

888.661.2285

8 Stages to Ownership

A Checklist

persona
wood fired pizzeria

STAGE	DESCRIPTION	TIME	APPOX. TIMELINE	ITEMS TO BE COMPLETED	✓
STAGE 1 Pre-Screening	Introduce yourself to a member of our franchise development team to ensure Persona franchise ownership is right for you and your city. Call 888.661.2285 or email lan@PersonaPizzeria.com	15 Minute Call	Day 1	Review follow-up email regarding the pizza concept, chef's accolades, etc.	
STAGE 2 Conversation	Learn about the core business. Discuss the concept, the food, the chef as well as the franchise model and its benefits to a potential business owner.	30 Minute Call	Day 2	Complete and return Finance & Professional Evaluation Form.	
STAGE 3 Evaluation Form	Review and discuss your completed evaluation form, along with your goals, professional background, and the difference between single unit and multi-unit developments.	45-60 Minute Call	Day 7	Complete due diligence on our concept.	
STAGE 4 FDD Review	Receive, review and discuss Persona's Franchise Disclosure Document (FDD). This document explains the roles and responsibilities of a franchisee and the franchisor; also identifies and eliminates any potential contractual barriers.	40 Minute Call	Day 10	Sign FDD Receipt.	
STAGE 5 Loan/Financing (When Applicable)	Explore and learn about various loan and finance options for individual or area developers. Review the lender sheet that contains lenders familiar with the company.	20 minute call	Day 11	Reach out to lenders to get the prequalification process started.	
STAGE 6 Discovery Day	Meet the team at a predetermined Persona location where you will meet with various officers of the company. You will go through the customer side of the Persona experience, get a tour of the facility, and of course, try a plethora of delicious pizzas and salads. The meeting will be used to determine if a franchise agreement is a good fit for both parties.	3-4 hours	Day 30	Contact an attorney you are comfortable with to discuss the FDD and franchise agreements.	
STAGE 7 Contract and Term's Review	More comprehensive conversation about the scope of development. Specifically, where, when and how many stores are in your success plan for the purpose of completing the contract. At this point, most new franchisees register their business entities.	60 Minute Call	Day 35	Once edited, review the terms, schedule, and development areas established in the contract.	
STAGE 8 Sign Agreement	Sign the franchise agreement and submit the franchise fee. Hit the GO button with your Real Estate broker or developer and search immediately to acquire the best location(s) possible.		Day 40	After receiving Persona's Official Approval Letter, sign and return two original copies of franchise agreement w/ appropriate franchise development fee.	