

100+
Things People
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ABOUT
Franchise
Developers

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100+ THINGS PEOPLE HATE ABOUT FRANCHISE DEVELOPERS

A brutally honest guide to what NOT to do in the world of franchise consulting
—and how Traynor Franchising does it differently.

By Sean Traynor | Traynor Franchising

WHY THIS BOOK EXISTS

Let's be honest: If you've spent time around the franchise development world, you've probably heard some horror stories. Maybe you've lived one.

There's a reason "franchise consultant" makes people's eyes narrow: because the industry is saturated with overpriced promises, cookie-cutter packages, and commission-hungry middlemen. And the worst part? They give the good ones a bad name.

This book exposes business owners' most common complaints about franchise developers and shows how Traynor Franchising is different.

You won't find fluff here. Instead, you'll find 100+ real frustrations that founders have faced, with honest breakdowns of why these things happen and what we do instead.

If you're a business owner considering franchising, let this be your BS detector—and your peace of mind.

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SECTION 1:

OVERPROMISING & UNDER-DELIVERING

1. “They told me I’d have 20 franchisees in a year. I haven’t closed one.”

OUR APPROACH: We never set unrealistic expectations. Instead, we help you build a sustainable strategy, prioritize quality over quantity, and grow at a pace that matches your business infrastructure.

2. “They said we’d be ‘the next Subway.’ Then ghosted.”

OUR APPROACH: We don’t compare your business to global giants unless that’s a realistic, long-term vision. We’re focused on your brand—not selling hype.

3. “They promised to handle everything and dumped it all on me.”

OUR APPROACH: We co-build with you. You’ll always know what’s being handled, what’s collaborative, and where your input is needed. Transparency is baked into our process.

4. “They showed up with a vision board and a pitch deck. That’s it.”

OUR APPROACH: We offer a complete, strategic build-out—legal, operational, marketing, training, and sales support—not just pretty PowerPoints.

5. “They made guarantees they couldn’t back up.”

OUR APPROACH: We don’t promise sales or timelines we can’t control. Instead, we show you the data, outline the process, and set realistic benchmarks based on your industry and brand.

6. “They claimed they had 50 franchise leads waiting. Total lie.”

OUR APPROACH: We don’t recycle leads or chase “maybe” buyers. We focus on targeted outreach, innovative marketing, and qualifying serious candidates.

7. “They said I wouldn’t need a sales team. Big mistake.”

OUR APPROACH: Franchising is a business that requires effort. We help you build or supplement a sales system that fits your goals—but we never pretend it’s hands-off.

8. “They made it sound like franchising would be passive income.”

OUR APPROACH: Franchising is leverage, not autopilot. We’ll help you work on the business, not in it—but you’ll still have a role to play.

9. “They said I’d make my money back in six months. Not even close.”

OUR APPROACH: Every franchise brand has a different timeline. We help you model out

realistic ROI projections based on industry benchmarks and your specific structure.

10. “They talked more about my ‘exit strategy’ than helping me build something real.”

OUR APPROACH: We’re focused on building a strong foundation first. Let’s create something valuable and sustainable before discussing exits if and when you’re ready to exit.

SECTION 2: SHADY SALES TACTICS

11. “THEY PRESSURED ME TO SIGN ON THE FIRST CALL.”

OUR APPROACH: We believe big decisions require space. We’ll answer every question, walk you through the process, and give you time to decide without pressure.

12. “They used scare tactics about competitors to rush me into it.”

OUR APPROACH: We educate, we don’t scare. Your decision to franchise should be based on facts, not fear.

13. “They kept pushing the most expensive package without explaining why.”

OUR APPROACH: We tailor our approach to your goals and budget. If something costs more, we’ll explain why and whether it’s worth it.

14. “They made it sound like I’d lose my chance if I didn’t act immediately.”

OUR APPROACH: Franchising is a serious, strategic decision—not a flash sale. We’ll never rush you with fake urgency.

15. “They hyped their connections and name-dropped constantly.”

OUR APPROACH: We let results speak louder than relationships. We’ll share our experience—but never inflate our value to impress.

16. “They pitched me before learning anything about my business.”

