



**COLLABORATIVE**  
FRANCHISE SYSTEMS



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## WHAT IS CFS?

CFS is a group of experienced professionals who are CFAs and who work collaboratively to help others build wealth through franchising. Our professionals include engineers, lawyers, skilled sales leaders, human resources professionals, bankers, financial advisors, business coaches, and franchise brokers.

We use a proprietary process to take the guesswork out of franchising. We assess the financial and operational details of our clients to help the owners decide if a franchise model makes sense for them. Not all businesses are suitable for franchising.

If a franchise model makes sense, our team guides the franchisor through a 12 to 18-week process that includes protecting the business' intellectual property, updating written processes for every key function of the business, preparing the franchise documents, and teaching the new franchisor's staff how to sell units to investors.

If a franchise investment makes sense for an investor, our team guides the prospective franchisee through an in-depth analysis to identify the right opportunity. We don't introduce an investor to a franchisor until we are sure it is the right fit for both. Our confidential process saves money and time for the franchisor and franchisee because we reduce the number of cold calls and mismatches that can lead to failure.



**Dr. Robert  
A. Needham**  
Founder/CEO

## MEET OUR FOUNDER

Collaborative Franchise Systems, LLC (CFS) was founded by Dr. Robert A. Needham, who has over 30 years of strategic business and franchise expertise. He founded CFS after identifying inefficiencies that added complexity and financial costs to the franchising industry, while often bringing unsatisfactory results for all involved.

His revolutionary approach helps franchisors and franchisees to realize their dreams of building wealth through franchising. After approximately two years, CFS is already working with about 30% of the new franchise opportunities.

Dr. Needham is recognized as a thought leader in business and finance, franchising, collaboration, disruptive technologies, governance, platforms, and systems and structures. He is an Air Force veteran and a member of the NASA Space Shuttle Program and Military Space Program from 1978 to 1986. He holds degrees in Mathematics, Computer Science, Business Administration (Ph.D.), and Law (JD).



# Franchise Development

A franchise model can be an excellent path to building wealth for the franchisor and its franchisees. The first step on the path to building wealth through franchising begins with a company that has the following characteristics.

1. In business two years, at least.
2. A proprietary system, product, and/or intellectual property (i.e., brand).
3. Demonstrated financial stability and growth.

CFS assembles a team of experts who guide the business owner through a unique process designed to convert a business into a franchise model.. This process generally takes 12 – 18 weeks, depending on the franchisor’s schedule. After the franchise model is created, CFS coordinates with one or more certified franchise advisors (CFA’s) who identify potential investors and introduce them to the franchisor. Franchising only makes sense if it helps franchisors and franchisees meet their goals for building wealth.



# Franchise Refresh

There are thousands of franchised businesses in the U.S., yet most have sold fewer than 10 units. Slow sales can arise from many causes. The brand, including the logo, may need to be updated. The business may need to tweak its processes to enhance profitability for both the franchisor and franchisees. The sales process could be out of sync with the market and what the customers expect or want, leading to the wrong sort of investor.

Whatever the reason for slow unit sales, CFS offers a top to bottom assessment of the franchise business and provide a strategy for refreshing the brand with a goal of increasing sales of franchise units.







# Franchise Coaching, Consulting and Advice

Some businesses are great candidates to become franchises but aren't quite ready to begin that process. Perhaps financial stability hasn't been achieved or the proprietary system needs a little work. In these instances, CFS assembles a team of experts who serve as consultants to the business, providing coaching and advice to help the business prepare to become a franchisor.

## Certified Franchise Advisor

The Certified Franchise Advisor™ program is a graduate level certification offered through the National Franchise Association. The CFA course is available to:

1. Existing franchise industry professionals looking to enhance their knowledge and skills beyond the traditional broker model.
2. Individuals who are transitioning into a new career as a franchise broker, franchisor developer, brand or sales manager, analyst, strategist, or professional manager of franchise units.

Successfully completing the CFA program is a prerequisite to joining the team at CFS.

# CFS Partners

CFS offers a holistic approach to helping our clients, which includes collaborating with other organizations that provide services which can help our clients achieve their goals.

**ProAdvisor Coach** (<https://proadvisor.coach>) consists of an elite group of coaches who help their clients thrive and achieve the lives they desire. Their clients are business owners and c-suite executives.

**National Franchise Association** (<https://nationalfranchiseassociation.com>) is a digital membership-based network that consists of franchisors, certified franchise advisors, franchise investors, and vendors who provide services to the franchise industry. NFA also manages the CFA certification.

**SiMPL™ Ideas** (<https://simplideas.com>) assists inventors who want to convert their ideas into commercially viable assets, including converting them into new franchises.





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**CONTACT**  
**US**  
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