



2008 Top 50 Franchises Midsize Class

Systems with 50 to 200 units

- 1 i9 Sports
- 2 Paul Mitchell School
- 3 Murphy Business & Financial
- 4 Tax Centers of America
- 5 Truly Nolen
- 6 SeaMaster Cruises
- 7 J.D. Byrider
- 8 1-800-RADIATOR
- 9 Disaster Kleenup International
- 10 MaidPro
- 11 Miracle Method Surface Restoration
- 12 Sandler Sales Institute
- 13 Aire-Master
- 14 Mighty Auto Parts
- 15 Learning Express
- 16 Kinderdance
- 17 The Cleaning Authority
- 18 E.Nopi Math
- 19 Palm Beach Tan
- 20 Interstate All Battery Center
- 21 Computer Medics
- 22 Pressed 4 Time
- 23 Andy OnCall
- 24 GolfTEC
- 25 Critter Control
- 26 PIP Printing & Document Services
- 27 Pop-A-Lock
- 28 Two Men and a Truck
- 29 Sears Carpet & Upholstery Care
- 30 Kilwin's Chocolate and Ice Cream
- 31 Office Pride Commercial Cleaning
- 32 Spring Green Lawn Care
- 33 Submarina Sandwiches
- 34 Nationwide Floor & Window Coverings
- 35 Marco's Pizza
- 36 Homewatch CareGivers
- 37 Handyman Matters
- 38 Oxford Learning Centers
- 39 Rainbow International
- 40 Fast-Fix Jewelry Repair
- 41 LearningRx
- 42 Kitchen Solvers
- 43 Mr. Electric
- 44 COMPUTER EXPLORERS
- 45 Images 4 Kids
- 46 Mathnasium
- 47 Criterium Engineers
- 48 Abrakadoodle
- 49 Passport Health
- 50 Tile Outlet

“The top reason I chose my franchise was because of its reputation. When researching the profession of business brokering, I found that the reputation for being an effective firm with great people was what Murphy Business & Financial was known for.”

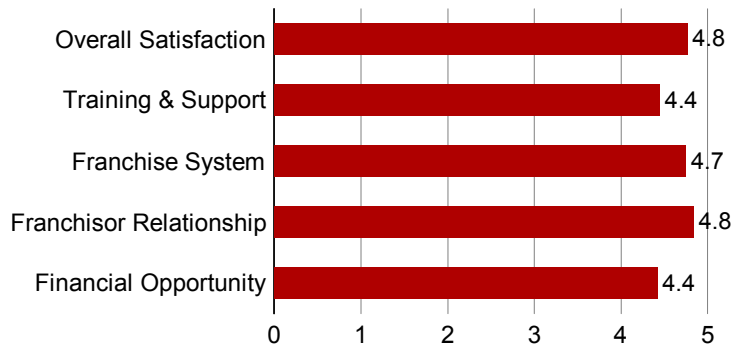
Murphy Business & Financial
franchisee David Parker

FRANCHISE 2007 TOP 50

1	Heaven's Best Carpet Cleaning	26	Disaster Kleenup International
2	Home Instead Senior Care	27	J.D. Byrider Systems
3	Synergy Homecare	28	Central Bark
4	i9 Sports	29	Padgett Business Services
5	FASTSIGNS International	30	Pop-A-Lock
6	Budget Blinds	31	The Little Gym
7	Paul Mitchell School	32	Mighty Distributing System
8	BONUS Building Care	33	1-800-RADIATOR
9	CertaPro Painters	34	Wild Birds Unlimited
10	1-800-GOT-JUNK	35	HomeVestors of America, Inc.
11	FocalPoint International, Inc.	36	Sir Speedy
12	Adventures in Advertising	37	Jan-Pro
13	JumpBunch	38	TeamLogic IT
14	Stretch-N-Grow	39	Action International Business Coaching
15	Carlson Wagonlit Travel	40	Learning Express
16	American Poolplayers Association	41	Pak Mail Centers of America
17	Tax Centers of America	42	The Cleaning Authority
18	Aire-Master of America	43	HouseMaster
19	Our Town America	44	Carpet Network
20	Computer Troubleshooters	45	Parmasters Golf Training Centers
21	Miracle Method Bath and Kitchen Restoration	46	Salad Creations
22	Matco Tools	47	Sarah Care
23	MaidPro	48	TSS Photography
24	SeaMaster Cruises	49	Smartbox
25	Culver's	50	Two Men and a Truck

Overall Summary

Average score over all survey responses by section
(maximum possible score is 5)



Rating Key

For the Summary Snapshot, we calculated the average score in these 5 critical areas. The scores are based on our 5 point rating system:

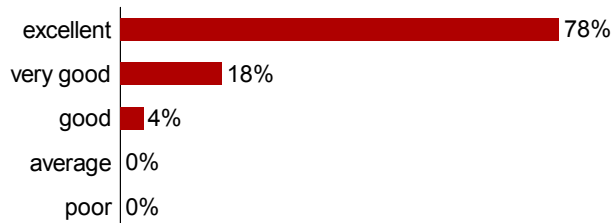
- 5 - Excellent
- 4 - Very Good
- 3 - Good
- 2 - Average
- 1 - Poor