OUR APPROACH: We don’t sell until we understand. Every brand is different, and your franchise model should reflect that.

17. “They refused to send over a sample of their work before I paid.”

OUR APPROACH: We’re proud of our work. We’re happy to show examples, walk you through the deliverables, and help you make an informed decision.

18. “They boasted about how fast they could ‘crank out’ the FDD.”

OUR APPROACH: Speed is excellent, but accuracy and compliance matter more. We move efficiently, but never cut corners.

19. “They promised to ‘take care of everything’ without showing me how.”

OUR APPROACH: We don't hide behind buzzwords. We give you full transparency into what we're doing, why it matters, and how it sets you up for success.

20. "They kept dodging direct questions about pricing."

OUR APPROACH: We're up-front about costs. There are no hidden fees or upsells after the contract. You'll know what you're paying and what you're getting.

SECTION 3: POOR COMMUNICATION & GHOSTING

21. “They were super responsive during the sales process, then vanished.”

OUR APPROACH: We don’t disappear after the signature. We’re in your corner throughout development, launch, and post-launch—with check-ins and support built into our process.

22. “I’d send emails and wait days—sometimes weeks—for replies.”

OUR APPROACH: We prioritize communication. Whether you need a quick update or have a complex question, we’ll respond promptly. We treat you like a partner, not a project.

23. “I had to chase them down for every update.”

OUR APPROACH: We provide proactive updates at every stage so you’re never left wondering what’s happening or what’s next.

24. “They never had time to get on a call.”

OUR APPROACH: We make time. Period. You get direct access—not endless gatekeepers—and we respect your schedule.

25. “Everything was handled through vague emails. No clarity.”

OUR APPROACH: We explain things in plain English. We walk you through every step with clarity and context, from timelines to deliverables to legal terms.

26. “They changed timelines without telling me.”

OUR APPROACH: We don’t shift deadlines in the dark. If something needs to move, you’ll know why, what’s changing, and how we’re addressing it.

27. “They ghosted after I pushed back or asked tough questions.”

OUR APPROACH: We welcome questions—even hard ones. You’re making a major investment, and we’re here to earn your trust, not dodge accountability.

28. “I had to deal with five people, and no one knew what was happening.”

OUR APPROACH: You’ll have one lead point of contact and a clear structure. We collaborate behind the scenes so you get a seamless experience.

29. “They made me feel like I was annoying them by asking questions.”

OUR APPROACH: Questions mean you care. We treat every inquiry as a sign of engagement, not a burden.

30. “They didn’t check in once after I paid.”

OUR APPROACH: Our relationship doesn’t end with the invoice—it starts there. Regular follow-ups are built into our DNA.

SECTION 4:

COOKIE-CUTTER DEVELOPMENT PACKAGES?

31. “It felt like they gave me the same manual they gave everyone else.”

OUR APPROACH: We build custom operations manuals and systems for your business—not someone else’s. Nothing we do is off-the-shelf.

32. “They didn’t understand my industry at all.”

OUR APPROACH: We start by deeply understanding your model and your market. Whether you’re in home services, retail, or tech, we tailor your franchise system accordingly.

33. “I saw the same materials on another franchise website.”

OUR APPROACH: That doesn’t fly here. Our content—manuals, branding, brochures—is created for you. We don’t recycle assets.

34. “They handed me a templated FDD that barely fit my business.”

OUR APPROACH: We work closely with experienced franchise attorneys to build a fully custom Franchise Disclosure Document that aligns with your model, not a generic outline.

35. “The training program was just copied and pasted.”

OUR APPROACH: Your training should reflect your business philosophy, customer experience, and workflow. We help you build a system that teaches your franchisees how to succeed.

36. “They had no clue how to adapt for my business size or location model.”

OUR APPROACH: Whether brick-and-mortar, mobile, multi-unit, or home-based, we craft a model that works for your logistics and growth goals.

37. “It felt like I was forced to follow their franchise format, not mine.”

OUR APPROACH: We don’t force you into a box. We bring structure and strategy to what makes your brand unique and scale it in a way that works for you.

38. “They rushed everything through without really asking me questions.”

