RECRUITMENT & SUPPORT BENCHMARK REPORT 2026

For franchisors. Brought to you by the BFA and WorkBuzz

Hello!

Welcome to the BFA Recruitment and Support Benchmark Survey Report for 2026

We're pleased to share the results from the fifth BFA Recruitment and Support Benchmark Survey, supported by WorkBuzz.

This year, **95 franchisors** contributed, giving us valuable insight into the recruitment landscape over the past 12 months, alongside a clear view of the support being delivered across networks.

Within this report, you'll find key insights drawn from the data, helping you to benchmark your own performance and support your planning for the months ahead. You'll also hear from a selection of the BFA's Advisor and Supplier Members, who share practical guidance to support your recruitment and network development.

Looking at the headline results, total marketing spend over the last 12 months reached **£4.03m**, down from **£4.88m** in 2025. This continues a trend we've seen across recent reports.

To enable meaningful comparisons, franchisors have been grouped by investment level:

- Less than £50K (51 franchisors)
- £50K+ (44 franchisors)

Across both recruitment and support, key performance indicators have been benchmarked using median figures to ensure a fair and accurate reflection of performance.

We've also highlighted best-in-class results to provide further context and inspiration:

- Lead generation – marketing spend, number of leads generated and cost per lead
- Lead conversion – number of franchisees recruited, conversion rate and cost per recruitment
- Top-performing recruitment channels
- Franchise support ratios

We hope this report provides you with valuable insight, practical takeaways and a stronger understanding of the wider franchising landscape.

Part 1

Recruitment Insights

This section of the report reviews the franchise recruitment journey from the period before franchising through to the recruitment outcomes achieved.

It examines lead generation performance, associated costs, the number of franchisees recruited, and how prospective candidates progressed through the recruitment funnel.

The section also explores the effectiveness of key recruitment channels, including social media and franchise recruitment websites, before assessing the smarter selections in the recruitment process.

This section concludes with a summary of the key findings and insights on page 19.

Before franchising

If we look back at the BFA NIC Local British Franchise Journal, the journey a prospective franchisee takes continues to evolve. We are seeing this is becoming an increasingly efficient process, with most candidates moving from initial contact to signing a franchise agreement within a year.

Once the agreement is signed, new franchisees typically begin operations within 3.4 months, reflecting the well organised nature of the process and the readiness of franchisees to start trading.

When it comes to making the choice, we saw prospects were decisive with 55% considering only one brand before making a choice.

55%

of franchisees only considered one brand

66%

were employed before taking on a franchise

Number of brands considered	% of people surveyed
1	55
2	16
3 - 5	23
6 - 10	5
11+	1

On average, a prospect evaluates 2.19 brands, a decrease compared to previous industry data. This really emphasises the importance of early, compelling presentations to engage a prospective franchisee.

Candidates are also prioritising development potential and personal rapport with franchisors, highlighting how important first impressions are.

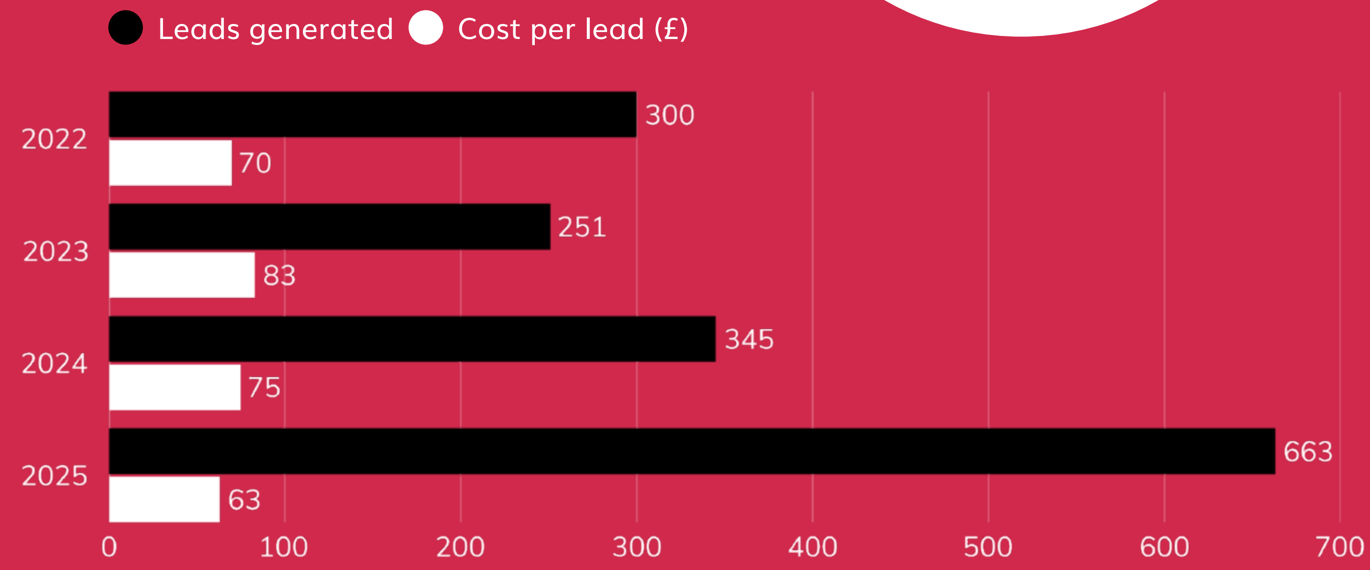
2.19

mean number of brands considered per prospective franchisee (2.6 in 2018)

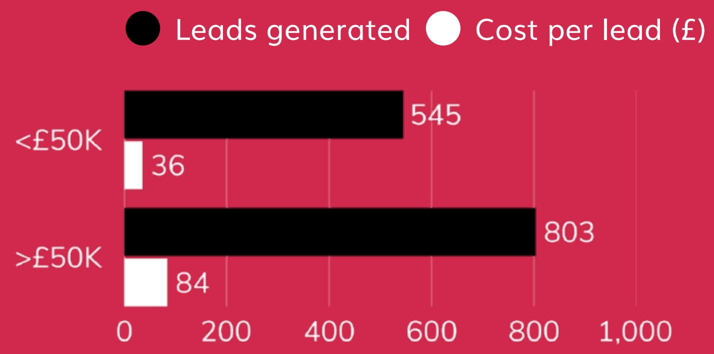
Lead generation and cost

This year we saw the number of leads being generated by franchisors rise from **345** to **663**, a **92.2%** increase. With the number of leads rising the overall cost per lead fell from **£75** per lead to **£63** per lead.

