



Franchisees keen to renew reveals report

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More franchisees are likely to renew their franchise agreement now than 12 months ago, according to a quarterly review by topfranchise.com.au.

The rolling study has also shown that franchisees now have higher levels of passion for their customers, brand, and product, reporting an eight percent increase in franchisee passion, as well as a three percent increase in intention to renew franchise agreements beyond the current term.



Ian Krawitz, head of intelligence at [10 THOUSAND FEET](http://10THOUSANDFEET) and founder of topfranchise.com.au, said the results prove the strength of Australian franchisees and the franchising industry as a whole.

"Franchisees are looking around and seeing uncertainty. Franchisees are realising the strengths of the franchise systems

that they're a part of and are even more motivated to renew their agreements and make their business a success despite challenging times," said Krawitz.

Cookie franchise Mrs Fields has seen the highest increase in franchisee passion, up by 28 percent, while coffee franchise Xpresso Delight saw the largest increase in the desire of franchisees to renew their current agreement, with a rise of 17 percent.

Incorporating feedback from more than 1,000 franchisees from 65 systems across Australia, topfranchise.com.au is a free resource for potential franchisees and an independent point of reference.