Business Profile Pro

BUSINESS PROFILE PRO · FREE GUIDE

The Corporate Approval Pack

Request templates and checklists for franchise owners: get local marketing approved in writing, then set up Google, follow-up and reviews inside your brand standards.

For franchise owners

TEMPLATES

APPROVE		GET FOUND	GROW	
FDD	Request	Google	Follow-up	Reviews

WELCOME

The brand is known. Now make your location known.

Your franchisor gave you a name, a system and training. This pack gives you the templates and checklists to get local marketing approved by corporate in writing, then get your location found, follow up on every lead and earn honest reviews, all inside your brand standards.

It follows the documents and rules that matter most: your Franchise Disclosure Document (FDD) under the FTC Franchise Rule, Google's Business Profile guidelines and review policy, the FTC's rules on reviews and endorsements, FCC texting rules and the CAN-SPAM Act. Every rule we mention is linked on the sources page.

IMPORTANT

Your franchise agreement comes first

Everything in this guide is subject to your franchise agreement, your operations manual and your franchisor's written approval. This is marketing guidance, not legal advice. Ask your franchisor and a franchise attorney when you're unsure.

How to use this pack

- **Start with "Before you market."** Know what your FDD and manual allow.
- **Get approvals in writing** before you create anything with the brand name.
- **Copy the templates.** Fill in the brackets and send them to corporate.

What's inside

Before you market: what your FDD says 3
Checklist B: Google Business Profile for a franchise location 5
Checklist D: reviews the right way 7
Know your numbers 9
Approval tracker 11
Sources 13
Template 1: the approval request 4
Checklist C: your location page and follow-up 6
Checklist E: local partners and routine 8
Sample messages 10
Disclaimer 12
Franchise Launch Package 14

CHECKLIST A · READ YOUR FDD

BEFORE YOU MARKET

What your FDD says about local marketing

00

The FTC Franchise Rule (16 CFR 436.5) lists 23 items every FDD must cover. Four of them shape what you can do locally.

FDD item	What it covers	Look for
Item 8 · Restrictions on sources of products and services	What you must buy from the franchisor, its designee or approved suppliers, including computer hardware and software	A required website, CRM or marketing vendor
Item 11 · Assistance, advertising, computer systems	The advertising program, when you may use your own advertising materials, ad funds and co-ops, and required computer systems	Rules for local ads, approval steps, ad-fund contributions
Item 12 · Territory	Your location or territory, whether it is exclusive, and limits on selling outside it, including online	Which cities and ZIPs you may market to
Item 13 · Trademarks	The principal trademarks licensed to you and the rules around them	Rules for using the brand name, logo and domains

Source: eCFR, 16 CFR 436.5, Disclosure items. Your franchise agreement and operations manual add the details.

Your local marketing facts sheet

Required vendors for website, CRM or reviews (Item 8):

Local advertising rules and approval contact (Item 11):

My territory: cities and ZIPs (Item 12):

TEMPLATE 1

TEMPLATE 1 · APPROVAL REQUEST

Get it in writing first

01

TEMPLATE 1

Send corporate one clear list of questions

Goal: you know exactly what you may create, edit and run locally, in writing.

- [ ] **Domain and website:** may I have a local page or microsite, or only edit my corporate location page? Who owns the domain?
- [ ] **Google Business Profile:** who creates and owns my location's profile, and who manages reviews and replies?
- [ ] **Social media:** may I run local accounts, and what must the handles look like?
- [ ] **Local ads:** are they allowed, on which platforms, and what must be approved first?
- [ ] **CRM and texting:** is there a required system? May I add missed-call text-back and quote follow-up?
- [ ] **Claims and photos:** which claims, offers and images am I allowed to use?

TRACK Questions sent ——— · Answers in writing ——— · Contact name ———

RULE OF THUMB

No brand-name domain, profile, social account or ad until you have written approval. Your right to use the trademark comes from your franchise agreement.

TIP

Keep every approval email in one folder. When a manager changes at corporate, you can show what was approved and when.

CHECKLIST B

CHECKLIST B · GOOGLE BUSINESS PROFILE

Your Google Business Profile, done right

02

LIST B

One accurate profile for your real location

Goal: your location has one verified profile with the brand's exact name and your local phone.

- [ ] **One profile per location.** Google says not to create more than one page for each location, in one account or several.
- [ ] **Use the brand name exactly as it appears everywhere else.** Google says all locations of a chain should use the same name, and bans adding store codes, taglines, locations or services to it (not "The UPS Store - 2872").
- [ ] **Franchisees may use the brand name.** Google allows an authorized, fully dedicated seller (a franchisee) to use the underlying brand name.
- [ ] **Use a local phone number** that connects to your location, not a central call center, where you can.
- [ ] **Serve customers at their homes?** Hide your address and set a service area within your territory.
- [ ] **Taking over an existing profile?** The current owner has to add you and transfer ownership.

TRACK Profile verified ——— · Name matches brand ——— · Local phone ———

Source: Google, Guidelines for representing your business on Google, including the section on chains and brands.