Reviewed by 48 franchisees (94%)

OVERALL SATISFACTION

Opportunity

Overall, how would you rate your franchisor and the opportunity provided by this franchise system



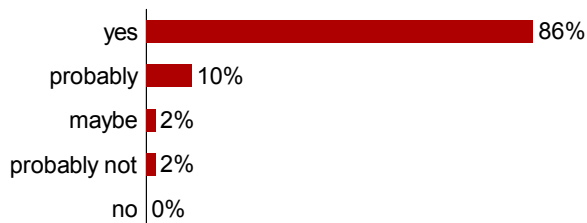
Overall Satisfaction

In our Overall Satisfaction section, we ask franchisees two critical questions. Of all the questions we ask franchise owners, these two questions are clearly the most telling.

In the pages that follow, we cover 4 major areas that are key to franchisee satisfaction: Training & Support, Franchise System, Franchisor Relationship and Financial Opportunity. We also collect market, demographic, lifestyle and business experience information to help you get a better understanding of the overall makeup of the franchisee population.

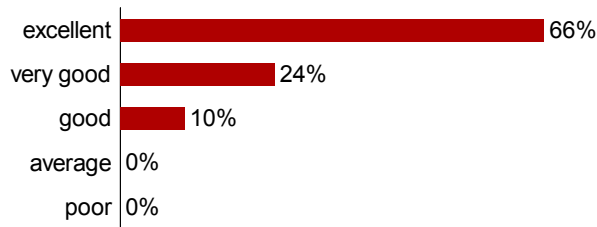
Do It Over Again

If you could do it all over again, knowing what you know today, would you still invest in this franchise



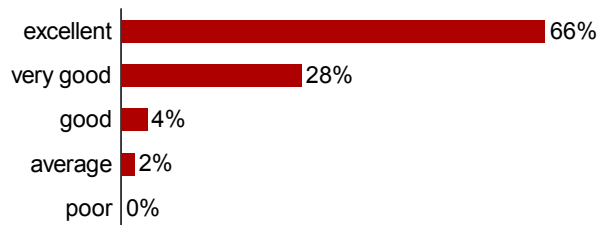
Initial Training

The Initial Training provided by your franchisor



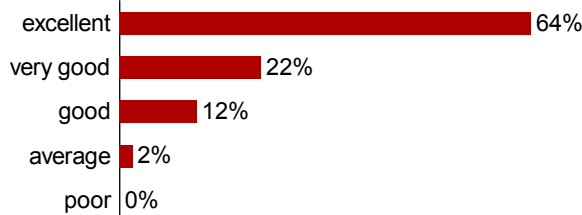
Opening Support

The Opening Support provided by your franchisor



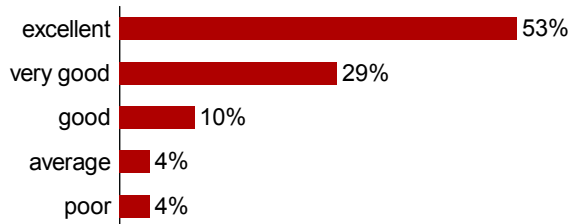
Ongoing Training and Support

The Ongoing Training and Support provided by your franchisor including training/operational manuals, phone/email/intranet support, etc



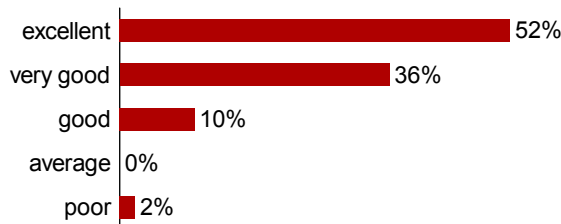
Field Support

The Field Support provided by your franchisor



Advertising, Marketing and Promotional Programs

Your franchisor's Advertising, Marketing and Promotional Programs



There are 5 key areas of training & support that are important to understand in any franchise system: initial training, opening support, ongoing training and support, field support and promotional programs.

Initial Training

Looks at how current franchise owners rate the training programs provided by their franchisor prior to opening for business.

Opening Support

Looks at how current franchise owners rate the programs and services provided by their franchisor during the process of opening for business.

Ongoing Training and Support

Looks at how current franchise owners rate the ongoing training and support they receive from their franchisor in order to stay competitive.

Field Support

Looks at how current franchise owners rate any field support and on-site services provided by their franchisor

Advertising, Marketing and Promotional Programs

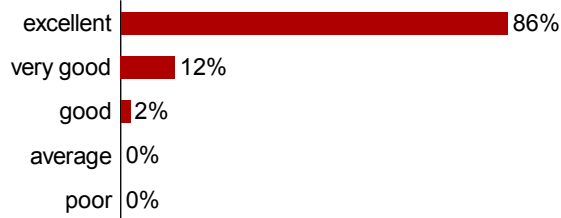
Looks at how current franchise owners rate the advertising, marketing and promotional programs provided by their franchisor and how effective these programs are at developing new business.

