

Checkers & Rally's Renews Its Growth Focus in the New Normal

The company continues its path to 1000 restaurants with focus on key priorities

CHECKERS & RALLY'S has been serving up craveable burgers and fries for more than 30 years, but today the classic quick-service brand is focused on expanding its national footprint. From 2018 to 2019, the brand had opened more than 80 new restaurants and added over 50 new franchisees since 2018, bringing the total number of restaurants close to 900 nationwide. This is a major milestone on its way to reaching its target of more than 1,000 restaurants nationwide, all while focusing on safety during the COVID-19 pandemic and delivering strong financial results for franchisees.

"In 2020, we continue the focus on our core strengths with modular drive thrus that drive revenue, new menu innovations that are bold and flavorful, and streamlined restaurant operations that improve team member efficiencies in a contactless experience," says Ursula Lane, director of franchise recruitment for Checkers and Rally's.

This focus on restaurant profitability is part of the company's dedication to its franchisees. Because Checkers and Rally's is 70 percent franchised and 30 percent company-owned and operated, strategic decisions are made with an eye on how it will impact restaurant-level economics and operations.

In February, the company brought on Frances Allen as the CEO—an accomplished leader in the restaurant industry—to keep the growth momentum going. Allen's leadership experience and track record of success with brands like Boston Market, Denny's, and Dunkin' is successfully leading Checkers & Rally's through the Covid-19 crisis. The brand has kept the customer first and served its communities by delivering high quality, craveable food via its drive thru, integrated delivery system, and walk-up.

With strong guest demand for Checkers and Rally's innovative menu offerings and atmosphere, the brand is seeking qualified franchisees to operate restaurants in new and existing markets. The brand's modular drive-thru restaurants with a closed kitchen design already limit



To learn more about franchising with Checkers & Rally's, visit checkersfranchising.com.

Locations: Nearly 900 nationwide
Franchised: 70 percent
Company-Owned Stores: 30 percent

contact points which are two attributes that stand out to potential franchisees in the new normal. Many top-tier markets are still available.

"We are looking for qualified and experienced prospective multi-unit franchisees and food operators who want to join a franchise family known for its indulgent food and resilient drive-thru business model," Lane says. "Franchisees must have a minimum net worth of \$750,000 and a minimum of \$250,000 in liquid assets per location."

After applying, substantiating financials, and the initial operations interview, qualified applicants will be invited to attend a virtual Franchise Candidate Day to meet the executive and support teams and mutually confirm a good fit.

After a franchise is awarded, the company works with franchisees to find strong, profitable sites to build their new Checkers or Rally's restaurants, a process which can take anywhere from six to 12 months depending on the selected restaurant format.

"Guests continue to know us as the place for big, bold, and flavorful food, including our Famously Seasoned Fries, and existing and prospective franchisees recognize our brand as a competitive business opportunity," Lane says. ■