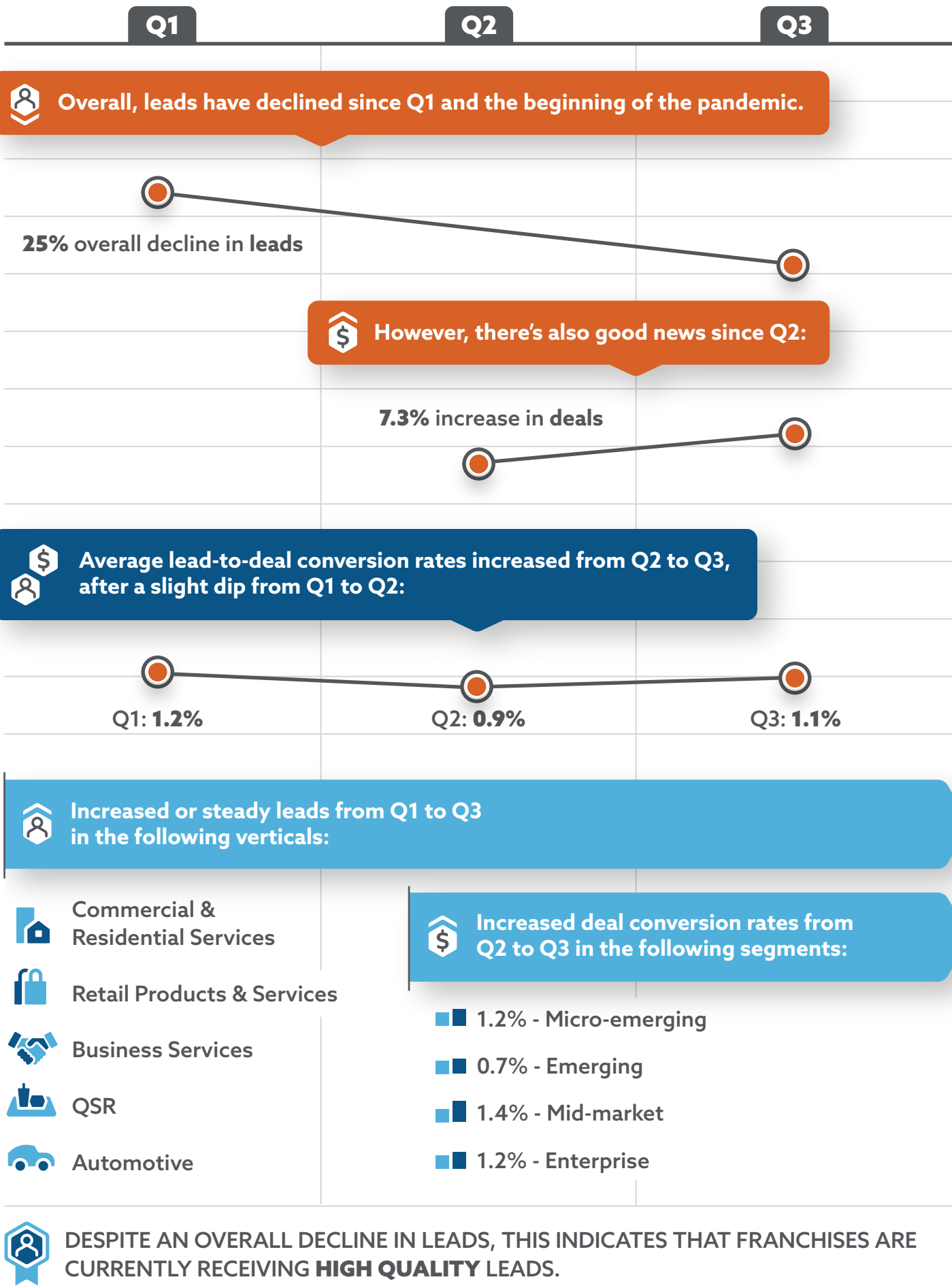


# The EVOLUTION of FRANCHISE SALES in 2020

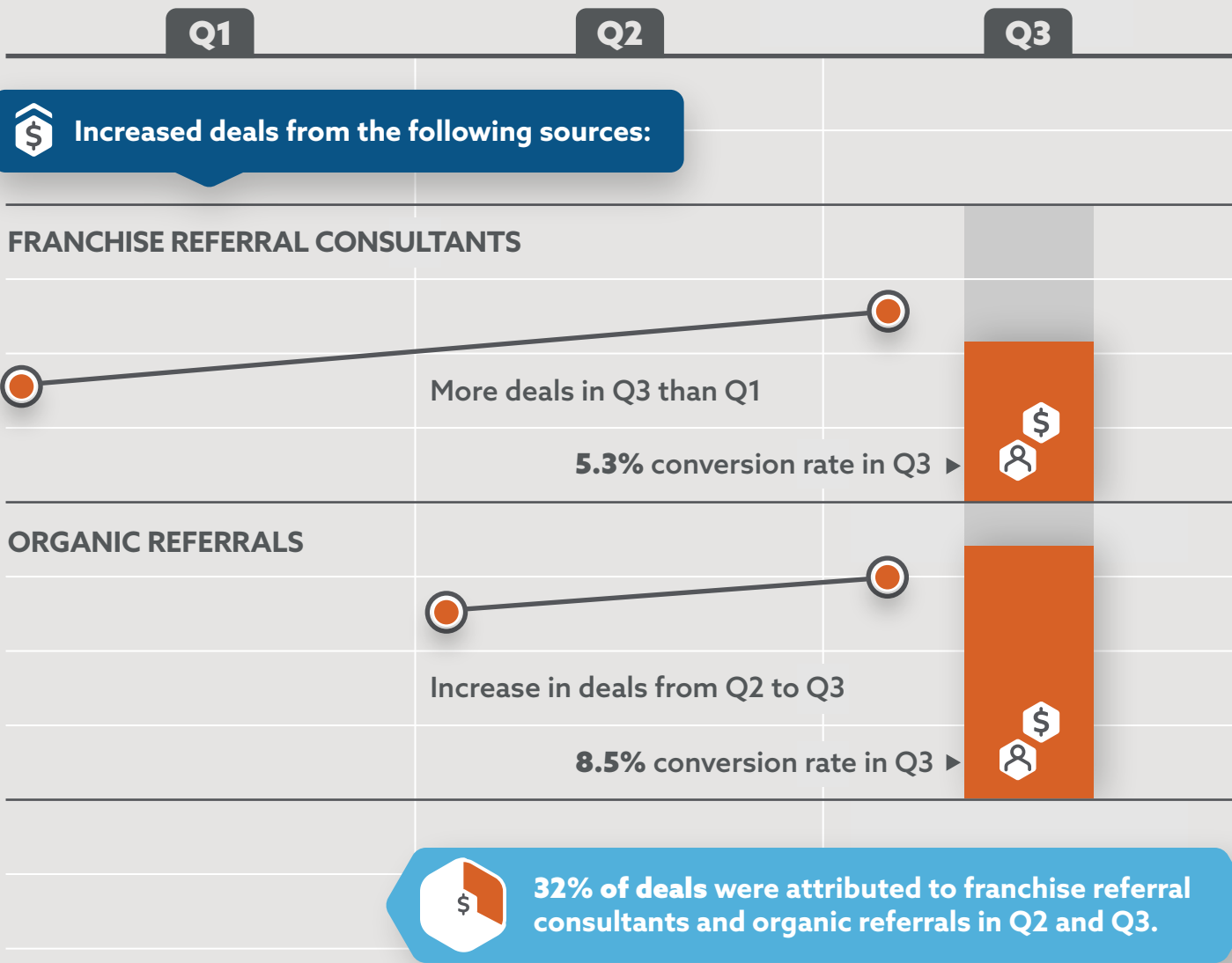
2020 has presented franchise brands with unexpected challenges, but Q3 has revealed some silver linings. See how leads and deals have evolved over the course of the year.

## The CURRENT STATE of LEADS and DEALS



## REFERRALS OUTPERFORM OTHER MARKETING CHANNELS

Referred leads have a **30% higher** conversion rate than contacts acquired by other marketing means.



## HOW FRANCHISE BRANDS are RESPONDING

Despite high quality leads, franchise brands often do not take full advantage of these opportunities.



WITH RECENT IMPROVEMENTS IN **QUALITY OF LEADS**, FRANCHISE BRANDS HAVE THE OPPORTUNITY TO THRIVE — EVEN DESPITE THE CHALLENGES OF 2020.

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Insights were gleaned from aggregated and anonymized data from more than 600 FranConnect customers.