**Franchise Checklist if You’re Looking to Enter the Car Wash Industry**

**Reputable brand**

* *Is it a well-known brand? Is the brand widely recognized by your target market? Does the company exude integrity and has a good reputation? Are the company’s goals and values aligned with yours?*

**Sound business plan**

* *How long has the company been in business? Does the company have a strong track record? Are its existing franchisees performing well? Do the established business systems cover all essential processes such as payroll, training and marketing?*

**Established market demand**

* *Is there an established need for the car wash services offered by the franchise? Who are the target customers of the franchise and will they be able to sustain your earnings in the coming years?*

**Solid marketing system**

* *How effective is the franchisor’s marketing strategy? Is the cost of the marketing expenses reasonable?*

**Attractive earning projections**

* *Do the earning projections and profit margin of the franchisees entice you to join the franchise system? How soon can you expect a return on investment? Can the franchisor readily share evidence of their franchisees’ remarkable performance and earnings?*

**Training and support**

* *Does the franchisor provide constant and reliable support to its franchisees? Does it keep its manpower’s continuous learning and improvement a top priority by providing continuous training opportunities? Does it provide support on crucial aspects of the business like marketing, technology and construction?*

**Fees and cost structure**

* *Will you be able to afford the total initial investment needed along with the royalty payments and other miscellaneous costs that you need to pay continuously? Are there any hidden costs? Are the prices justified? Does the franchisor offer reasonable payment terms?*

**Accredited by franchising associations**

* *Is the company a member of established franchising associations? Does it support and comply with the standards and regulations imposed by the association?*