

## **Five Great Sources of Franchising Information For the Prospective Franchisor**

1. International Franchise Association ([www.franchise.org](http://www.franchise.org)). Arguably the premier membership organization of franchisors, franchisees, and suppliers to the franchise industry, this organization and its web site offer a wealth of information about all aspects of franchising.
2. Blue MauMau ([www.bluemaumau.org](http://www.bluemaumau.org)). The self-proclaimed #1 Franchise News Journal on the Web, this site provides a wealth of franchise industry news, blogs, litigation updates, reviews, educational resources, and other keen insights into franchising not easily found elsewhere.
3. American Association of Franchisees and Dealers ([www.aafd.org](http://www.aafd.org)). The AAFD is a national trade association of franchisees and dealers formed in 1992 for the purpose of “bringing fairness to franchising.” Its web site includes a variety of articles and resources, including a compilation of “Fair Franchising Standards” promoting more balanced and reasonable franchise agreement terms and condition. The AAFD also administers a “Fair Franchising Seal” program to recognize those franchise systems that have agreed to adopt the AAFD-approved principles of “Total Quality Franchising.”
4. Entrepreneur ([www.entrepreneur.com](http://www.entrepreneur.com)). This publication and web site offers a great collection of educational resources and industry news on franchising and business topics. One of its claims to fame is the Entrepreneur’s Franchise 500®, billed as the world’s first, best and most comprehensive franchise ranking based on objective, quantifiable measures of franchise success.
5. FRANdata ([www.frandata.com](http://www.frandata.com)). FRANdata is a leading source of franchising information, analytic reports, and benchmarking resources that can be critical to the success of a franchise system. They provide a variety of consulting and information services (market surveys, statistics, credit reports, databases, etc.) and its web site contains a great collection of franchising information and resources.

BONUS: Perkins Law, PLLC ([www.ericperkinslaw.com](http://www.ericperkinslaw.com)). Site includes a variety of articles, outlines, and information concerning business and legal issues, trends, and statistics relating to franchising.

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