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Sharing the franchise experience

Franchise Satisfaction Report
i9 Sports

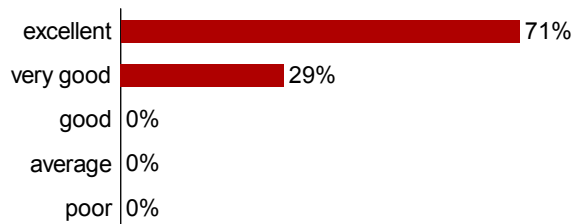
Competition

How does your franchise compare to the Competition in your local market (including both franchise and non-franchise businesses)



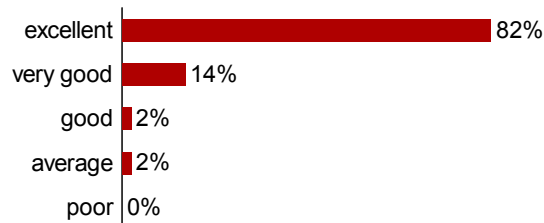
Products and/or Services

The quality of the Products and/or Services provided by your franchisor



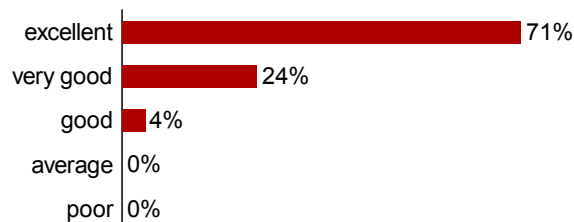
Creativity

The Creativity of your system... openness of your franchisor to experiment with new ideas or improvements to current products/services/operations



Fellow Franchisees

Communication and support among Fellow Franchisees



Competition

Looks at how current franchise owners rate their franchise system's competitiveness compared to other businesses in their local marketplace.

Products and/or Services

Looks at how current franchise owners rate the overall quality of the products and/or services provided by their franchisor.

Creativity

Looks at how current franchise owners rate the creativity of their franchise system and the openness of their franchisor to experiment with new ideas.

Franchisee Support

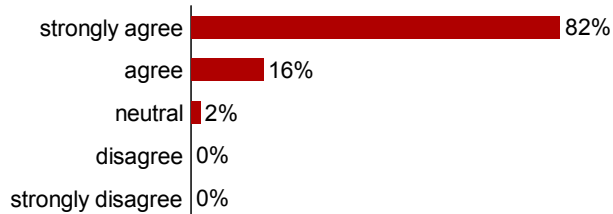
Looks at how current franchise owners rate the communication and support among their fellow franchisees.

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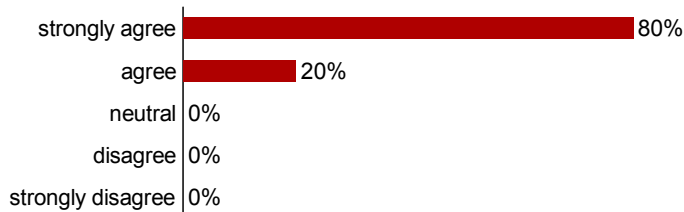
Knowledgeable/Supportive

My Franchisor is Knowledgeable of my business and is Supportive of all of my needs



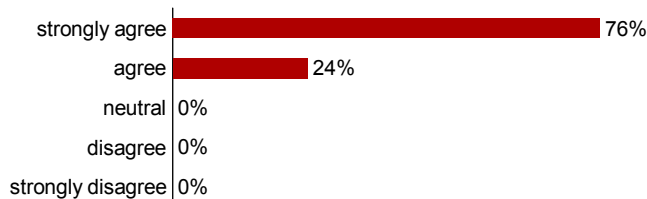
Accessible and Responsive

When I have a question or a problem, senior management and support staff are easily Accessible and Responsive



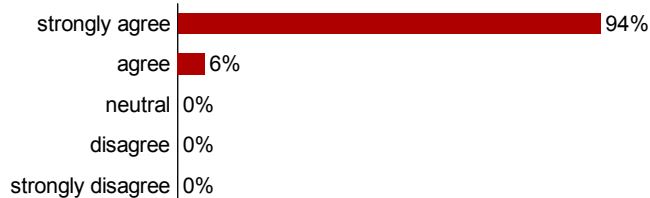
System-Wide Communication

System-Wide Communication between corporate staff and franchisees is excellent



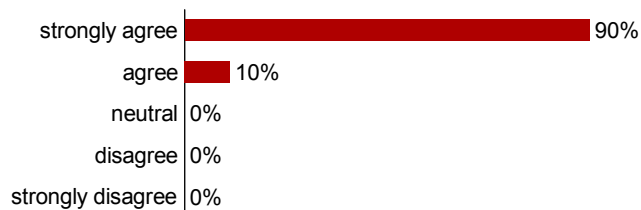
Honesty/Ethics

My Franchisor encourages Honesty and a high standard of business Ethics throughout the organization



Respect

Overall, my relationship with my franchisor is excellent and I have a high level of Respect for the entire organization



Knowledgeable/Supportive

Looks at how current franchise owners rate their franchisor on their overall knowledge of the franchisees' business and ongoing support needs.

