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CORPORATE • DEVELOPMENT • ADVISORS

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# CORDEVA, LLC

We are a Corporate Development firm with a focus on Mergers and Acquisitions.

Formed in 2011 to acquire Confidential Business Sale, Inc.

Acquired Market Point Associates in 2012.

# Kelcey Lehrich, Managing Director

Managing Director of Cordeva, LLC.

Managing Partner of AMI Holdings which has two operating portfolio companies.

Worked with an exit-planning-oriented financial services practice as well with as a national franchise consulting firm.

# Areas of Practice

Mergers and Acquisitions

Buy-side and Sell-side Engagements

Corporate Development and Consulting

Franchise Consulting, Succession Planning,  
Financing Origination, Valuations, Product  
Commercialization, Brand Development,  
and Troubled Company Services

# Business Opportunities!

How many in the room...

have been approached to sell for a biz op?

have brokered the re-sale of a franchise?

have brokered the sale of a new franchise?

# Business Opportunities!

How many in the room have heard about  
“that next great biz op”?  
“that next great franchise”?

# Agenda

Cordeva Franchise Consulting Models  
Franchising 101  
Franchise Development Options  
Cordeva Franchise Development  
Franchise Development Prospects  
Closing Topics / Q&A

# Franchise Consulting Service Models

Franchisor Development

Franchise Growth Audit

Franchise Sales Outsourcing

Franchise Brokerage



# Franchisor Development

Developing a Franchise System from a  
concept prototype.

# Franchise Growth Audit

Consulting with an existing Franchise System  
on the topics of Corporate Development,  
Unit Growth, and Performance.

# Franchise Sales Outsourcing

Outsourcing of the Franchise Development  
Director role to a qualified Franchise  
Recruiter.

# Franchise Brokerage

Matchmaking franchise buyers to franchisors.

# Business Opportunity Packaging

Franchising

Licensing

Biz Ops

Sales Channels

Distributor/Dealership

# Franchising 101

FTC Definition of a Franchise:

Trademark or Tradename

System or Support

Fee or Royalty

FTC Requirement – Franchise Disclosure Document (FDD)

# Accidental Franchise

Presence of Franchise Elements:

Trademark or Tradename

System or Support

Fee or Royalty

**WITHOUT A COMPLIANT DISCLOSURE!**

# Practical Considerations

FDD

Franchise Agreement

Related Contracts

Operations Manual (Training Manual)

Strategic Growth Plan



# FDD

23 points of federally required disclosure

Item-6 Fees

Item-7 Initial Investment

Item-11 Franchisor's Obligations

Item-19 Earnings Claim or Financial  
Performance Representation (FPR)

# Franchise Agreement

Licensing Agreement that grants the use of a complete business model

# Related Contracts

Non-EVERYTHING (compete, disclosure, interference, etc)

Assignment of Telephone/Domain

Personal Guarantees

Termination/Release

Promissory Note

# Operations Manual

Can also be the training manual

Virtual / Printed

Content

# Strategic Growth Plan

Culture – Purpose / Values

Franchisor Pro-Forma

Tactical Lead Generation

Home Office Infrastructure

Franchise Compliance & Sales Training

# Franchise Development Options

Law Firm – specialist vs. generalist law firms

\$20k-\$40k

DIY – templates online

Free?

Consultants – Level of service

\$20k-\$100k

# Cordeva Franchisor Development

Franchise Readiness Assessment

FDD/FA/RC

Tactical Lead Generation Plan and  
Deliverables

# Franchise Readiness Assessment

100+ point Assessment on Key Results Areas  
Competitive Research  
Management Report  
Franchisee and Franchisor Pro-formas



# Key Results Areas

Vision/Culture

Prototype/Concept

Brand/Image

Technology

# Key Results Areas

Unit Level Sales and Marketing

Home Office Support

Biz Op Compliance (FTC and state)

Franchise Sales

# FDD/FA/RC

Law firm partnerships

We work on all of the *non-legal business* aspects of these contracts.

Law firm partner works with all *legal* aspects of these contracts.

# Tactical Lead Generation

Tactical Lead Generation Plan

Buyer Profile

Lead Generation Format

Tactical Lead Generation Deliverables

Sales Collateral (webinar, brochure, etc)

Website

# Franchise Development Prospects

Multiple Locations / scalable model

Brand Identity

Successful prototype

\$30-\$50k of cash to invest

# Franchise Development Prospects

“Have you ever considered franchising your business?”

We Pay Referral Fees!

# Closing Topics

Application of M&A Brokerage knowledge to  
Franchise Development

“Dream” development

“Contingency Only” development

# Q&A?

Kelcey D. Lehrich

Managing Director

440-220-5692

[Kelcey@confidentialbusinesssale.com](mailto:Kelcey@confidentialbusinesssale.com)