

Franchise Site Screening Checklist

Questions before territory, lease, buildout, or second-location decisions

A franchise brand can provide a model, but local site conditions still matter. Use this checklist to prepare better questions for the franchisor, broker, lender, and operating partners before committing capital.

Best for

Franchise buyers, franchise consultants, multi-unit operators, business brokers, and advisors helping buyers compare markets or addresses.

Quick checks before you fall in love with the space

- Does the local trade area fit the brand's customer profile?
- Are brand standards, territory rules, and local site realities aligned?
- Which competitors or substitutes are already serving the same need?
- What information should the buyer request before signing?

Decision questions

Question	Why it matters	Write notes here
Does the territory support the expected customer base?	Brand averages do not remove the need to review the local market and customer geography.	
How does the candidate site compare with nearby substitutes?	The buyer should understand direct competitors, adjacent categories, and stronger alternative corridors.	
Are access, visibility, signage, and parking consistent with the brand model?	A site can meet demographic targets but still fail operationally if access and visibility are weak.	
What data has the franchisor provided, and what is missing?	A buyer should separate brand-provided materials from independent location questions.	
What would make the site a proceed, watch, or avoid decision?	A clear decision frame helps avoid emotional commitment to a site before verification is complete.	

Next steps

- Ask the franchisor for site criteria, territory rules, benchmark stores, and any required approval process.
- Collect candidate addresses, broker materials, lease terms, and known competitors before requesting a custom screen.
- Use professional legal, financial, and franchise counsel for final commitments.

This free checklist is for early screening only. It does not replace a full location report, legal advice, financial underwriting, franchisor approval, lease review, or field inspection. For a custom map-backed memo, contact hello@geointelworks.com or visit [geointelworks.com](https://www.geointelworks.com).