Accessible and Responsive

Looks at how current franchise owners rate their franchisor's accessibility and responsiveness to any of their questions and/or problems.

System-Wide Communication

Looks at how current franchise owners rate the overall communication between the corporate staff and franchise owners.

Honesty /Ethics

Looks at how current franchise owners rate their franchisor's corporate culture and the promotion of honest and ethical business practices.

Respect

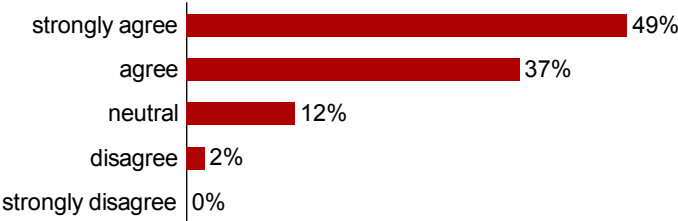
Looks at how current franchise owners rate their overall relationship with their franchisor and their level of respect for the franchise organization.

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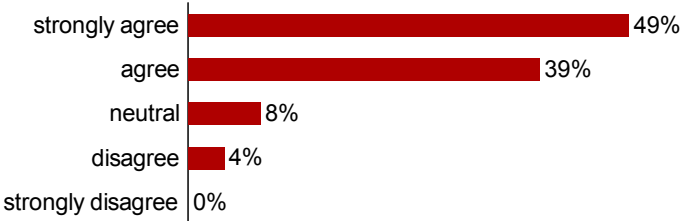
Fees

The Fees I pay to my franchisor are fair



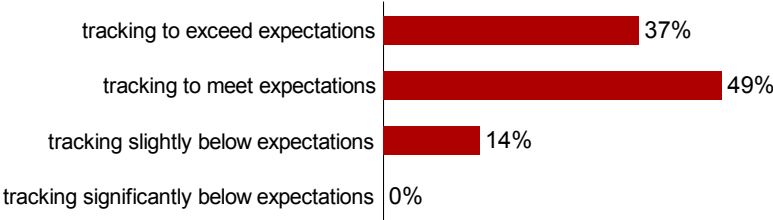
Total Investment

The Total Investment into my business, including both time and money, has been consistent with my expectations and any information provided to me by my franchisor



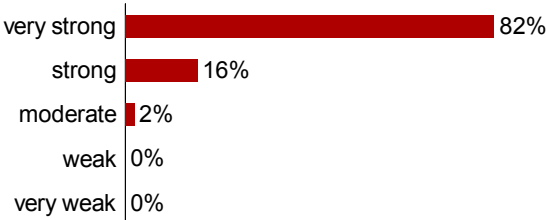
Financial Picture

Today, the overall Financial Picture of my business could best be described as follows



Long-Term Growth

The Long-Term Growth opportunity for my business is



Fees

Looks at how current franchise owners rate the fairness of the fees they pay, given the value of services and support they receive.

Total Investment

Looks at how current franchise owners rate the total investment they have made in their business and whether it was inline with their expectations.

Financial Picture

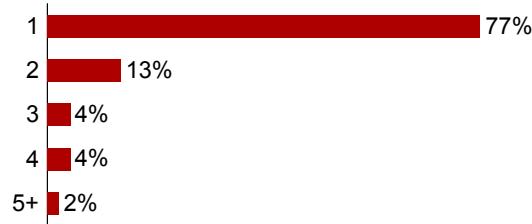
Looks at how current franchise owners rate the current financial picture of their franchise business relative to their expectations.

Long-Term Growth

Looks at how current franchise owners rate the long-term growth opportunity to be provided by their franchise business.

