

Start-Up Systems

As you launch your franchise program, you face a number of decisions that will shape your future success. Too often, startup systems focus solely on franchise development without building a sustainable franchise foundation. Lathrop GPM's Franchise & Distribution group has worked with hundreds of startup systems in various industries — including restaurant, service, retail, and health care — to launch successful franchise programs. The key to launching a successful franchise program is aligning your business with franchise counsel who understands the nuances of franchise law, devotes the time to truly understand your business, and has the experience to anticipate the future needs of growing and evolving franchise systems. Our franchise team has more than 700 years of franchise experience, with professionals at all levels of experience to ensure our clients receive exceptional client service at competitive rates.

Our group's years of experience and in-depth franchise knowledge, coupled with our commitment to learn and understand your business, results in the establishment of a sustainable franchise system that is positioned to grow and evolve for future years. As a startup system, our team can assist you with:

- Planning and structuring your franchise business
- Preparing your FDD, franchise agreement, and related agreements
- Complying with all state franchise registration requirements
- Protecting your brand identity
- Developing comprehensive system standards and policies to enforce those standards
- Building flexibility into your system to allow for system change and evolution
- Providing a comprehensive sales compliance program and other on-site training



We understand entrepreneurs and their priorities, as well as competitors and the franchise industry. We make your goals our goals, and will provide creative and cost-effective service to help you launch your franchise brand.

Lathrop GPM attorneys have been active as leading lawyers in the franchise industry for over 40 years, with many serving in leadership roles within the International Franchise Association, the ABA Forum on Franchising, and other related industry groups. Lathrop GPM's franchise practice has consistently been recognized by *Chambers Global* and *Who's Who Legal* as leaders in the franchise field.