Looking across the last four years, the number of leads has continued to increase, while the cost per lead has remained relatively stable, with a slight decrease this year.



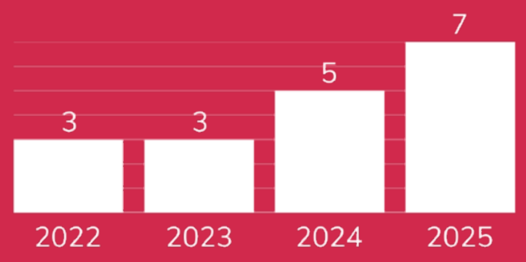
When we break this down further into fee brackets, we can see that while brands with fees over **£50K** generated more leads, they also experienced a higher cost per lead.



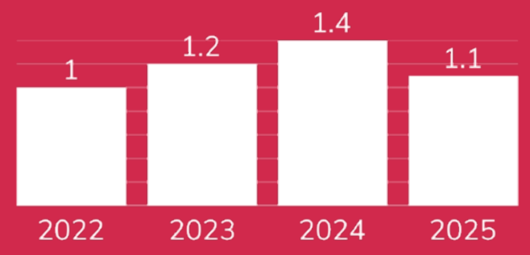
Franchisees recruited

Overall, there was an increase in the number of franchisees recruited in the last 12 months. On average brands stated they recruited 7 new franchisees, up from 5 in 2024.

New franchisees recruited

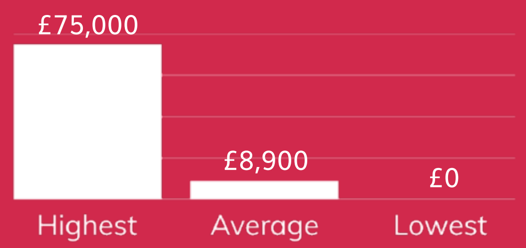


Percentage of leads converted

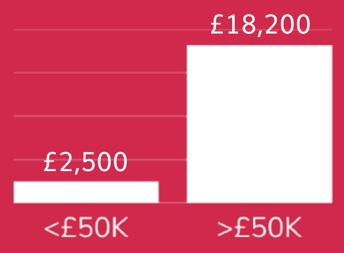


The average cost of recruiting a franchisee has increased this year from £5,000 to £8,900.

£ cost (marketing) per franchisee



median £ cost (marketing) per franchisee



This year, we added additional questions to gain a deeper insight into greenfield versus resale recruitment.

70%
were greenfield sites

30%
were resales

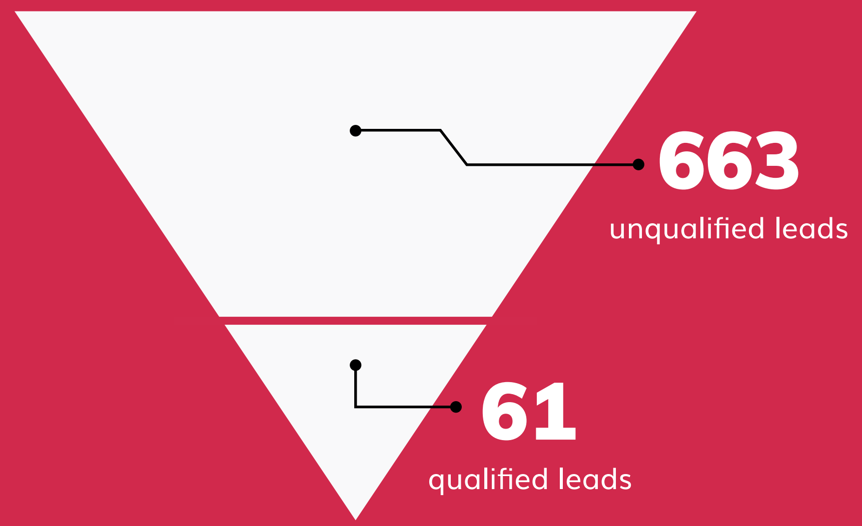
Of the re-sales, 34% were purchased by existing franchisees within the network.

We also looked at the age range of new franchisees entering networks:

under 35 = 22%
36 – 40 = 24%
41 – 45 = 24%
46 – 50 = 15%
over 51 = 15%

This data shows a shift from previous recruitment trends that were showcased in the 2024, BFA NIC Local British Franchise Journal, where the average age of a franchisee was 48. This report shows that over 50% of new recruits are aged 45 years and below.

The lead funnel



£8,900
average recruitment cost per franchisee

7
franchisees recruited

Detailed breakdown

2025	**663** unqualified leads	**9.2%** qualified leads	**1.1%** franchisees recruited
2024	**345** unqualified leads	**7.1%** qualified leads	**1.4%** franchisees recruited

Whilst lead volumes have increased, conversion from qualified leads to recruited franchisees has declined.

Why franchise recruitment isn't broken - it's changed

by Dugan Aylen, CEO, The Franchising Centre

As CEO of The Franchising Centre, I have the privilege of working alongside more than 20 franchise brands each year, helping them recruit franchisees across a wide range of sectors and business models. In addition to our direct client work, we regularly speak with many other franchisors, franchise professionals and international brands, giving us a broad perspective on the realities of today's recruitment market.

Alongside my role at The Franchising Centre, I am also a Director and part of the ownership group behind Access4Lofts, one of the UK's largest home improvement franchise networks, operating across 109 franchise territories.

That means I have the opportunity to view franchise recruitment from both sides of the table - as an adviser supporting multiple franchise brands and as part of the leadership team of an established franchisor facing exactly the same recruitment challenges as everyone else.

The observations in this article are therefore based not only on industry benchmarking, but also on the day-to-day experiences, challenges and successes we see across the franchise sector.

The lost decade of franchise recruitment

For many people working in franchising today, franchisee recruitment has simply felt "hard" for the past few years. The reality is that this isn't a short-term downturn. In many respects, the market has been facing almost continuous disruption since the Brexit referendum in 2016.

Brexit created prolonged economic uncertainty for both businesses and consumers. Before confidence had an opportunity to recover, the Covid-19 pandemic fundamentally changed the way people viewed work, risk and financial security. As restrictions eased, the conflict in Ukraine triggered energy price rises, inflation and a significant cost-of-living crisis. Political uncertainty continued in both the UK and the United States, while ongoing conflict in the Middle East placed further pressure on global markets and oil prices.

Taken individually, each of these events would have affected business confidence. Combined, they have created one of the longest sustained periods of uncertainty most franchisors have ever experienced.