OUR APPROACH: We don’t move forward until we’re aligned. Your input shapes every build aspect—from operations to brand tone to franchisee profiles.

39. “Everything looked nice on paper but didn’t reflect my company culture.”

OUR APPROACH: We go beyond surface-level branding. Your culture is part of your

competitive edge, and we help you preserve it throughout the franchise system.

40. “They offered one-size-fits-all pricing, no matter how simple or complex the business was.”

OUR APPROACH: We scale our services based on your needs, complexity, and goals. Startups and mature businesses deserve different roadmaps—and we provide them.

SECTION 5: LEGAL CONFUSION & COMPLIANCE FAILURES

41. “They handed me a 200-page FDD and said ‘you’re good to go.’”

OUR APPROACH: We walk you through every part of the Franchise Disclosure Document. You’ll know what’s in it, why it’s required, and how to use it responsibly.

42. “They didn’t explain what a registration state was.”

OUR APPROACH: We break down compliance by state so you know where you can sell, what filings are required, and what timelines to expect. There are no legal blind spots.

43. “They didn’t involve an attorney—they just copy-pasted documents.”

OUR APPROACH: We work with real franchise attorneys, not templates. Legal compliance is non-negotiable, and we ensure it’s handled correctly.

44. “I didn’t realize I was legally responsible for what my franchisees did.”

OUR APPROACH: We clearly explain your legal role as a franchisor. We help you protect your brand without overreaching or under-managing.

45. “They told me I could start selling franchises before I filed anything.”

OUR APPROACH: That’s illegal in many states. We follow all legal guidelines and timelines to keep you compliant and safe.

46. “They never mentioned the FDD renewal process.”

OUR APPROACH: FDDs must be updated yearly. We help you meet those deadlines so you’re never out of compliance.

47. “I had no idea how royalties or ad funds were supposed to be structured legally.”

OUR APPROACH: We design royalty and fee structures that make financial and legal sense—and help you explain them clearly to candidates.

48. “They didn’t explain how to handle franchisee disputes or terminations.”

OUR APPROACH: We help you prepare for every scenario, from onboarding to exits. Strong legal frameworks protect both sides.

49. “They glossed over Item 19 like it didn’t matter.”

OUR APPROACH: Item 19 is your optional financial performance representation. We help you decide whether to include it—and how to do it ethically and accurately.

50. “I found out later my FDD wasn’t valid in several states.”

OUR APPROACH: We guide you through national registration and make sure your FDD is compliant across the board, with a strategy for expanding into new territories correctly.

SECTION 6:

FRANCHISE SALES & LEAD GENERATION SCAMS

51. “They promised they had a ton of great leads, but they didn’t deliver.”

OUR APPROACH: We don’t fake demand. We show you exactly how we generate leads and never inflate expectations.

52. “They flooded me with leads that weren’t serious, qualified, or aligned with my values.”

OUR APPROACH: Our process screens for financially qualified and culturally aligned people. We don’t pitch them if they wouldn’t be a good neighbor.

53. “They refused to tell me how or where they were advertising.”

OUR APPROACH: Total transparency. We walk you through every platform and budget so you can understand—and approve—your growth strategy.

54. “I found out later they had plastered my brand all over low-quality sites without my permission.”

OUR APPROACH: Your brand reputation matters. We only list and promote where it makes strategic sense—always with your input.

55. “Their brokers didn’t even understand my business.”

OUR APPROACH: We only represent franchises we believe in and learn your brand inside and out before making a single call on your behalf.

56. “The leads they sent were completely unqualified.”

OUR APPROACH: We don’t just forward email addresses. Every lead we send has been qualified for interest, investment level, and industry fit.

57. “They kept asking me for more money to ‘boost lead flow.’”

OUR APPROACH: We don’t nickel-and-dime. You’ll know exactly what you’re paying for—and we’ll advise you when not to spend if something isn’t worth it.

58. “They wouldn’t share where or how they were marketing me.”

OUR APPROACH: Total transparency. We provide detailed breakdowns of marketing campaigns, performance reports, and recommendations.

59. “They were more interested in upselling me than helping me close

deals.”

OUR APPROACH: Our focus is on your success—not padding our invoices. We’re strategic partners, not upsell machines.