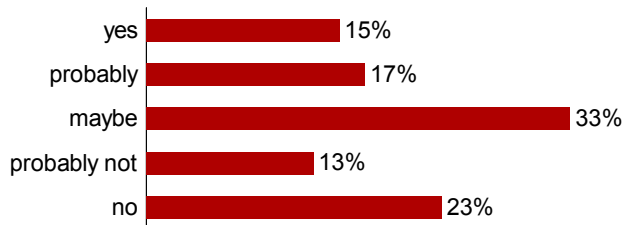
Currently Own

How many units/territories do you Currently Own



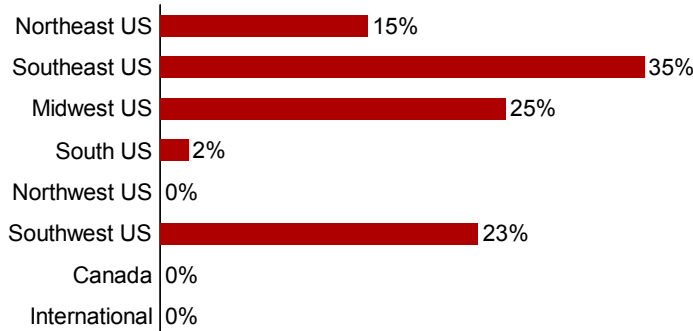
Additional Units/Territories

Do you plan on buying any Additional units/territories in the future



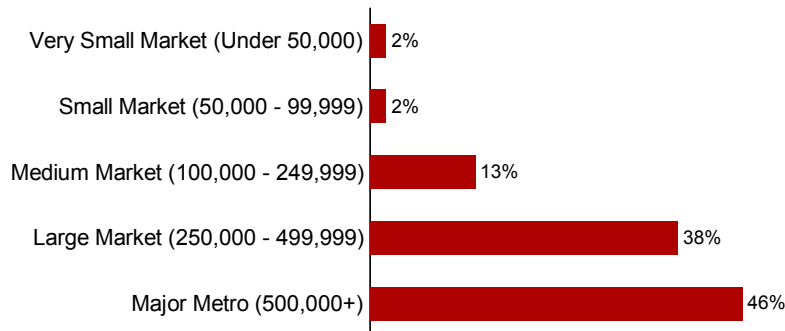
Geographic Location

Please indicate the Geographic Location of your franchise(s)



Market Size

Which best describes the Market Size where you operate your franchise (Multi-unit owners please indicate the size of your smallest market location)



On the following pages, we look at the makeup of the franchise owners including market information, personal demographic, work/lifestyle routines, as well as job skills and prior business experience to help you get a better understanding of the overall franchisee population.

Currently Own

Looks at the number of franchise units/territories owned by each franchise owner.

Additional Units/Territories

Looks at whether or not current franchise owners are planning on purchasing additional franchise units/territories in the future. Please Note: in some systems, purchasing additional franchise units or territories may not be an option, or it may not even be necessary given the business model.

Geographic Location

Looks at the geographical breakdown of current franchise owners.

Market Size

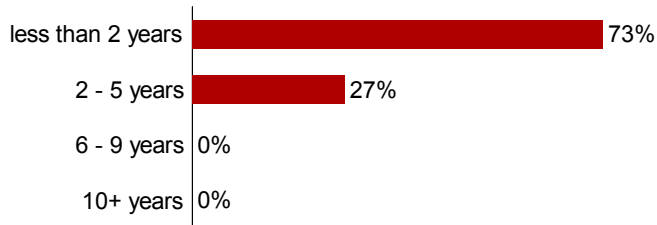
Looks at the market size breakdown of current franchise owners.

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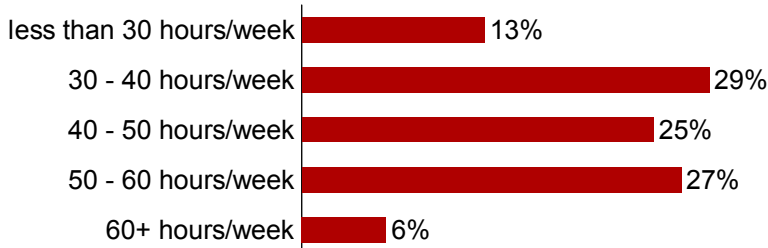
How Long

How Long have you owned your franchise(s)



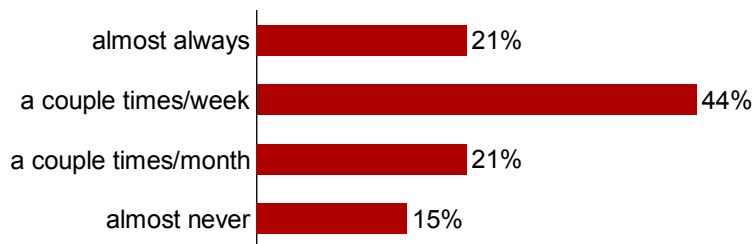
Work Hours

Average Work Hours you clock each week



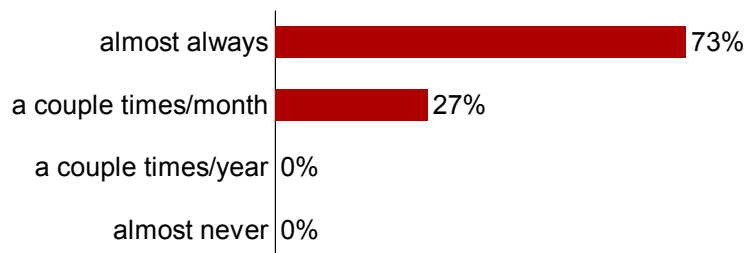
Evenings

How often are you required to work Evenings



Weekends

How often are you required to work Weekends



Franchising Experience

Looks at the breakdown of current franchise owners by their years of experience within this franchise system.

