

# FRANCHISE RESEARCH INSTITUTE

FOR IMMEDIATE RELEASE

## **FASTSIGNS Certified as a World-Class Franchise By The Franchise Research Institute**

**LINCOLN, NE** (April, 2013) – FASTSIGNS has received World-Class Franchise® certification from the Franchise Research Institute®.

The recognition comes after an independent survey conducted by the Franchise Research Institute, in which 70.6% of all FASTSIGNS franchisees participated. The survey was designed to determine the level of franchisee satisfaction within the FASTSIGNS franchise system.

“Franchisee satisfaction is a key ingredient in creating a sustainably successful franchise brand,” says Jeff Johnson, founder and CEO of the Franchise Research Institute. “FASTSIGNS utilized unbiased, third-party validation through confidential franchisee surveys to obtain open, honest feedback. They are not afraid of transparency, and use the data gathered for the continued betterment of the company and the franchisee experience.”

The survey asked FASTSIGNS franchise owners to rate their franchisor through a series of questions in categories such as overall quality, growth potential, support and communication.

Among the responses received from FASTSIGNS franchisees:

- 94% gave a positive grade to the overall quality of the franchisor.
- 97% responded positively to the initial training provided by the franchisor.
- 96% gave a positive grade to the ongoing training and support supplied by the franchisor.
- 99% gave a positive rating to the overall communication between home office personnel and franchisees.
- 95% responded positively when asked if they would recommend this franchise to a prospective franchisee.

“FASTSIGNS understands that high scores from franchisees (when obtained inclusively and confidentially) are proof that they are consistently meeting or exceeding franchise owners’ expectations. These ratings provide a scientific basis for continued improvement of the support provided to franchisees,” says Johnson.

“As a franchisor, our number one goal is ensuring the success of our franchisees,” said Catherine Monson, CEO of FASTSIGNS. “Being recognized as a World-Class Franchise is a tremendous honor because it reaffirms that our franchisees are receiving the leadership, training, support and open communication they need and want from us. It’s gratifying to know that our franchisees are extremely satisfied and view us as a true partner in their business.”

FASTSIGNS franchise satisfaction results are available at:

[www.WorldClassFranchise.com/FASTSIGNS](http://www.WorldClassFranchise.com/FASTSIGNS)

***About the Franchise Research Institute®:***

Franchise Research Institute® was founded in 2002 to study and promote franchise excellence. As a full-service research firm focused on franchising, we perform franchisee satisfaction research in the U.S. and internationally. Existing franchisees (as consumers of the franchise system) can evaluate their franchise as a business opportunity. World-Class Franchise® opportunities must demonstrate that they are endorsed by their franchise owners through scientific, confidential, third-party surveys.

Current World-Class Franchise opportunities include:

**Archadeck**  
**Auntie Anne's**  
**BrightStar**  
**City Wide Maintenance**  
**CMIT Solutions**  
**Color Glo**  
**ComForcare Senior Services**  
**Comfort Keepers**  
**Express Employment Professionals**  
**Express Oil Change and Service Center**  
**FASTSIGNS**  
**Fibrenew**  
**Focus Brands International**  
**The Interface Financial Group**  
**Liquid Capital**  
**Miracle-Ear**  
**Money Mailer**  
**Mosquito Squad**  
**Outdoor Lighting Perspectives**  
**Pop-A-Lock**  
**Speedpro Imaging**  
**Spherion Staffing**  
**Sport Clips**  
**Spring-Green**

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