60. “They said I’d be on many franchise portals, but I couldn’t find my listing.”

OUR APPROACH: We monitor all placements and show you where your franchise is listed. Visibility isn’t promised—it’s proven.

SECTION 7: UNREALISTIC EXPECTATIONS & BAD ADVICE

61. “They said I could franchise in 30 days—it takes months.”

OUR APPROACH: We’re honest about timelines. Proper development, legal filings, and strategic planning take time, so we won’t rush you into regret.

62. “They told me I’d be rich in a year.”

OUR APPROACH: Franchising is a long game. We help you build innovative, sustainable systems—not fairy tales.

63. “They said my concept could have 500 locations—but I barely had 1.”

OUR APPROACH: We focus on realistic scaling. We assess your model, margins, and market before quoting big numbers.

64. “They promised I’d sell franchises immediately—before I even had materials.”

OUR APPROACH: Sales don’t come before structure. We guide you step-by-step so you’re ready before going to market.

65. “They told me I didn’t need to update my operations or team.”

OUR APPROACH: Successful franchising requires internal readiness. We help you tighten up operations so your franchisees aren’t inheriting a mess.

66. “They said I didn’t need to be involved after launching the franchise.”

OUR APPROACH: Your leadership matters. We’ll help you delegate—but not disappear. Franchisees want a founder who’s engaged and available.

67. “They told me franchisees would just follow the system perfectly.”

OUR APPROACH: People are people. We help you build systems and support structures so franchisees stay aligned—and on track.

68. “They said I didn’t need to train anyone—I could just record a video.”

OUR APPROACH: Real training builds accurate results. We’ll help you develop hands-on, ongoing training that empowers franchisees to succeed.

69. “They acted like all franchisees would be top-performers.”

OUR APPROACH: We build performance benchmarks and accountability tools to elevate every operator, not just the rockstars.

70. “They said franchising was passive income.”

OUR APPROACH: It can be leveraged income—but it’s not passive. We’ll show you how to build infrastructure so you can scale without burning out.

SECTION 8: BROKEN PROMISES AFTER THE SALE

71. “They disappeared after the paperwork was signed.”

OUR APPROACH: We support you through onboarding, launch, and ongoing growth—not until the ink dries.

72. “They said they’d help me find franchisees, but I had to figure it out myself.”

OUR APPROACH: We stay in the trenches with you. We don’t disappear post-sale, whether it’s leads, sales coaching, or strategy.

73. “There was no onboarding for new franchisees and no guidance to help them start.”

OUR APPROACH: We help build structured onboarding playbooks and clear week-by-week checklists so franchisees aren’t left floundering.

74. “Franchisees felt lost and unsupported from day one.”

OUR APPROACH: Beyond onboarding, we help you set up weekly support calls, group chats, and fundamental human access.

75. “They told me they’d help train franchisees—but never did.”

OUR APPROACH: We help you build a real training platform and can participate in onboarding to ensure every franchisee starts strong.

76. “They promised a franchise convention, but it never happened.”

OUR APPROACH: We don’t make promises we can’t keep. If we recommend events or gatherings, we plan them with intention—and show up.

77. “They said they’d give me updates every month. I never heard from them again.”

OUR APPROACH: We build accountability into the relationship. The calendar includes check-ins, strategy sessions, and performance reviews.

78. “They didn’t care about my franchisees at all.”

OUR APPROACH: We support your franchisees because their success is yours. We’re in it with you, not just behind you.

79. “I had to rehire someone else to clean up their mess.”

OUR APPROACH: Our goal is to get it right the first time. But if something needs tweaking, we own it, fix it, and improve it. We don't run from responsibility.

80. “They made it sound like they'd be my partner for the long haul—but they bailed fast.”

OUR APPROACH: We believe in genuine partnership. That means being there for the messy middle, the strategic decisions, and the long-term brand building.

SECTION 9: LACK OF FRANCHISEE SUPPORT SYSTEMS

81. “They didn’t provide any tools for franchisees to use.”

OUR APPROACH: We build actual systems, tools, and resources—training manuals, tech platforms, sales scripts, and more—to equip every location for success.

82. “My franchisees felt completely lost after signing.”