Work Hours

Looks at the breakdown of current franchise owners by the average number of hours they work during an average week.

Evenings

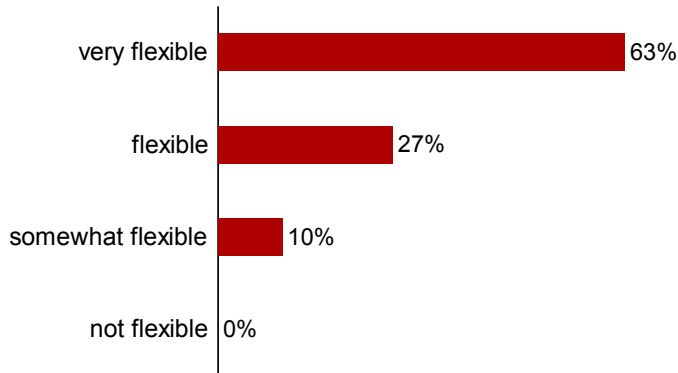
Looks at the breakdown of current franchise owners by the average number of evenings they are required to work.

Weekends

Looks at the breakdown of current franchise owners by the average number of weekends they are required to work.

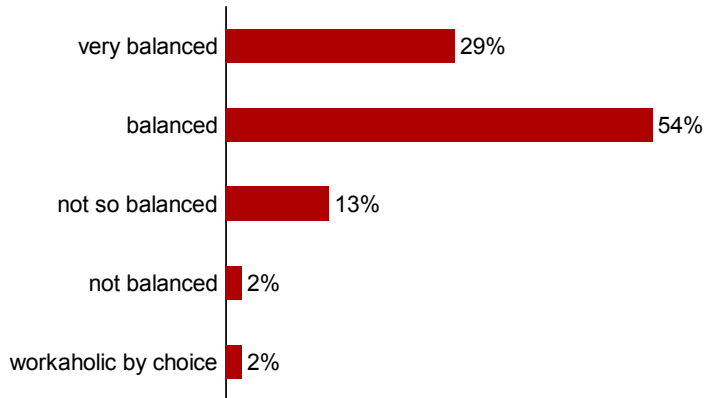
Flexibility

How much Flexibility do you have with your work schedule



Work-Life Balance

Which statement best describes your Work-Life Balance



Flexibility

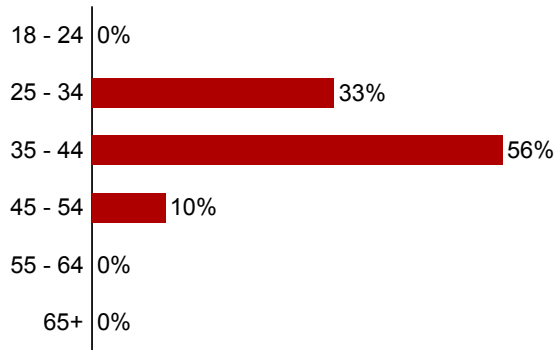
Looks at how current franchise owners rate the flexibility of their work schedule.

Work-Life Balance

Looks at how current franchise owners rate the balance between their work and personal lives.

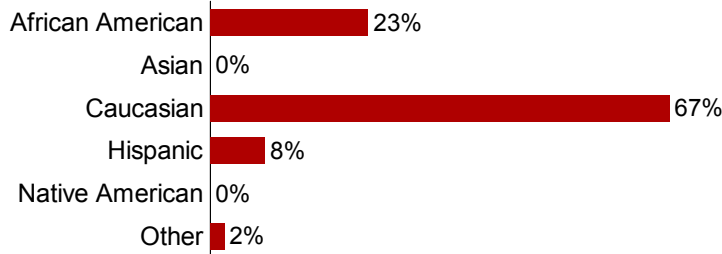
Age Group

Please select your Age Group



Ethnicity

Please select your Ethnicity



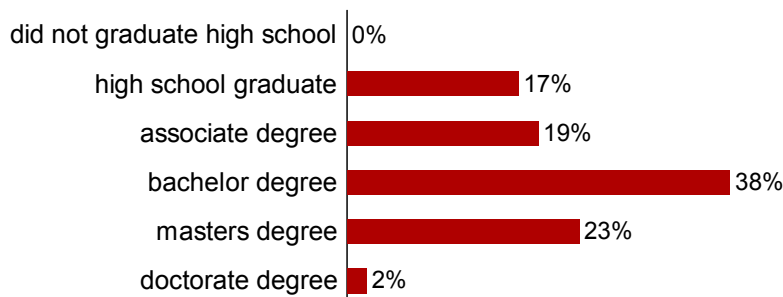
Gender

Please select your Gender



Education

Please select your highest level of Education completed



Age Group

Looks at the breakdown of current franchise owners by age range.

