

FRANCONNECT GO: SIMPLICITY THAT SCALES

Growing a franchise from a few locations to your first 25 is exciting – but it's also chaotic. Most emerging franchise brands are founder-led, working with a small team and juggling everything from managing franchise development to opening new stores to keeping operations on track. Without the right systems, things get messy.

That's where FranConnect GO can make a difference. It gives emerging brands the systems they need to manage leads, open new locations faster and run operations more smoothly --- delivering ROI from day one.



WHY CHOOSE FRANCONNECT GO



BUILT FOR FRANCHISING BUSINESSES

It comes ready with built-in workflows for managing leads, on-boarding new franchisees, and running daily operations – no customization needed. With proven best practices built in, you can move faster and grow with confidence.



SCALES WITH YOU

Emerging brands don't stay small –and FranConnect GO is built to grow alongside you. As your operation get more complex, you can seamlessly upgrade to the full FranConnect platform without starting over. You get what you need now, with a clear path to scale long term.



FAST TO LAUNCH

FranConnect GO is built for quick launch and fast results. Go live in a few hours --- not weeks with guided onboarding, simple setup, and no additional IT support..



PROVEN RESULTS

Brands using GO have seen **28%** faster store openings, **32%** better compliance, and **18%** boosted unit economics. It pays off from day one --- cutting manual work, giving you better visibility and helping every location run more consistently.

SIMPLICITY THAT SCALES



LEAD MANAGEMENT WITH INSTANT VISIBILITY

Pre-built dashboards and Frannie AI give your team real-time insights into every lead – from first contact to conversion. Track performance, pipeline stages and conversions without relying on spreadsheets or generic CRMs. With everything centralized, franchise development becomes more predictable and scalable.



LOCATION OPENING TOOLS THAT SCALE

Standardized “opener” milestones guide each location from signed to open. Built-in project timelines, task ownership, and status tracking ensure that everyone stays on the same page. GO eliminates the guesswork, delays, and rework that happen when each opening is managed differently.



UP AND RUNNING IN HOURS, NOT WEEKS

FranConnect GO is designed for emerging franchise brands without the need for IT expertise. With preconfigured workflows and campaigns, you can launch the solution quickly and start seeing value right away—no lengthy implementation, no custom setup, just tools that work out of the box.



PROVEN ROI FROM DAY ONE

FranConnect GO gives you exactly what you need to run and grow your franchise—without the complexity or high cost of an enterprise solution. Whether you're opening your third location or your 25th, GO scales with you and sets the foundation for long-term success.