OUR APPROACH: We guide you in setting up onboarding programs that help every new franchisee hit the ground running.

83. “There was no support hotline or help desk—just emails into the void.”

OUR APPROACH: We help you implement real support channels for franchisees—calls, chat, and human access—because fast answers keep momentum alive.

84. “They had no learning management system or training platform.”

OUR APPROACH: We can help build an actual LMS or recommend and help you launch the best-fit tool to keep training consistent and scalable.

85. “The operations manual was outdated or incomplete.”

OUR APPROACH: We build detailed, actionable, and user-friendly operations manuals that reflect how your business actually works and stay updated as it grows.

86. “Franchisees had no idea how to handle customer complaints or refunds.”

OUR APPROACH: We include SOPs (standard operating procedures) for tricky real-world scenarios so your team knows how to react professionally and consistently.

87. “There was no marketing support once locations opened.”

OUR APPROACH: We build marketing toolkits—ads, social media templates, email campaigns—and train your franchisees to use them.

88. “They didn’t offer any financial planning tools for franchisees.”

OUR APPROACH: We create unit-level business plans and offer benchmarks so your franchisees can track growth, costs, and profitability.

89. “Franchisees had no access to other owners to share advice.”

OUR APPROACH: We help you build franchisee communities—from private groups to regular Zoom calls—so owners learn from each other, not just the top.

90. “The only ‘support’ was a PDF they emailed me once.”

OUR APPROACH: Real support is ongoing. We create systems that evolve with your brand and can help you manage and scale them.

SECTION 10:

REPUTATION DAMAGE & PUBLIC BLOWBACK

91. “They tanked my reputation with aggressive franchise sales.”

OUR APPROACH: We value your brand’s legacy. Every sales strategy we create reflects your tone, standards, and long-term vision.

92. “They launched a franchise website with inaccurate claims and outdated info.”

OUR APPROACH: Our client-facing materials are fact-checked, brand-approved, and consistent with your vision before going live.

93. “They made me sign off on ads and sales scripts I hadn’t seen.”

OUR APPROACH: You’ll never be kept in the dark. We give you complete visibility and veto power on anything representing your business.

94. “They made public claims that I couldn’t back up.”

OUR APPROACH: We never exaggerate. Every marketing claim is based on actual numbers and transparent disclosures to protect your credibility.

95. “They told franchisees to say whatever it takes to close.”

OUR APPROACH: We teach ethical sales practices. Franchise buyers should know exactly what they’re walking into—and be excited about it anyway.

96. “I got bad press after a franchisee failed—because of poor screening.”

OUR APPROACH: We build systems to qualify and train the right operators—not just anyone with a checkbook.

97. “Franchisees started publicly complaining online—and I wasn’t prepared.”

OUR APPROACH: We help you build feedback loops and reputation protection plans so you can address issues before they go viral.

98. “They didn’t protect my intellectual property, and people copied my concept.”

OUR APPROACH: We prioritize IP protection and include strategies to secure your brand assets legally and practically.

99. “The franchise developers made more money than I did.”

OUR APPROACH: We structure deals that benefit the founder first, not the middlemen. You keep your equity, margins, and dignity.

100. “I wish I had never franchised with them—it almost ruined everything.”

OUR APPROACH: Franchising should elevate your business, not destroy it. We can only move forward if we genuinely believe in your model and stay accountable every step of the way.

101. “They blamed me when a franchisee failed—even though I followed their playbook.”

OUR APPROACH: We believe in shared accountability. If a franchisee fails, it’s not just their fault—it’s a chance to improve the system. We take time to analyze what went wrong, support your team in regrouping, and make sure our model evolves with every lesson learned.

FINAL THOUGHTS

If you've ever felt uneasy about franchising, we get it. There's a lot of noise—and a lot of players who don't deserve your trust.

At Traynor Franchising, we're here to cut through the noise with honesty, transparency, and real systems that work.

Want to talk about what franchising could look like for your business—with none of the fluff or fakes?

Reach out. Let's build something real.

VISIT OUR WEBSITE:

<https://www.TraynorFranchising.com/book-a-call>

Let's build something worth scaling.

— Sean Traynor