Ethnicity

Looks at the breakdown of current franchise owners by ethnic backgrounds.

Gender

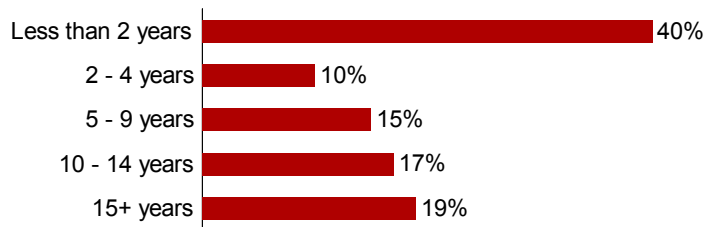
Looks at the breakdown of current franchise owners by gender.

Education

Looks at the breakdown of current franchise owners by education completed.

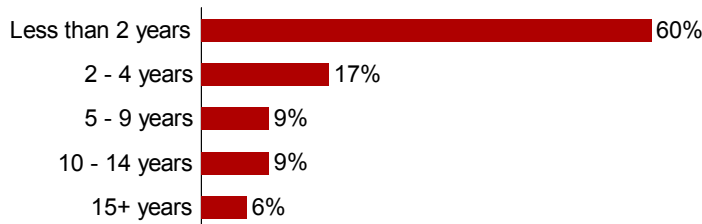
Experience

Business Experience you had before buying your franchise



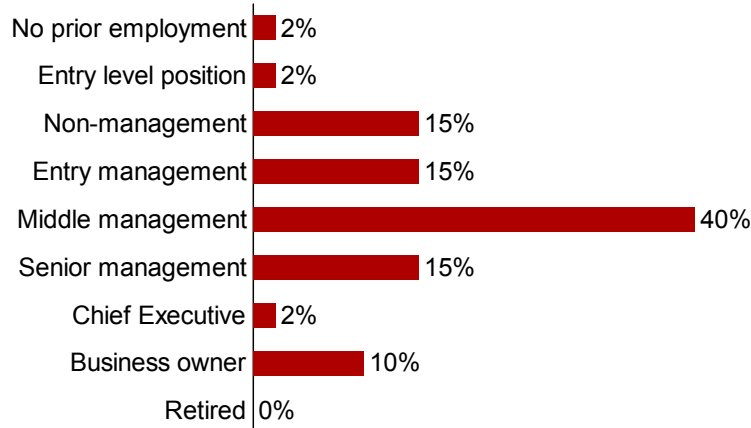
Specific Experience

Industry-Specific Experience you had before buying your franchise



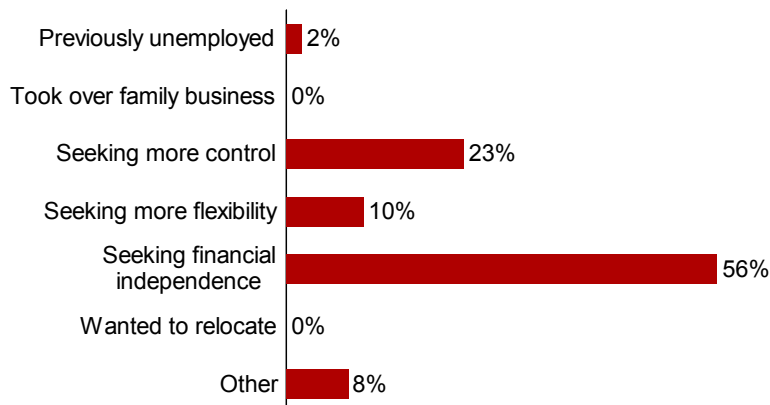
Job Position

Which of the following best describes the Job Position you last held before buying your franchise



Top Reason

Please indicate the Top Reason why you got involved in franchising



General Business

Experience

Looks at the breakdown of current franchise owners by their years of general work experience before they became a franchisee.

Specific Industry

Experience

Looks at the breakdown of current franchise owners by their years of industry specific work experience before they became franchisees.

Former Job Position

Looks at the breakdown of current franchise owners by the last job position the held before they became franchisees.

Top Reason You Bought

Looks at the breakdown of current franchise owners by the top reason that drove their decision to purchase a franchise business.

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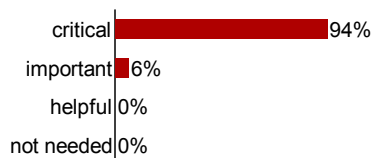
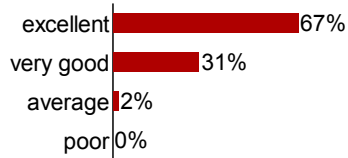
Franchise Satisfaction Report

i9 Sports

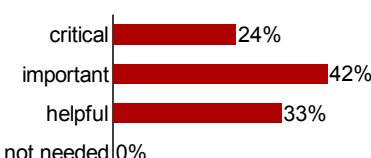
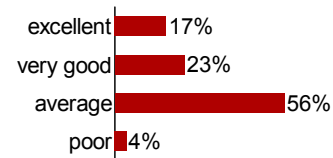
Rate **your skills** in the following business areas:

