

For Immediate Release:

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## **Franchise Business Review Presents Franchisee Satisfaction Awards at the AAFD 16<sup>th</sup> Annual Conference**

DATELINE: SAN DIEGO, CA...

The American Association of Franchisees and Dealers (AAFD) announced that Franchise Business Review (FBR) presented awards to the winners of FBR's 2008 Franchisee Satisfaction Awards at the Total Quality Franchising Awards Banquet on Monday, May 5, 2008, during AAFD's 16th Annual Conference in Newport News, Virginia.

During the award presentation, AAFD Chairman Robert Purvin said, "Eric Stites, of Franchise Business Review is an important new member of the AAFD, and we are pleased to have him present his awards for franchisee satisfaction at our 16<sup>th</sup> Annual Conference."

Each year, FBR surveys thousands of franchisees. The franchise opportunities receiving awards have been rated among the very best opportunities by their own franchisees!

"Keeping franchisees satisfied is not an easy task, and these companies recognize the importance of franchisee satisfaction and work hard to maintain it," said Eric Stites, Founder and President of FBR. "By continuously monitoring franchisee satisfaction, our clients improve their own performance, as well as the performance of their franchisees, and create a desirable investment opportunity for potential candidates."

On hand at the AAFD 16<sup>th</sup> Annual Conference was Cody Howard, CEO of Heaven's Best Carpet Cleaning to receive FBR's Best in Category Award, "Once again, we are honored to receive the Franchisee Satisfaction Award. For three straight years, we have heard from our franchisees and their feedback has kept us at the top each year." said Cody. "With the help of Franchise Business Review, we can continue to build on franchisee satisfaction and maintain Heaven's Best leadership in the industry. It's also an honor to be here at the AAFD 16<sup>th</sup> Annual Conference to receive the award."

To measure franchisee satisfaction, Franchise Business Review surveyed franchisees from 325 franchise companies, representing 45,000 franchisees.

### **Franchise Business Review 2008 Franchisee Satisfaction Award Winners are:**

**Aaron's Sales & Lease Ownership** – Best in Category, Specialty Retail

**Adventures in Advertising** – Best in Category, Advertising & Sales

**Budget Blinds** – Best in Category, Home Services

**Carlson Wagonlit Travel** – Best in Category, Travel & Hospitality

**Central Bark** – Best in Category, Pet Services

**Computer Troubleshooters** – Best in Category, Technology

**FastSigns** – Best in Category, Business Services

**Heaven's Best** – Best in Category, Cleaning & Maintenance

**Home Instead Senior Care** – Best in Category, Senior Care

**i9 Sports** – Best in Category, Sports & Recreation

**J.D. Byrider** – Best in Category, Automotive  
**Murphy Business & Financial** – Best in Category, Business Services  
**Nathan's Famous** – Best in Category, Food  
**Paul Mitchell School** – Best in Category, Health & Beauty  
**Sotheby's Real Estate** – Best in Category, Real Estate  
**Stretch-N-Grow** – Best in Category, Child Services  
**Truly Nolen** – Best in Category, Services

The Franchise Business Review Franchisee Satisfaction Awards were announced and presented at the AAFD *Total Quality Franchising* Awards Banquet on Monday, May 5, 2008, during AAFD's 16<sup>th</sup> Annual Conference in Newport News, Virginia.

#### About Franchise Business Review (FBR)

FBR is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. The firm'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. FBR is headquartered in Kittery, Maine and can be reached at 866-397-6680 or by visiting their company websites at [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com) or [www.FBR50.com](http://www.FBR50.com)

#### About the AAFD

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, The AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as Total Quality Franchising. Since its formation the AAFD has grown to represent more than 50,000 franchised businesses throughout the United States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the conference or the AAFD, please call toll free - 800-733-9858 or visit [www.AAFD.org](http://www.AAFD.org).