The impact on franchise recruitment has been significant.

For the vast majority of UK franchisees, buying a franchise means leaving secure employment to become self-employed. If around three quarters of franchise buyers come from employed backgrounds, it is perhaps unsurprising that many have postponed that decision during a period where economic uncertainty has become the norm rather than the exception.

When uncertainty increases, people naturally become more risk-averse.

That has affected every part of franchising. Existing franchisors have found it harder to recruit franchisees. Independent businesses have been more cautious about franchising their own concepts. International brands have delayed entering new markets. Confidence has reduced throughout the entire franchise ecosystem.

The biggest decision most people ever make

Perhaps more importantly, we should remember what prospective franchisees are actually deciding.

Choosing to become self-employed is one of the biggest decisions most people will ever make. It sits alongside buying a house, getting married or relocating your family. It affects income, lifestyle, relationships and identity.

Unlike many other purchasing decisions, it is also heavily influenced by the opinions of those closest to us.

Parents, partners, friends and colleagues all become part of the decision-making process. In the UK especially, there has traditionally been a healthy scepticism towards self-employment, often with well-intentioned advice encouraging people to "stick with the secure job."

As recruiters, we sometimes forget that we are not simply selling a franchise opportunity. We are helping someone navigate one of the biggest life decisions they are ever likely to make.

That requires patience, reassurance and an understanding of human psychology as much as it does good marketing.

The missing generation

Another noticeable change has been the demographic profile of prospective franchisees.

Across much of the industry, the average age of franchisees has increased. Younger generations have grown up consuming a constant stream of entrepreneurial content through TikTok, Instagram, YouTube and other social media platforms. Much of that content promotes side hustles, online income streams, content creation and digital businesses rather than proven franchise models.

Franchising, by comparison, has been relatively slow to establish itself on these channels.
The result is a growing awareness gap. Many people aged between 15 and 35 have simply had less exposure to franchising as a business option than previous generations. Instead, many choose to experiment with smaller online ventures while remaining in employment, delaying or completely overlooking franchising as a route into business ownership.
This presents both a challenge and an opportunity for our sector.

Candidate behaviour has changed

One statistic that often attracts attention is that more than half of franchisees reportedly only considered one franchise brand before making their investment.

While this may reflect the information captured on enquiry forms, my own experience suggests candidate behaviour has evolved considerably.

Today's franchise buyer is more digitally confident than ever before. Rather than requesting information packs from multiple franchise portals, many candidates now use those websites simply to discover brands. They then conduct their own research through Google, social media, online reviews and increasingly AI tools such as ChatGPT before approaching the franchisor directly via its own website.

In many cases, the franchise portal has still played an important role - it introduced the brand - but it no longer receives the credit because the final enquiry arrives through another route. This helps explain why many franchisors now place much greater importance on their own franchise recruitment websites than they did five or ten years ago.

Why recruitment costs have increased

It also helps explain why the perceived cost of recruiting franchisees has increased.

Franchise advertising platforms continue to perform an essential role by generating awareness across the market. However, more candidates are now completing their own independent research before making direct contact. At the same time, increasing numbers of franchisors are investing in Google Ads, Meta advertising and other paid digital channels.

Continues on next page >>

These channels often generate larger volumes of enquiries, but volume does not necessarily translate into quality. Digital advertising has become exceptionally effective at generating interest, yet much less effective at filtering genuine commitment. As a result, many recruitment teams are processing significantly more enquiries while converting a smaller percentage into franchisees.

This is why focusing solely on enquiry numbers can be misleading.

The quality of the recruitment journey—from first enquiry through qualification, education, relationship building and decision support—has arguably become more important than ever before.

Why honest benchmarking matters

Finally, it is worth recognising that surveys such as this inevitably rely on voluntary participation.

Given how challenging franchise recruitment has been over recent years, some franchisors who recruited few—or even no—franchisees during the last twelve months may understandably have been reluctant to contribute their results.

If that is the case, the picture presented here may actually be slightly more optimistic than the wider market.

That should not discourage participation.

Quite the opposite.

One of the greatest strengths of the UK franchising sector has always been its willingness to learn from one another. The more openly we share what is really happening in the market, the better equipped we become to solve the challenges collectively.

For too long, franchising has sometimes felt obliged to present only success stories. Encouragingly, that culture is beginning to change. Honest conversations around recruitment performance, marketing effectiveness and candidate behaviour allow everyone to improve.

Growing the market, not just competing within it

Looking ahead, perhaps the biggest opportunity lies beyond individual brands altogether.

Every franchisor invests in promoting their own opportunity. If the average franchisor spends around £40,000 a year on franchise recruitment marketing, collectively the UK sector is investing somewhere in the region of £12 million annually in attracting franchisees.

Imagine if every franchisor committed just 10% of that budget—not to promoting their own brand—but to promoting franchising itself as a career choice.

An industry-wide investment of more than £1 million each year could fundamentally increase public awareness of franchising, educate future business owners and expand the overall pool of prospective franchisees available to every franchisor.

Rather than competing for an increasingly limited number of candidates, we could work together to grow the market itself.

That may prove to be one of the most valuable investments the sector could make.

Get in touch

About the author

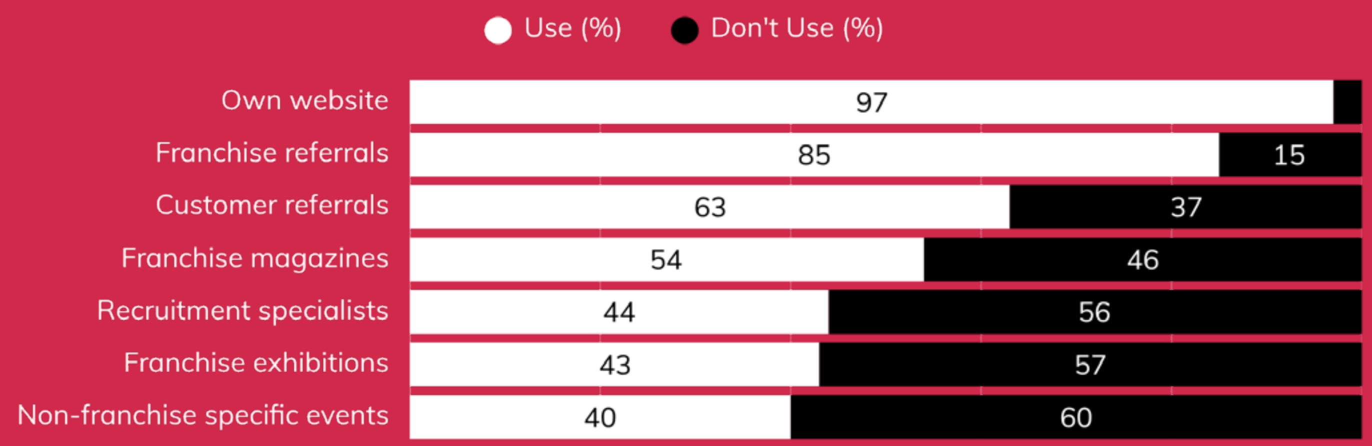
Dugan Aylen is CEO of The Franchising Centre, one of the UK's longest-established franchise consultancies. With more than 20 years' experience in franchisee recruitment, he specialises in helping franchisors attract, qualify and appoint the right franchise partners.

