



VON DAWSON

Sr. Manager, Development

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■ FAST FACTS

FRANCHISING SINCE: 1958

**MULTI-UNIT FRANCHISEE
OPERATING UNITS:** 1,732

TOTAL OPERATING UNITS: 1,811

TOTAL DOMESTIC UNITS: 1,686

TOTAL NON-TRADITIONAL UNITS:
44

FRANCHISE FEE: \$40,000-\$50,000

ROYALTY FEE: 4.5%

ADVERTISING FEE: 3.5%

**MINIMUM FINANCIAL
REQUIREMENTS:** \$500K liquidity
and \$1.5M net worth

EARNINGS CLAIMS: No

BUILD-OUT OPTIONS: Conversions,
Freestanding, End-cap, In-line, Travel
Centers, Non-Traditional (Airports,
College Campuses, Casinos, Military
Bases, Major Medical, etc.)

AVAILABLE TERRITORIES:
Northwest, Midwest, Northeast,
Southeast

The information contained herein is not an offer to sell or solicitation of an offer to buy a franchise. IHOP will not sell a franchise unless it has been appropriately registered, excluded or exempted, as required by applicable state law, and the IHOP Franchise Disclosure Document has been delivered to the purchaser in compliance with state and federal law.

■ OPPORTUNITY DETAILS

IHOP® began making people smile in 1958, opening our 1st location in Toluca Lake, CA. Since then, it's been the popular place where guests can enjoy classic favorites and craveable menu innovations any time of day.

Franchising since 1960, with approximately 1,686 locations in the U.S. and 125 international, we have opportunities for development in select domestic markets, varied venues, and internationally, for qualified multi-unit operators with a passion for our brand and the restaurant industry.

■ DEMOGRAPHICS

Our preferred locations are near dense retail trade areas, hotels, popular attractions, and in non-traditional venues. The minimum population should be between 25,000-50,000 within 3 miles and 80,000-150,000 within 5 miles. The area should have a traffic count of greater than 28,000 average daily traffic, or daily average freeway traffic of greater than 60,000. For nontraditional venues, the demographics will vary upon the venue.

■ RANKINGS & AWARDS

Entrepreneur Franchise 500 #1 in Breakfast/Brunch Category, Franchise Times Top 500, Nation's Restaurant News MenuMasters, PR Platinum Community Relations, Nation's Restaurant News Marketing Creator, PR Week Best Viral Campaign, BASES Restaurants Menu Innovation Awards, Sabre Awards Product Media Relations Award, PR Week Best Promotional Event

■ QUALIFICATIONS

If you have an operating/business background in the restaurant industry, the IHOP development opportunity may be for you. Our minimum financial requirements are \$500K liquidity and \$1.5M net worth. Passion for our brand, focus, operating and development experience will help identify your potential growth. A widely recognized and loved family dining brand, we are looking for experienced operators to continue our brand consistency, adaptability and growth.

■ SITE ASSISTANCE

As an established franchise system with a proven business model, our experienced support team will provide consultation in site selection, site selection guidelines, process, architecture and design review, although the selection of the site is the franchisee's sole responsibility. Our team of professionals will also provide consultation throughout the development process.

