to benchmark franchisors against average industry performance in each category and provides links to franchisor websites, news articles, video profiles & testimonials. Ratings in each category will be updated quarterly, based on the results of 10 THOUSAND FEET's ongoing Franchisee Satisfaction Surveys.

For further information or to arrange interviews with Ian Krawitz or the top 10 franchisors, please contact:

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