

# FranchiseBusiness REVIEW

## Ratings and Reviews of Today's Top Franchises

FranchiseBusinessReview.com

## Franchise Satisfaction Report

| March 2023

FBR Score

# 71

Out of 100

Franchise Opportunity Rating

### Molly Wally's

Research completed: March 2023

31 reviews (45% of all franchisees)

Molly Wally's  
Franchisee Intranet

part of the Frantopia Franchise Network

0-49 Below Average

50-65 Average

66-100 Among the Best

For anyone researching a franchise business, Franchise Business Review (FBR) understands how important it is to get feedback from current franchisees. To expedite this process, FBR invited all **Molly Wally's** franchisees to participate in our independent franchisee satisfaction survey. 31 franchise owners elected to participate (45%).

### Owner Ratings and Reviews Snapshot

Training & Support	Good
Franchise System	Good
Leadership	Very Good
Core Values	Very Good
Franchisee Community	Very Good
Self-Evaluation	Very Good
Financial Opportunity	Good
General Satisfaction	Very Good

### Investment Criteria

Total Startup Investment  
\$ 475,000 - \$850,000

Cash Required  
\$250,000

Net Worth Required  
\$100,000

Franchising Since  
1977

US/Canada Franchise Units  
427

### Core Values



My Franchisor  
Cares About My  
Success

### Owner Enjoyment



Enjoy Operating  
this Business

### Owner Validation



I Would  
Recommend this  
Franchise

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## Ratings on Benchmark Areas

Franchise Business Review measures franchisee satisfaction across 33 critical areas of franchise performance. Here's how franchisees rated **Molly Wally's** in each of those areas:

### Training & Support

Training & Support	Good
Marketing & Promotions	Good
Effective Technology	Average
Communications	Good

### Leadership

Clear Vision	Very Good
Team Culture	Very Good
Involves Franchisees	Good
Effective in Driving	Very Good

### Franchisee Community

Support Brand	Very Good
Support Management	Very Good
Active Community	Very Good
Support Each Other	Very Good

### Financial Opportunity

Fees	Good
Total Investment	Good
Financial Picture	Good
Long-Term Growth	Very Good

### Franchise System

Ops & Systems	Good
Products & Services	Good
Competition	Good
Innovation	Good

### Core Values

Trust	Very Good
Respect	Very Good
Honesty & Integrity	Very Good
Cares About My Success	Very Good

### Self-Evaluation

Enjoy the Business	Very Good
Enjoy the Organization	Very Good
Active Participant	Very Good
Valued Member	Very Good

### General Satisfaction

Overall Opportunity	Good
My Overall Performance	Very Good
Overall Satisfaction	Good
Do It Again	Very Good
Recommend	Very Good

# Franchisee Ratings and Reviews



Our franchisee satisfaction ratings and overall FBR Scores are designed to provide insights into the top franchise companies to help you make an informed investment decision.

## About Franchise Business Review

Franchise Business Review (FBR) is the premier research firm in the franchise industry specializing in franchisee satisfaction and performance. Since 2005, we have empowered prospective business owners with ratings and reviews of the top franchise companies, and resources to help make informed franchise investment decisions

## FBR Satisfaction Reports

Our Franchise Satisfaction Reports measure the health of any franchise organization based on the rating and reviews of current franchise owners — the real franchise experts. To measure satisfaction, we conduct independent surveys with franchise owners and asks them over 50 questions related to training & support, franchise operations, leadership, core values, franchisee relations, financial opportunity, market demographics, business lifestyle, and overall satisfaction with their business and the organization. And we don't just survey a select group of franchisees — we invite all active franchise owners to participate in the survey process.

## Overall FBR Score

Franchise Business Review rates franchise companies with an overall score on a 100-point scale. In addition to our satisfaction questions that we ask franchise owners, we also consider important factors like historical performance, management experience, number of locations, franchisee turnover, the financial strength of the company, pending or past litigation, and future growth outlook of the company. While many franchise companies rate in the 40s, 50s or 60s, the very best franchise companies rate in the 70s, 80s, or even higher.

## The Importance of Satisfaction

With thousands of different franchises available today, it's hard to know which are potentially good investments, and which should be avoided. There are many factors to consider when investing in a franchise but one of the most important is satisfaction among current franchisees.

Satisfaction tells us how well the organization has met the expectations of business owners. Do they provide good training and support? Do the marketing programs work? Do they have a strong, inclusive culture? Are financial expectations being met? Most importantly, would owners recommend their franchise to others? These are just a few of the key questions uncovered by the ratings and reviews contained within.

## Research Methodology

Franchise Business Review surveys thousands of franchisees from hundreds of different franchise companies every year. We strongly believe that every franchise should participate in a third-party satisfaction audit on a regular basis, and many of the best brands do so annually.

We removed all barriers for companies to participate in our research by making our standard satisfaction survey completely free. That said, some brands refuse to allow their franchise partners to participate in a third-party survey.

When FBR researches a franchise company, all current franchisees who have been operating the business for at least three months at the time of our research are invited to take part in the survey. We make at least three attempts to reach each franchise owner directly by email, text, or phone. The survey results are anonymous

many franchise owners by default but choose to share their identity. Because of our strong reputation and professional process, we achieve very high survey completion rates that yield statistically valid insights into a franchise organization.

## Doing Your Franchise Homework

Congratulations on taking important steps to explore franchise ownership. While this report is not intended to replace the due diligence process that all prospective business owners should engage in prior to investing in a franchise, it does provide a broad perspective of the franchisees' experience with this franchise organization. Each year, only a few hundred of the very best franchise companies earn FBR's Franchisee Satisfaction Award and the honor to be named in our satisfaction reports and franchise guides.

We encourage you to speak with many different franchise owners before making your final investment decision. Gain a thorough understanding of the business. Get a good feel for the culture of the company, franchise support staff, and the franchisee community. Do an honest selfassessment to confirm your skills, resources, and professional experience are a good fit to be a successful franchise business owner. It is important to do your homework and take the time to find a franchise that is a good fit for you and your goals of business ownership.

## Contact FBR

Franchise Business Review is headquartered in Portsmouth, New Hampshire and we can be reached at 603.433.2270 or our website at [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com). We wish you the best of business success.