

Rome's PizzaTM

GOURMET & TRADITIONAL

QUESTIONNAIRE

PERSONAL DATA

Name _____ Age _____ Marital Status _____ No. of Dependents _____
Address _____ City _____
State _____ Zip _____ Own? _____ Rent? _____ Years _____
Home Phone _____ Business Phone _____ Cell Phone _____
E-Mail _____ Fax _____ Best Time to Call _____

EMPLOYMENT/BUSINESS RECORD *(We Will Not Contact Your Current Employer Without Your Approval)*

Current _____ Position _____ How Long? _____
Previous _____ Position _____ How Long? _____
Business Name _____ Industry _____

PERSONAL REFERENCES *(Please List Persons That Have Known You For Two Or More Years)*

Name _____ Phone _____ Years known _____
Address _____ City _____ State _____ Zip _____
Name _____ Phone _____ Years known _____
Address _____ City _____ State _____ Zip _____

FINANCIAL DATA *(Your Personal Financial Statement May Be Requested At Our First Meeting)*

Your approximate net worth? _____ Name of Partner/Investor *(if any)* _____

How will you obtain cash and/or credit to manage the average \$250,000 investment required? Please be specific.
(If applying for an SBA loan, you must have at least \$80,000 cash to qualify.)

BUSINESS HISTORY *(Please Have A Resume Available At Our First Meeting)*

Do you now own a franchise business? _____ Name of franchise _____

Have you ever failed in business? _____ Compromised with creditors or filed bankruptcy? _____ Detail.

Have you ever been involved in litigation regarding your business interests? _____ Detail.

MARKET PREFERENCE *(Large Markets Or Cities May Be Divided Into Smaller Territories)*

First choice for your location _____ Second choice _____

When do you want to begin? Now _____ 3 to 6 months _____ 6 to 12 months _____ Other _____

If you have any questions or comments before you submit this Questionnaire, please call us at 1-800-460-9000

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SITE EVALUATION

SITE ADDRESS: _____

LANDLORD: _____ **PHONE:** _____

RESTAURANT SIZE (SQ. FT.): _____ **DIMENSIONS (L X W):** _____

The Real Estate industry recognizes three major factors when estimating the potential of a business property. The first is location, the second is location, and the third is location. Rome's Pizza puts the same emphasis on locating your franchise location. As you begin to look at and evaluate potential locations for your franchise, consider the following:

FACTORS	ANSWER
1. Is the site located on a high traffic street? <i>(30,000+ cars; 20-30,000 cars; 10-20,000 cars)</i>	_____
2. What is the population within a 3 mile radius of the site? <i>(100,000+; 50,000+; 25,000+)</i>	_____
3. Is the site in an middle or middle-upper income area? <i>(\$60,000+; \$50,000; \$40,000+ household income)</i>	_____
4. Is the site in a growing or stable area? <i>(growing, stable, declining)</i>	_____
5. How do you rate the other stores in your center or vicinity? <i>(excellent, good, fair, poor)</i>	_____
6. Will the site allow illuminated signs? <i>(on site, near site, shared sign, none)</i>	_____
7. Is there availability of a street pole or marquee sign on site? <i>(definite, possible, don't know)</i>	_____
8. Is the site located at or near an intersection? <i>(at, near, no)</i>	_____
9. Is the site accessible/visible from several directions? <i>(three ways, two ways, one way)</i>	_____
10. Is the speed limit by the site appropriate? <i>(25-35 mph; 35-45 mph; over 45 mph)</i>	_____
11. How far is the site set back from the street frontage? <i>(25-50 ft. back; 50-75 ft. back; 75-100 ft. back)</i>	_____
12. How far away is nearest pizza competitor? <i>(2+ miles; 1-2 miles; less than 1 mile)</i>	_____

Drive around the area, which of these factors are close to your potential location.

College _____ High School _____ Church/Synagogue _____ Hospital _____ Office Bldgs. _____

McDonalds _____ Burger King _____ Other Fast Foods _____ Restaurants _____ Large Employers _____

(Make additional copies of this form if you are evaluating several locations.)