Through The Franchising Centre, Dugan and his team consistently work with more than 20 franchise brands, providing a fully outsourced franchisee recruitment service. This includes managing lead generation, lead handling and lead management, candidate qualification, and supporting the recruitment pipeline through to franchisees signing their agreements.

He regularly works with franchisors across the UK and internationally and speaks on topics including franchise recruitment strategy, lead generation and building effective recruitment systems for growing franchise networks.

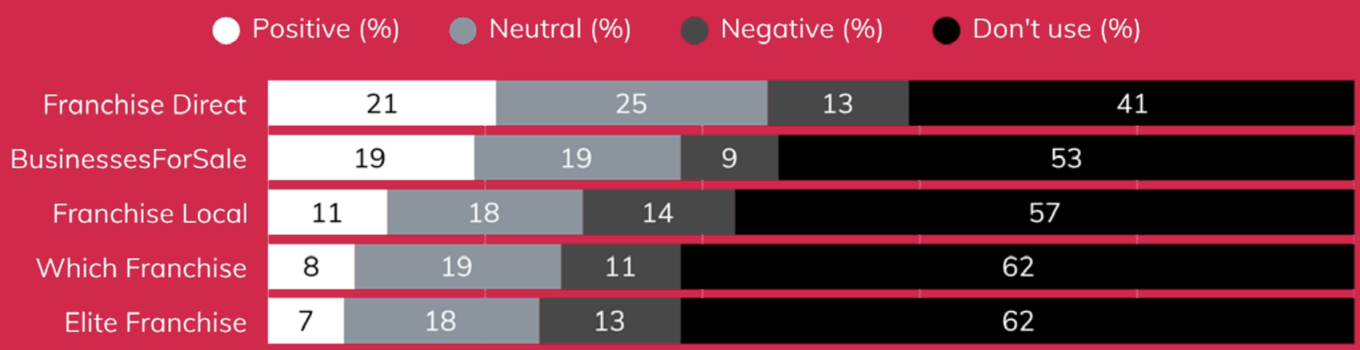
Recruitment channels

Looking at recruitment channels brands have used in the last 12 months, a brand's **own website** remains the top performing source. This highlights how prospects increasingly go directly to trusted sources for information, reinforcing the importance of user friendly and engaging websites.



Franchisee referrals remained the second most effective channel, underlining the value of a strong and engaged network. There was a slight decline in **customer referrals** compared to last year, while the use of **franchise magazines** and **recruitment specialists** increased. This shows the breadth of approaches brands are taking to support recruitment.

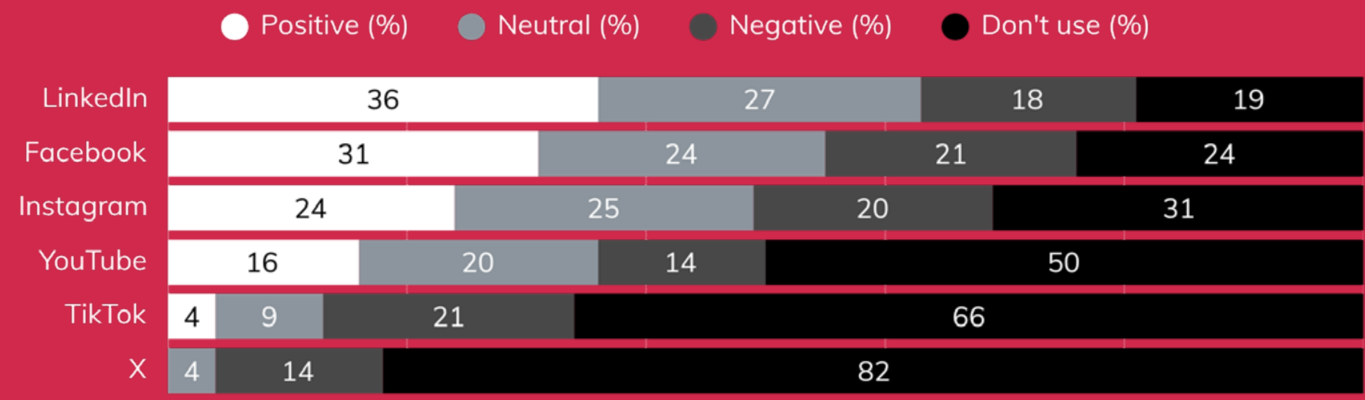
Recruitment websites



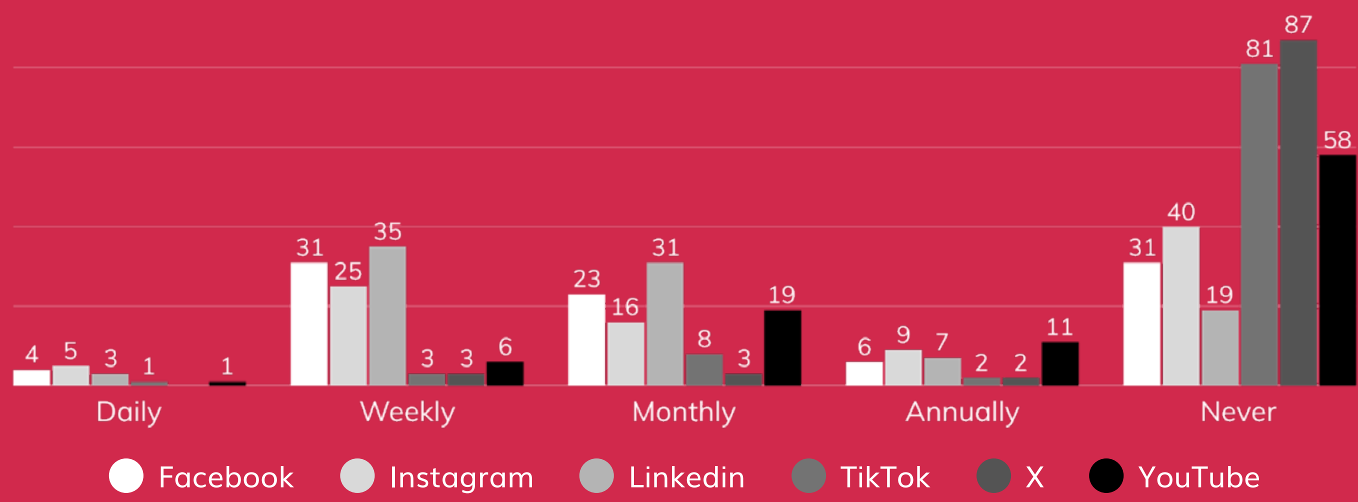
Franchise portals were the third most used recruitment method. The top 5 portals all saw an improvement reported in the results, with **Franchise Direct** retaining the top position and **Which Franchise** entering the top five this year.

