



VERIFICATION PACKAGES

We offer several lead verification packages to ensure you're getting exactly the leads you're looking for - every time.

| Non-Verified Leads | Call Verified Leads | Premium Verified Leads |
|---|---|--|
| <ul style="list-style-type: none">• Lead was not contacted for verification of submitted contact information. | <ul style="list-style-type: none">• Call verification of lead's:<ul style="list-style-type: none">◦ Name◦ Phone Number◦ Email address | <ul style="list-style-type: none">• Confirmation of:<ul style="list-style-type: none">◦ Contact information◦ Capital available to invest◦ Net worth◦ Interest in hearing more from a franchise consultant• Additional background questions include:<ul style="list-style-type: none">◦ Relevant business experience◦ Citizenship◦ Military service◦ Credit Score◦ Etc. |

BEST VALUE 



MONTHLY PACKAGES

- ✓ Homepage listing with your logo and short description
- ✓ Your listing included in all relevant categories/subcategories
- ✓ Your video added to our site and YouTube
- ✓ Database management to upload into your CRM system
- ✓ One complimentary E-Blast to over 32,000 Veterans

COST PER LEAD

*3 deposit minimum

| Non-Verified Leads | Call Verified Leads | Premium Verified Leads |
|---|---|---|
| \$35 per lead 30 leads Each deposit = \$1,050 | \$50 per lead 30 leads Each deposit = \$1,500 | \$75 per lead 30 leads Each deposit = \$2,250 |



SAMPLE CALL VERIFICATION

"Hello, is this (Lead Name)?"

"I'm calling from VeteransFranchise.com on a recorded line. How are you doing today? You submitted information on owning a franchise recently. Are you still interested in investing in a franchise opportunity? From your background and military experience, you are a very successful businessperson and strong candidate for a career in the franchising industry."

"Can I pass your information to a franchise consultant to tell you more about next steps? Great. You're going to hear from a certified franchise consultant who will provide you with a free consultation about the franchising process and some additional information about the franchises that you were interested in. I just need to ask you a few questions to send this over to a certified franchise consultant who can help you take the next steps to begin your new career in the franchise industry."

(If no objections, continue with questionnaire below. If they object, thank the caller for their time and close as not interested)

- Are you interested in exploring additional franchise opportunities?
- In the event that the selected franchise territory/investment is unavailable would you be interested in hearing from alternative opportunities?
- The email address I have for you is _____. Is this still correct? (If not update)
- Have you ever owned a business in the past?
 - o (If Yes) What type of business?
 - o (If No)
- What is your current occupation?
- Do you own a home?
- Are you a military veteran? If yes, what branch of the military did you serve?
- What type of liquid cash investment are you able to make or are comfortable making at this time? (Select a range: 50,000-100,000, 100,000-250,000, 250,000-500,000, or 500,000+)
- Are you looking for financing with this opportunity?
- (If Yes) Would you be interested in reviewing information from a third-party financing source?
- (If Yes) Do you have a 401K or retirement fund with 50,000 or more?
- (If Yes) Would you like a representative from Guidant Financial to contact you?
- (If No) *Continue Below*

(Submit Questionnaire and Notes) (Note if they are male or female/don't ask)

Can you confirm your interest in franchise consultation?

"Thank you for your time a certified franchise consultant will be following up with you within 24-48 hours. Have a great day!"