



DISCOVERY DAY

Discovery Day

Once you've progressed through the validation process and both parties feel confident the franchise you are considering might be a good fit, you'll be invited to a Discovery Day. The name may be different depending on the franchisor, but the concept and purpose is the same. You will meet the executive team and others you would work with such as the operations, training and marketing teams. You will learn more about the franchisor's core values, culture and expectations. You'll have the chance to ask questions.

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– Austin Meek
Broker Relationship Manager
Neighborly

“The important thing to remember is that this is a mutual evaluation,” says Austin Meek, broker relationship manager for Neighborly, which has 17 franchise concepts. “It’s sort of like we’re going on a date. And as long as we both want to keep dancing, we’ll keep dancing. But if either one of us wants to tap out, then we jump out of there and move on.”



Typically only serious candidates are invited to Discovery Day. For you, Discovery Day should validate what you've already learned about the business. It should not be a high-pressure sales pitch.

"That's exactly the way a Discovery Day should be run," says Gordon Logan, founder and CEO of the Sport Clips franchise. "If you go to a Discovery Day and they say, 'Bring your checkbook with you' ... you need to be careful."

So if you are invited to a Discovery Day, be prepared to ask good questions. Take time to process what you learned before making a decision about signing a franchise agreement.