Social media

The results this year showed a slight decline in the effectiveness of social media for recruitment. However, this may reflect increased competition, with more brands using these channels, making it harder for a prospect to navigate.



One standout insight is the growth of **YouTube**, the only platform to show increased effectiveness. This highlights the growing importance of video content, allowing prospects to see the business in action and hear directly from existing franchisees.



Looking at the frequency of posts on each platform we saw most brands either went with weekly or monthly posts on either **Facebook, Instagram** or **LinkedIn.**

We also found there was a pretty even split when it came to what performed best either **organic posts** or **paid for ads.**

56%
organic posts

44%
paid for ads

FRANCHISORS ARE TARGETING AN AVERAGE OF **6 NEW FRANCHISEES** OVER THE NEXT 12 MONTHS

Smarter selections

Psychometric testing

As we have seen from the above data, there is an increased number of qualified leads brands are seeing versus previous years. We explored the techniques used by brands to qualify leads.

21% of brands use **psychometric testing** during the recruitment process. These tools help franchisors assess cultural fit and alignment with the network, supporting more informed recruitment decisions.

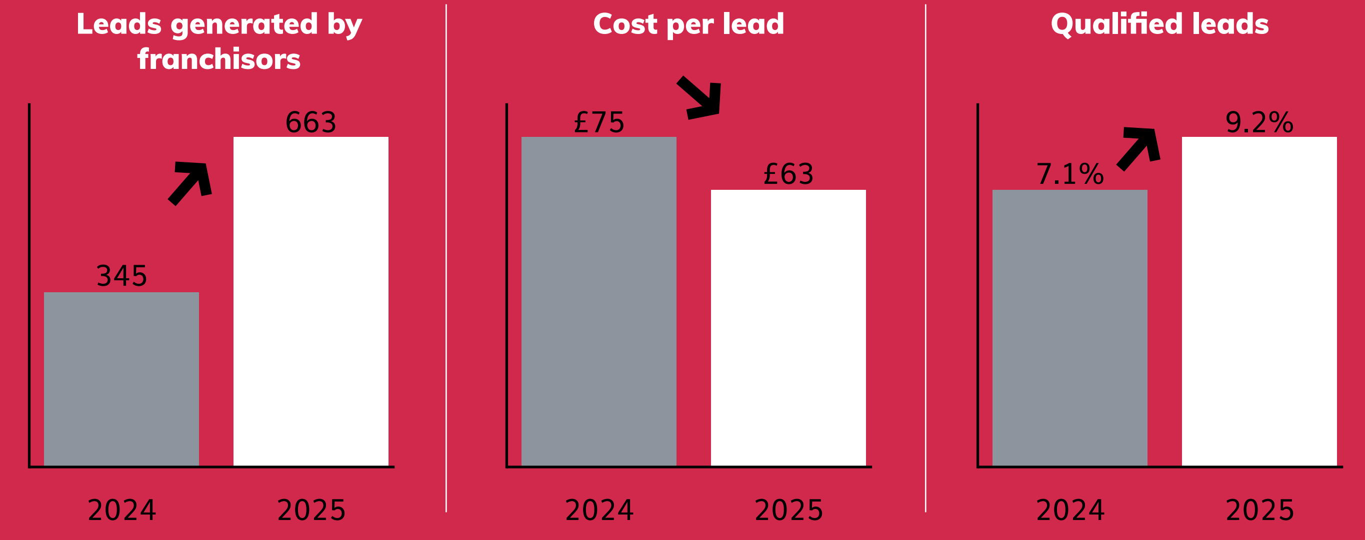
The use of AI

When exploring the use of AI, **39%** of brands reported they are already using it within their recruitment process.

- **Automation of the Recruitment Process**
  - CV screening
  - Note taking
  - Email responses
  - Admin processes
- **AI Driven Candidate Profiling and Matching**
  - Matching prospects to their ideal avatar
  - Analysing behaviours
  - Reviewing data patterns
- **Enhanced Lead Management & CRM Integration**
  - Qualify & prioritise leads
  - Automate follow ups & nurturing
  - Personalise communication, based on factors like location or financial capacity
- **Content Creation**
  - Writing blogs
  - Generating social media content
  - Creating personalised communications
- **Use of AI Interfaces and Agents**
  - Chatbots
  - AI voice agents & receptionists
  - Bespoke agents for handling enquiries or applications

Overall, AI is becoming an increasingly valuable tool for franchisors, supporting automation, improving candidate matching and enhancing communication throughout the recruitment journey.

Part 1 summary



Franchisees recruited

2024 **5** → 2025 **7**

increase of 2 franchisees recruited per year

Percentage of conversion

2024 **1.4** → 2025 **1.1**

down 0.3% on 2024

Top lead source

The franchisor's own website remained the best performer for lead generation

Social media performance

Social media saw a slight decline with YouTube the only platform seeing an increase

Top performing portals

1. **Franchise Direct**
2. **BusinessesForSale**
3. **Franchise Local**

were the best performing portals for online lead generation

Why your marketing playbook is failing two-thirds of your network

by Berit Block, International Marketing Director, Constant Contact

Ask any franchisor what keeps them up at night, and marketing consistency is near the top. You've built a strong brand, with systems, standards and guidelines. And yet, visit five franchisee social pages and you'll likely see five different tones, five visual styles, and two of them haven't posted in months.

The hard truth? The issue isn't your franchisees. It's that most set-ups don't take into account the three distinct types of business owners.

