

Ready to franchise your pizza brand?

The 20-item checklist top pizza franchise attorneys use to decide if a brand is ready to sell franchises. Check every box before you invest \$50k+ in FDD legal work. Anything unchecked = a hard blocker.

Unit economics proven

- ☐ At least 2 years of profitable operations at 1 shop
- ☐ \$800k+ average annual unit volume, 3+ months trailing
- ☐ 12%+ EBITDA margin, verified by outside CPA
- ☐ Second location open, cash-flow positive within 6 months

Systems documented

- ☐ Written operations manual (100+ pages)
- ☐ Training program that runs without you personally
- ☐ POS + KDS + inventory + loyalty on integrated platform
- ☐ Supply chain vendors with multi-unit pricing agreements

Brand + IP

- ☐ Trademark registered on brand name + logo
- ☐ Recipes documented + protected as trade secrets
- ☐ Domain, social handles, and Google Business owned by parent LLC
- ☐ Marketing materials + brand book documented

Legal + financial infrastructure

- ☐ Franchise attorney engaged, Franchise Disclosure Doc (FDD) drafted
- ☐ Franchise registration filed in target states
- ☐ \$150k+ working capital for franchisor operations
- ☐ Insurance updated for franchisor liability

Franchise sales operation

- ☐ Franchise sales landing page + info pack PDF
- ☐ Discovery call scheduler + lead scoring
- ☐ First 3-5 target markets identified with territory maps
- ☐ Field consultant hired or contracted to support opening

Need help with any of these?

Pizza Loop includes the franchise sales kit + operations manual templates.
Book a call at pizzaloop.io | Serious franchisors only.