BACK COVER FRONT COVER





CAPITALIZE ON OUR BURGERS & FRIES WITH CHECKERS & RALLY'S!

Checkers and Rally's franchisees achieve their goals with a strong return on investment, innovative technology, and competitive franchise growth incentives.

#### ■ Room To Grow

☐ With over 800 restaurants, we still have Top-Tier Market Availability in many US Markets. Territory is plentiful.

## ■ Outstanding System Achievements

- □ Named a BEST FRANCHISE DEAL by **QSFR Magazine** 5 years running.
- □ Top 500 Franchise by Entrepreneur Magazine 15 years running
- ☐ Top 50 in 2022 Franchisee Satisfaction Award by Franchise Business Review-10th year in a row.

## ■ Vested In Our Franchise Family

□ Our focus on Franchisee relationships and profitability means our Executive Team as well as operations has an open door policy.

# COMPELLING FINANCIAL PROPOSITION

Because of our metrics-driven management style, Checkers & Rally's can help improve profitability by developing efficiencies across the business model.

# JT FRANCHISEE & FRANCHISOR ALIGNMENT

Checkers & Rally's corporately owns and operates over 30% of the restaurants system wide, and as such, creates initiatives that support both the franchise community and corporate restaurants.

## **EXCITING GROWTH POTENTIAL**

Checkers & Rally's has over 30 years of experience and a strong national presence, and yet we continue to grow with both new and existing franchisees.



## **STRONG CONSUMER PROPOSITION**

To keep our guests satisfied, we are constantly revamping our menu with indulgent and innovative limited time offers:

- Constant innovation of our menu based solidly on **Guest Preferences**
- Bold & Flavorful Food price-engineered to help deliver profits to our franchisees
- Our food keeps guests coming back

### CHECKERS & RALLY'S GROWTH MARKET POTENTIAL





MENUS THAT DRIVE THE BOTTOM LINE

Checkers

