



**Top firms collaborate to provide best in market franchise selection systems and services.**

The recently formed relationship between Franchise Consultants Limited and Selector Limited is an ideal match of two market leading businesses with highly complementary services, providing an advanced franchise selection advisory service.

The partnership combines over 30 years of knowledge, experience and success with Selector's comprehensive psychometric assessments, technology and advisory service, and Franchise Consultants extensive franchisee profiling know-how, married with recruitment operating structure and systems has been wrapped up into one comprehensive package.

The partnership proposition differs from all other products in the market in that it covers the full spectrum of what is required by a franchisor; for franchisee selection from the design of the ideal franchisee profile through to the application process to the reference and credit check and the testing of the applicants personal characteristics by the results of the testing interpreted by a qualified, experienced



psychologist. This narrows down the possible failure rate of selecting the wrong type of franchisee to a greatly reduced margin.

Recruiting the right franchisees remains the number one challenge faced by franchisors, a fact confirmed recently by the Franchising New Zealand 2010 study, undertaken by Massey University and sponsored by FANZ. The research stated that selection criteria commonly reported as unsophisticated and may depend largely on judgement.

This is a new comprehensive franchisee selection processing tool which is the first of its type anywhere and will be more accurate and therefore much more worthwhile to franchising in New Zealand.

For further information contact:

**Selector Limited**

Grant Amos

grant@selectorgroup.com

+64-9-966 0232

www.selectorfranchise.co.nz

**Franchise Consultants Limited**

Win Robinson

win@fcnzl.co.nz

+64-9-523 3858

www.franchise.biz

Callum Floyd

callum@fcnzl.co.nz

+64-9-523 3858

**Selector Limited**

Ph: +64-9-966 0232 Fax: +64-9-379 3893 [www.selectorfranchise.co.nz](http://www.selectorfranchise.co.nz)