



Franchising 101: Are You Ready to Franchise Your Existing Business?

January 20, 2011

8:30 AM to 10:00 AM

MetLife, 260 Madison Avenue, 11th Floor, New York, NY 10016.

Potential Franchisors will learn:

- If their business has the potential to franchise
- Can they teach their business plan to others?
- Does their business have national appeal?
- The importance of branding before they expand
- How to select the right franchisees
- The legal and accounting requirements for franchising their business

Featured speakers include:

- Jeffrey Bernstein (Moderator), Chairman, The Archstone Group,
- Michael Einbinder, Esq., Franchise Attorney, Einbinder & Dunn, LLP
- Michael Iannuzzi, CPA, Citrin Cooperman & Company, LLP (Franchise Division)
- Nick Rizzi, Founder of Smart Tax

The seminar is the third in a series on franchising. The series sponsors intend to run such events on a quarterly basis, alternating between those issues affecting franchisees and those affecting franchisors.

To register call 212-473-7875 or email at events@manhattancc.org