Which skills are **most critical** to the success of your business:

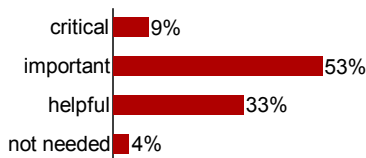
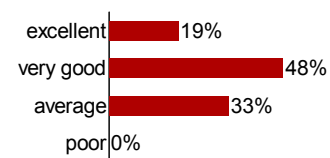
Customer Service



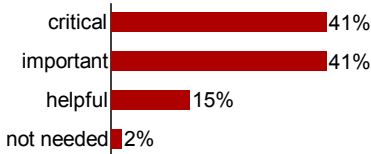
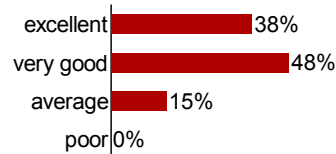
Finance/Accounting



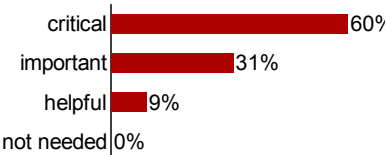
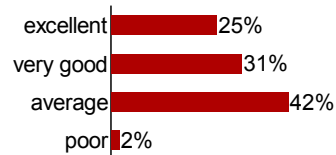
Hiring/Training



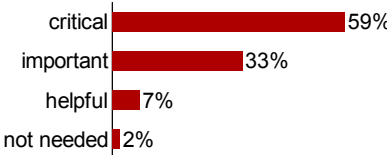
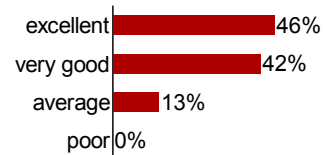
Management



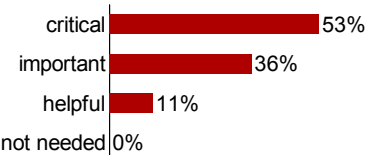
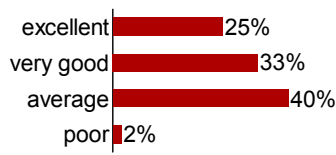
Marketing



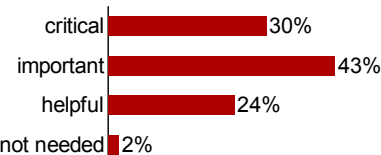
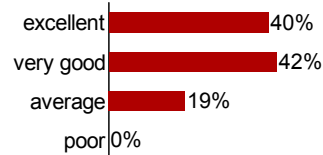
Operations



Sales



Technology



Skills and Experience

Looks at a breakdown of 8 common skills area utilized in business and asks franchise owners to rate their own skill levels in each area and identify which are the most important and critical skill areas required to achieve success within this franchise business.

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Franchise Satisfaction Report

i9 Sports

SURVEY METHODOLOGY

All active i9 Sports franchise owners were invited to participate in the January 2007 survey. New franchise owners that had just joined the system and had not been open for business for 3 months or longer were not included in the survey process. Additionally, any franchise owners that had left the franchise system prior to the survey process were also not included in this project.

Franchise owners were first made aware of the survey process by their corporate office and encouraged to participate and share their honest feedback regarding their franchise experience. Franchise Business Review then contacted each franchise owner individually and supplied them with their unique login information so that they could complete the online survey. Franchise Business Review made at least three attempts to reach each franchise owner directly by email and/or by telephone.

The surveys were completed online. The survey itself consists of a total of 40 questions. The first 20 questions relate to the franchise owner's experience directly. The remaining 20 questions are focused on market, lifestyle and demographic questions. Each section of the survey also allows for additional text comments. Franchise owners had the option to complete the survey anonymously or choose to share their personal information.

SURVEY PARTICIPATION

i9 Sports:

Reviewed by 48 franchisees (94%)

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. Franchise Business Review's services include commissioned franchise research projects leveraging proprietary survey processes and software, as well as industry-wide studies of franchisee satisfaction open to all North American franchise companies. The firm administers the Franchise 50™ - an annual rating of the top fifty franchise companies based on the highest level of overall franchisee satisfaction by participating companies. Franchise Business Review is headquartered in Kittery, ME and can be reached at 866.397.6680 or by visiting their company websites at www.FranchiseBusinessReview.com or www.Franchise50.com.

DISCLAIMER

This report IS NOT intended to be an endorsement or recommendation by Franchise Business Review. The views and opinions expressed within are those of franchise owners, and DO NOT reflect the views and opinions of Franchise Business Review, its members, or staff. Our franchisee satisfaction survey reports are designed to aid prospective investors in educating themselves about franchising. This report IS NOT intended to replace the typical due diligence process that any investor should personally undergo prior to making an investment decision.