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## **Checkers and Rallys Scores High on Franchisee Satisfaction**

*Franchise Business Review Posts Recent Survey Findings Online*

Portsmouth, NH— Checkers and Rallys has better franchisee satisfaction than many of its competitors, according to a recent [survey](#) conducted by Franchise Business Review, an independent market research firm based in Portsmouth, NH.

The survey asked franchisees questions related to training and support, system communication, franchisor/franchisee relations, financial opportunity, business lifestyle, and overall satisfaction with their business. Fifty-nine percent of Checkers and Rallys franchisees participated in the Franchise Business Review satisfaction survey. The full results are available at [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com).

Checkers and Rallys is a national food franchise with 776 locations nationwide. The startup investment for a franchise ranges from \$345,500 to \$825,000.

Franchise Business Review recently recognized Checkers and Rallys' exceptional survey results in its 2012 Food Franchises report <http://www.franchisebusinessreview.com/franchise-reviews/Checkers-Rallys-franchise>.

"It's exciting to see a well-established brand like Checkers and Rallys committed to franchisee feedback and satisfaction. The executive team is focused on strengthening the relationship with their franchisees, and the brand continues to be a leading choice for investors in the food franchise space," said Franchise Business Review president Michelle Rowan.

Franchise Business Review has surveyed more than 100,000 franchisees from more than 500 of today's leading franchise brands. All active franchise owners who have been in business for three months or longer are invited to participate in this survey process.

"Franchise companies use our survey data to help better understand the experiences of their franchisees, and pin-point areas within their systems where improvements can be made to help increase satisfaction and engagement—which leads directly to overall increases in franchisee performance," Rowan said.

### **ABOUT CHECKERS/RALLY'S:**

Checkers/Rally's Drive-In Restaurants, Inc. is the largest double drive-thru restaurant chain in the United States. To firmly establish its position in the hyper-competitive quickservice burger segment, the chains joined forces in 1999, blending systems, best practices and ultimately menus. Today, the Tampa-based company develops, owns, operates and franchises nearly 800 Checkers and Rally's restaurants across the U.S. In recent years, the brand has received some of the restaurant industry's most prestigious awards including "Best Drive-Thru in America" from QSR Magazine, and the "Hot! Again" award from Nation's Restaurant News. For more information about Checkers or Rally's, please visit [www.checkersfranchising.com](http://www.checkersfranchising.com).

## About Franchise Business Review

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. The firm's services include commissioned franchise research projects, as well as industry-wide studies of franchisee satisfaction. The firm administers the FBR50 – Franchisee Satisfaction Awards™—an annual rating of the top franchise companies based on the highest level of overall franchisee satisfaction by participating companies. Franchise Business Review is headquartered in Portsmouth, NH, and can be reached at (866)397-6680 or by visiting their company websites at [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com) or [www.FBR50.com](http://www.FBR50.com).

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