

Are You Broker Ready?

Inside what makes FranServe consultants pitch a brand on repeat.



Melissa Blum is the VP of Franchise Expansion at FranServe, the largest consultant network in the U.S. She vets and onboards new brands into their portfolio every day. Here are the 3 tips she shares for getting pitched first by FranServe consultants to prospective franchise candidates.

01 Lead with proof.

Consultants expect proof. Item 19 figures, recent franchisee performance, the data that says "this works." Ready to share, not buried in your FDD.

You really need to be loud and proud about your brand.

— MELISSA BLUM, FRANSERVE

02 Make it simple.

If a consultant can't articulate your business in 30 seconds, their candidate won't be able to either. Clarity wins over sophistication, every time.

It shouldn't be overly complex to run this business, and we need you to demonstrate that to our consultants.

— MELISSA BLUM, FRANSERVE

03 Bring a map, not a guess.

Consultants want to see hot territories and sold-out regions. Visually and upfront. It saves them hours and signals you're ready to move.

They absolutely love a territory map. There shouldn't be any guesswork when it comes to your process.

— MELISSA BLUM, FRANSERVE

Will your territory map get consultants pitching your brand?

Take the test ↓

A 2-minute self-check

Two of Melissa's tips come down to your story. The last one comes down to your franchise territories. Tick the boxes that are true for your brand today.

- ☐ **I know which territories are open right now.**
A live inventory: what's sold, in negotiation, reserved, and open.
- ☐ **I can send a clean territory map in under an hour.**
Not a screenshot with circles. A shareable map with outlines and the market data that makes the case.
- ☐ **I can name my hot zones on demand.**
Where you're actively recruiting. Which metros you're excited about. Where you're sold out.
- ☐ **I respond to every territory check in under 24 hours.**
Response time is important. Fast = more candidates, more introductions, more deals.

Your score



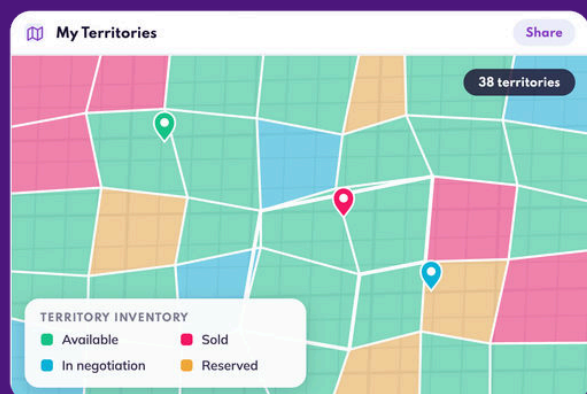
0–1 / 4 → Plenty to play with. Map your first territory in 3 minutes with Smappen.



2–3 / 4 → Quick wins ahead. One or two checks away from the brands consultants pitch first. Fixable this week.



4 / 4 → Consultant-ready. You're set up to win the territory conversation. Next: keep that map fresh as your network grows.



One shareable map. Open vs. sold, at a glance.

Map your first territory in 3 minutes with Smappen

Try Smappen free →

OR



Want to talk it through? [Book a call with me →](#)