The three franchisees in your network (and why it matters)

At Constant Contact, we have worked with franchise systems across the globe and identified a pattern that holds true regardless of sector, size, or geography. Your franchisee network almost certainly contains three distinct personas, and each one needs something fundamentally different from you.

The first is the **Do It Myself** franchisee. They're proactive, tech-savvy, and want full ownership of local marketing. Give them tools and space, but without guardrails they become your biggest brand risk. Not through intent, but because autonomy without structure leads off-brand.

The second is the **Do It With Me** franchisee. They're motivated, they understand the value of marketing, but they lack the confidence, time, or expertise to execute consistently. They want to do more. They just need someone to show them how and to check their work before it goes out.

The third, and most commonly overlooked, is the **Do It For Me** franchisee. Marketing isn't their passion. They bought a franchise to run a business, not to become a digital marketer. They'll never open a campaign builder if left to their own accord. For them, the only solution is one that requires almost nothing of them at all.

The risk with this group is the expectation that everything is done for them. Many franchise systems lean into this because it keeps control at the brand level. But it can backfire. If franchisees feel marketing isn't driving traffic, they're often the first to push back, and quick to rally others.

Here's the disconnect costing real money: most franchisors build one playbook, then wonder why adoption is patchy. A self-serve portal works for your first persona and is invisible to your third. A fully managed campaign suits hands-off operators but frustrates those who want control.

The brand vs. local tension (and how to resolve it)

There's a balance every franchisor has to strike. Too much central control leads to disengagement with franchisees feeling like they're just executing someone else's business. However, too much local freedom creates brand risk including rogue messaging, off-palette visuals and CTAs linking to the wrong pages. The solution isn't to choose a side. It's to build a system where the brand is protected by design, not by policing.

Locked templates like the ones you can create with Constant Contact are one of the most underused tools in franchise marketing. Branded elements like headers, colours and logos are fixed, while the body is open for local customisation. A franchisee in Edinburgh can promote a community fundraiser, while one in Bristol highlights a regional offer. The brand stays consistent, the content stays relevant and relevance drives engagement. Win win.

This matters more than many realise. Research from the Constant Contact State of Franchise Marketing Report found 95% of franchisees want localised marketing support. Yet most systems still prioritise national campaigns over the local content customers respond to.

What's driving engagement right now

The strongest local campaigns have one thing in common: they feel personal. A welcome email from the owner. A promotion tied to a community event. A re-engagement message referencing that location.

None of this requires a marketing degree. It requires the right tools, built for non-marketers, with automation for timing and follow-up, and templates that reduce risk.

For your **Do It For Me** franchisees, head office can send communications on their behalf, personalised to each location, with local addresses, contacts and flavour, without the franchisee ever needing to log in. For your **Do It With Me** operators, co-created workflows and a light approval process give them executing confidence without the fear of mistakes.
For your **Do It Myself** franchisees, access to dashboards, segmentation tools, and A/B testing means they can go as deep as they want, all within a brand-safe environment.

The 90-day reset

If your current approach isn't working, the fix doesn't have to be complicated. Start with a simple 30-60-90 day framework, adapted to each persona. In the first 30 days, focus on setup: the right tools in the right hands, branded assets in place, compliance confirmed. In the next 30, build the workflows such as an automated welcome series, campaign calendars, segmented lists. In the final 30, review what's working, replicate it across locations, and establish a rhythm that can sustain itself.

The franchisees marketing consistently in six months are the ones set up correctly in the first 90 days.

The one thing

If you take nothing else from this article, hear this. The best systems don't rely on one strategy, but a flexible framework that meets each franchisee where they are. Brand control and local freedom aren't opposites. With the right platform, they're complementary. When brand and local content work together, and tools make it easy, the whole system grows.

Part 2
Support Insights

This section of the report examines the support structure provided to franchisees and the resources available within the franchisor's head office.

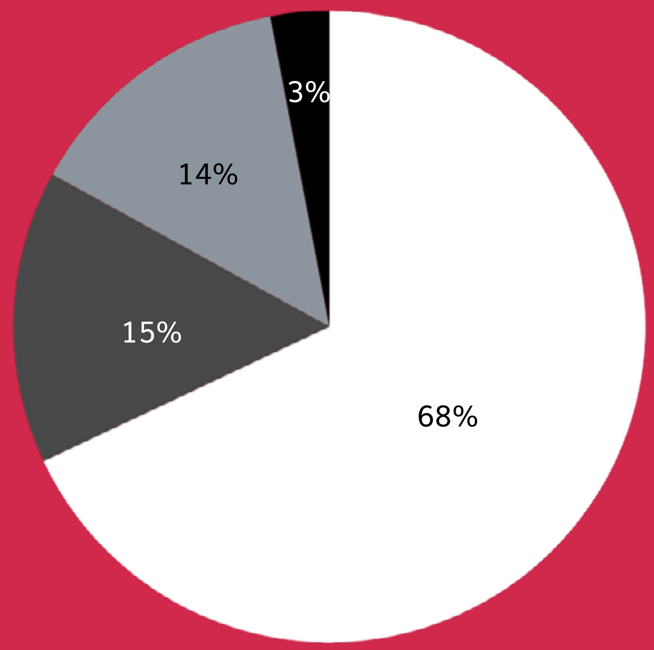
It reviews franchise support and franchisor head office staff ratios, provides an overview of franchisor support staff, and explores the range of support activities delivered to franchisees.

The section concludes with a summary of the key findings and insights on page 27.

Franchise support

When reviewing Management Service Fees (MSF), a percentage of turnover remains the most common structure. However, we have seen growth in the use of a combination of percentage and product mark up rising to **15%** from **9%** in 2025.

There is also a slight increase in the use of mark up on product as a stand-alone which is now at **3%** increasing from **1%** in 2025.



- Percentage of turnover
- Combination
- Fixed fee
- Product mark-up

MSF ranged from **2.5%** to **25%**, with the average sitting at **9.1%.**

This represents a **1.1%** increase from last year.

9.1%

average management service fee

Looking at how this translates to the different initial fee types we looked at shows if the initial fee was under £50K there is a slightly higher MSF versus initial fees over £50K.

median % management service charge

Franchisor head office staff ratios

Looking at the head office support ratios, there has been a slight reduction in staff numbers for smaller networks, alongside growth in larger networks. The most notable increase is among Franchisors with **101+ franchisees**, where the median staff number rose from **22** to **53**.

