

REPORT HIGHLIGHTS



LIFECARE | KIDCARE | STAFFING

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World-Class Franchise®

The highest honor any franchise can earn is the enthusiastic endorsement of its franchisee community.

- Confidential surveys
- Every franchisee contacted
- 20 crucial investment questions asked and answered by 136 of their 164 franchise owners for a completion rate of 82.9%; completed in May 2013.

Complete report available as an instant download at:
www.WorldClassFranchise.com/BrightStar

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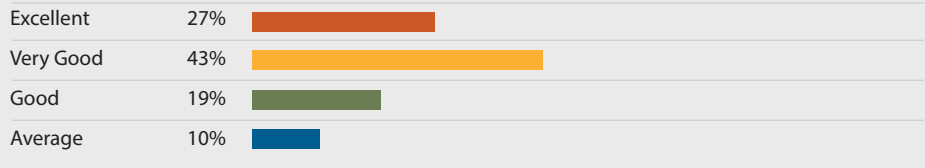
FRANCHISE®
2007-2013

Overall Quality

99%¹

In one all-encompassing question we ask the franchisee to rate the quality of the franchisor. This question provides insight (without any specifics or qualifiers) about their overall impression of the franchise.

Q: In general, how would you rate the overall quality of your franchisor?

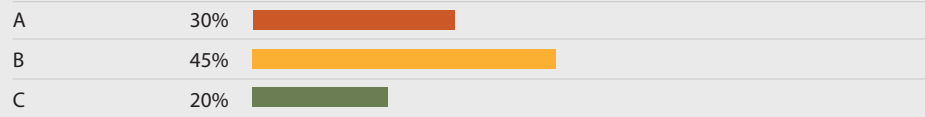


Ongoing Training and Support

95%²

While the importance of opening support can vary with the franchise category, the post-opening training and support provided by the franchisor is extremely important to franchisees' long-term success.

Q: How would you grade the ongoing training and support supplied by the franchisor?

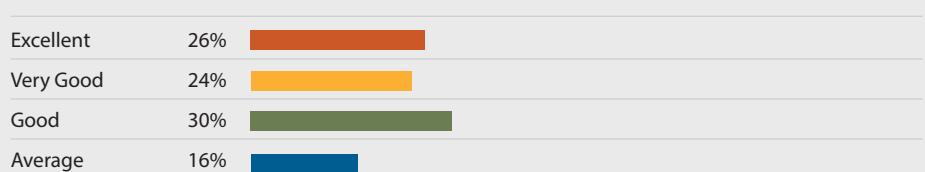


Overall Communication

96%¹

In most systems, franchisees receive some type of products and/or services directly from the franchisor. This question asks the current franchisees to rate the quality of these products and/or services.

Q: How would you rate the overall communication between home office personnel and franchisees?



¹ Combined scores of *Excellent*, *Very Good*, *Good*, and *Average* responses

² Combined scores of A, B, and C

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