

# FRANCHISE RESEARCH



CONFIDENTIAL FRANCHISEE OPINION RESEARCH

FOR IMMEDIATE RELEASE

**Express Employment Professionals Certified as a 2015 World-Class Franchise®  
By The Franchise Research Institute®**

**LINCOLN, NE** (May 4) – Express Employment Professionals has received World-Class Franchise® certification from the Franchise Research Institute®.

The recognition comes after an independent franchisee validation survey conducted by the Franchise Research Institute, in which 73.1 percent of all Express Employment Professionals franchisees participated. The survey was designed to determine the quality of 10 key metrics crucial to franchisee success within the Express Employment Professionals franchise system.

"Using confidential surveys to analyze franchisee opinions is vital to building a successful franchise brand," said Jeff Johnson, Founder and CEO of the Franchise Research Institute. "Express Employment Professionals relied upon our comprehensive, unbiased, third-party research to obtain honest feedback from their franchisees, in order to help maximize franchisee sales and profitability."

The survey asked Express Employment Professionals franchise owners to rate their franchisor through a series of questions in categories such as overall quality, growth potential, support and communication.

Among the responses received from Express Employment Professionals franchisees:

- 97 percent gave a positive rating to the overall quality of the franchisor.
- 95 percent said they would recommend this franchise to a prospective franchisee.
- 99 percent gave a positive grade to the ongoing training and support supplied by the franchisor.
- 99 percent gave a positive rating to the overall communication between home office personnel and franchisees.
- 96 percent gave a positive grade to the helpfulness of the franchisor's field representatives.

"We're thrilled to once again receive this recognition and honored that our franchisees believe so strongly about the level of support they receive," said Bob Funk, Express CEO and chairman of the board. "Our international headquarters team is dedicated to seeing our franchisees and

their staff succeed in their business, and we're passionate about reaching our goal of putting a million people to work annually."

The franchise satisfaction results for Express Employment Professionals are available at:  
[www.WorldClassFranchise.com/ExpressProsReport](http://www.WorldClassFranchise.com/ExpressProsReport)

***About the Franchise Research Institute®:***

The Franchise Research Institute is a Franchise Performance Measurement firm headquartered in Lincoln Nebraska. FRI is the original auditor of franchisee validation and does NOT sell leads or advertising. FRI's World-Class Franchise® opportunities must demonstrate that they are endorsed by their franchise owners through FRI's scientific, confidential, third-party surveys.

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