Number of franchisees	Median number of head office staff in 2024	Median number of head office staff in 2025
5 or fewer franchisees	3	2
6 - 25 franchisees	7	5
26 - 100 franchisees	12	16
101+ franchisees	22	53

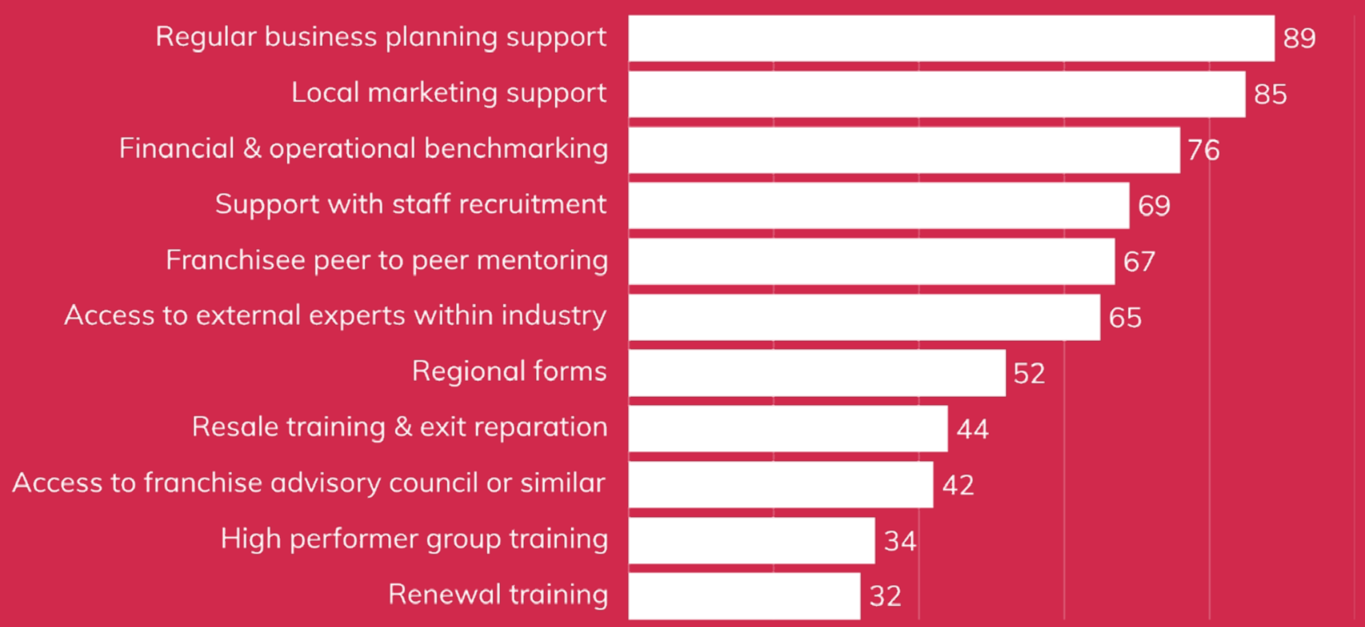
Franchisors with more than **100 franchisees** have over **2.5 times** the number of support staff compared to those with **26-100 franchisees.** This represents a slight decrease compared to last year.

Support activities

Support levels remain consistent year on year, with most franchisors continuing to offer **business planning, marketing and operational support**.

There has been a slight reduction in some areas, particularly **high performer groups** and **renewal training**.

Percentage of franchisors offering support activities



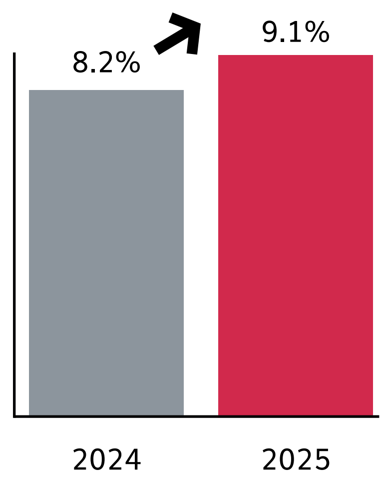
When it comes to how often franchisors meet with their franchisees to discuss performance we saw the following outcomes:

34% monthly	**40%** quarterly	**7%** annually	**18%** other

Part 2 summary

% Most franchisors' fees are a percentage of turnover

The average management service fee has increased



Head office staff trends

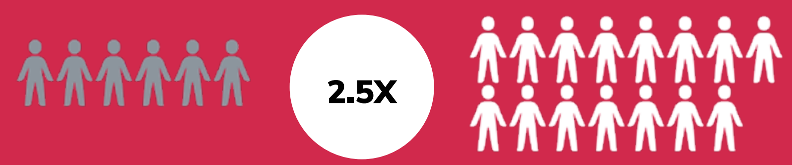
Brands with less than 25 franchisees

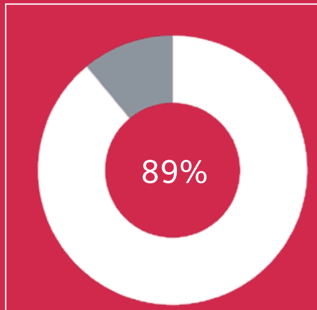
Slight reduction in the number of head office staff

Brands with 25 or more franchisees

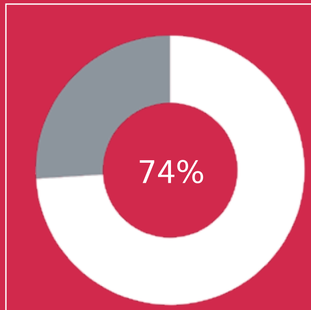
Increase in the number of head office staff

Brands with 101+franchisees have 2.5 times the number of support staff versus brands with 25 to 100 franchisees





of franchisors provide structured business support planning for their franchisees on a regular basis



of franchisors meet with their franchisees quarterly or more frequently, maintaining regular, meaningful conversations and to discuss business performance

Why franchisors should run a franchisee satisfaction survey

by Sharon Weston, Head of Franchising, WorkBuzz

Franchise success starts with franchisee satisfaction

In franchising, success is often measured by growth, turnover, and brand recognition. However, one of the most important indicators of a healthy franchise network is frequently overlooked: franchisee satisfaction. Franchisees are the people closest to customers, local markets, and day-to-day operations. Their experiences provide invaluable insight into the strengths and weaknesses of a franchise system. For this reason, franchisors should make franchisee satisfaction surveys a central part of their business strategy.

A franchise network is built on partnership. While franchisors provide the brand, systems, training, and support, franchisees invest their time, money, and commitment to deliver the business model in local markets. When this relationship is strong, networks thrive. When communication breaks down or support fails to meet expectations, performance can suffer across the entire system.

Turning feedback into action

Franchisee satisfaction surveys offer franchisors a structured and objective way to understand how their network feels about key aspects of the business. Areas such as training, operational support, leadership, communication, marketing, technology, and profitability can all be assessed through a professionally designed survey. The resulting data provides a clear picture of what is working well and where improvements may be required.

One of the greatest benefits of conducting a satisfaction survey is the opportunity to identify issues before they become significant problems. Franchisees may be reluctant to raise concerns directly, particularly if they fear conflict or believe their feedback will not lead to change. Anonymous surveys create a safe environment where honest opinions can be shared. This enables franchisors to detect emerging trends, address concerns proactively, and strengthen relationships throughout the network.

Building trust across the network

Surveys also demonstrate that a franchisor values the views of its franchisees. Listening is one of the most effective ways to build trust. When franchisees see that their opinions are sought, analysed, and acted upon, they are more likely to feel engaged and invested in the future success of the brand. This can lead to higher levels of retention, stronger collaboration, and a more positive network culture.
For franchisors, trust is one of the most valuable assets they can build. Networks where franchisees feel heard and respected are more likely to embrace new initiatives, support brand developments, and work collaboratively towards shared goals.

Recruitment: A powerful competitive advantage

Perhaps one of the most compelling reasons to conduct franchisee satisfaction surveys is their impact on franchise recruitment.

Today's prospective franchisees are more informed than ever. Before making an investment, they conduct extensive research, speak to existing franchisees, review online information, and scrutinise the support available from the franchisor. They are not simply buying into a brand; they are investing in a long-term business relationship.

Independent franchisee satisfaction data provides powerful evidence that a franchisor delivers on its promises. It offers potential recruits a genuine insight into the experiences of existing franchisees and helps answer the questions they care about most: Are franchisees happy? Do they receive adequate support? Would they choose the franchise again?

Positive survey results can become one of the most persuasive recruitment tools available. Rather than relying solely on marketing messages, franchisors can demonstrate credibility through independently gathered feedback from their own network. This creates trust, shortens the recruitment journey, and helps attract higher-quality candidates who are looking for a proven and supportive franchise opportunity.

In a competitive recruitment market, independent validation can often be the difference between a prospect choosing one franchise brand over another.

The value of the Best Franchise Programme & awards

This is where the Best Franchise Programme & Awards by WorkBuzz can add considerable value.

Independent benchmarking initiatives provide franchisors with a recognised framework for measuring franchisee satisfaction and comparing their results against industry standards. Rather than relying solely on internal assessments, franchisors gain access to objective feedback collected through a robust and transparent process.

Participation in an independent programme offers far more than the opportunity to win an award. The survey results themselves can provide deep insights into network performance, helping franchisors understand how they compare with peers and where opportunities for improvement exist. The process encourages continuous development and creates a culture of accountability that benefits both franchisors and franchisees.

Awards that mean something

Recognition through a respected awards programme can deliver significant commercial advantages. In a crowded franchise marketplace, differentiation is essential. Awards based on franchisee feedback carry particular weight because they reflect the experiences of the people who know the business best.

Unlike accolades based solely on growth figures or financial performance, franchisee satisfaction awards demonstrate the strength of the franchisor-franchisee relationship. They provide independent verification that a franchise system is delivering value to its network.

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For prospective franchisees, this type of recognition offers reassurance and confidence. For existing franchisees, it creates pride and reinforces belief in the brand.

Continuous improvement drives long-term growth

Importantly, participation should not be viewed simply as a marketing exercise. The most successful franchisors understand that feedback is a strategic asset. Even when survey results highlight areas requiring improvement, the insights gained can lead to meaningful changes that strengthen the network over the long term.

The franchise sector continues to evolve, with increasing expectations around support, communication, technology, and leadership. As networks grow and diversify, maintaining strong relationships across multiple territories becomes more challenging. Regular franchisee satisfaction surveys provide a reliable mechanism for monitoring network health and ensuring that franchisees remain engaged and supported.

A strategic investment in franchise success

Ultimately, franchising succeeds when both franchisors and franchisees succeed together. Measuring satisfaction is not merely about collecting opinions; it is about creating stronger partnerships, improving performance, and building sustainable growth.

By investing in franchisee satisfaction surveys and by participating in the Best Franchise Programme & Awards, franchisors demonstrate a commitment to transparency, excellence, and continuous improvement. More importantly, they gain valuable insights that can improve operations, strengthen recruitment, enhance franchisee retention, and support long-term success.

In today's franchise landscape, understanding what franchisees think is no longer a nice-to-have. It is a business necessity.

About the author

Sharon oversees all franchisee engagement surveys, delivering insights and working with franchisors to understand results and drive continuous improvement.

Her role involves a close partnership with the British Franchise Association, supporting all members through the re-accreditation process.

Sharon also manages the Best Franchise Awards, which recognise the highest-performing networks based on franchisee survey feedback.

Get in touch

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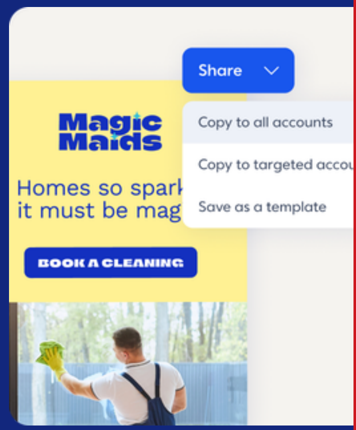

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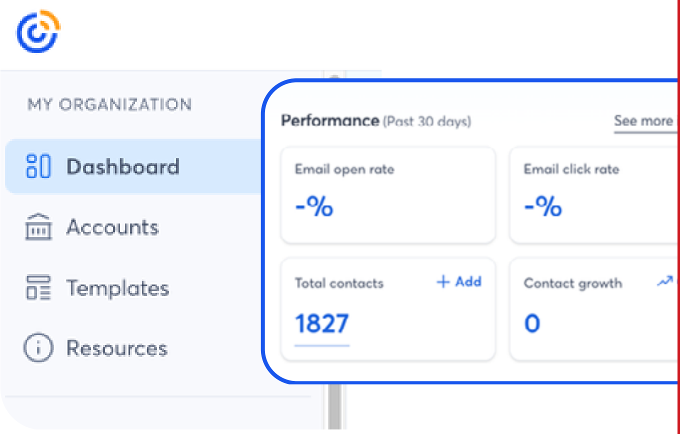

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The Best Franchise Awards 2026

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