CHECKLIST C

CHECKLIST C · LOCATION PAGE & FOLLOW-UP

Your location page and follow-up

03

Location page checklist

- [ ] Brand-approved logo, colors and claims only
- [ ] Your local phone and a "Book" or "Get a quote" button at the top
- [ ] Services you actually offer at this location
- [ ] Service-area pages for your territory only
- [ ] A local "About the owner" story
- [ ] FAQ, privacy and terms
- [ ] Tested on a phone and checked with PageSpeed Insights

Follow-up checklist

- [ ] Every call, form and text lands in one CRM
- [ ] An instant alert to the owner for every new lead
- [ ] Missed calls get a text-back (with consent rules in place)
- [ ] Open quotes get a 5-touch follow-up
- [ ] No-shows get a reschedule message
- [ ] Each lead is tagged by service and ZIP

Texts and email

FEDERAL RULES

- **Texts:** the FCC says autodialed texts to mobile phones need the recipient's consent first, and **commercial texts require written consent**. People can opt out in any reasonable way. Register your business texting number for A2P 10DLC through your provider (The Campaign Registry). Source: FCC.
- **Email (CAN-SPAM):** honest headers and subject lines, identify ads, include your valid physical postal address, and honor opt-outs within 10 business days. Source: FTC CAN-SPAM guide.

CHECKLIST D

CHECKLIST D · REVIEWS

Reviews the right way

04

LIST D

Ask every customer, the same way

Goal: every completed job gets one honest review request.

- [ ] **Ask every customer** after the job is done, using the profile link your franchisor approves.
- [ ] **Never gate.** Don't ask only happy customers or screen people first.
- [ ] **No incentives tied to a positive review**, ever.
- [ ] **Reply to every review**, positive or negative, within brand guidelines.
- [ ] **Staff and family reviews:** don't ask for them, and don't let anyone post them without disclosing the relationship.

TRACK Requests sent ——— · Reviews ——— · Replies ———

Rule	What it says, in plain English
Fake reviews (16 CFR 465.2)	A business may not write, create, buy or share fake reviews or testimonials.
Buying reviews (465.4)	No payment or incentive in exchange for a review expressing a particular sentiment, positive or negative.
Insider reviews (465.5)	Officers and managers must disclose their relationship, and must not push staff or relatives to post undisclosed reviews.
Suppression (465.7)	No threats or intimidation to remove reviews, and no hiding negative ones while presenting the rest as all reviews.
Google	Google says businesses must not offer incentives for reviews, discourage negative reviews or ask only happy customers.

Sources: eCFR, 16 CFR Part 465 · 16 CFR Part 255 · Google Maps user contributed content policy.

CHECKLIST E

CHECKLIST E · LOCAL PARTNERS

Local partners and a lead routine

05

LIST E

Show up in your community, then follow up fast

Goal: you have a short list of local partners and a daily lead routine you actually keep.

- [ ] **List 10 local partners** who serve the same customers you do (for example, property managers, realtors, HOAs or schools, depending on your service).
- [ ] **Check your brand's rules** for co-marketing, events and sponsorships before you commit.
- [ ] **Pick one community event** this quarter and plan your follow-up before the day.
- [ ] **Set a daily 10-minute lead check**: new leads, open quotes, no-shows.
- [ ] **Post on your Google Business Profile** if you control it, within brand guidelines.

TRACK Partners contacted ——— · Events ——— · Leads from partners ———

TIP

Write down where every lead came from. After a few months you'll know which local efforts are worth repeating, using your own numbers.

KNOW YOUR NUMBERS

Your lead tracker

Fill in your own numbers each month. There are no "right" targets here. Compare yourself with last month, not with anyone else.

Stage	Month 1	Month 2	Month 3
New leads (calls + forms + texts)			
Contacted within the same day			
Quotes sent			
Jobs booked			
Jobs won and completed			
Review requests sent · reviews received			

Where leads came from

Source	Month 1	Month 2	Month 3
Google Business Profile			
Location page / website			
Corporate lead routing			
Local partners and events			
Referrals			

SAMPLE SCRIPTS

Words to start with

Check these against your brand's approved language. Fill in the brackets. Text only people who gave you permission.

SCRIPT 1 · APPROVAL REQUEST TO CORPORATE

"Hi [Name], I'd like to set up local marketing for my [Brand] location in [City]. Attached is a list of what I'd like to create and the accounts involved. Could you confirm in writing what's approved, and who I should send pages to for review? Thank you!"

SCRIPT 2 · MISSED-CALL TEXT-BACK

"Hi, this is [Name] with [Brand] [City]. Sorry we missed your call! How can we help? You can also book here: [link]. Reply STOP to opt out."

SCRIPT 3 · QUOTE FOLLOW-UP (DAY 2)

"Hi [Name], just checking you received your quote for [service]. Happy to answer any questions or find a time that works: [link]. Reply STOP to opt out."

SCRIPT 4 · REVIEW REQUEST (EVERY CUSTOMER)

"Hi [Name], thanks for choosing [Brand] [City]! If you have a minute, we'd really appreciate your honest feedback: [approved review link]. Reply STOP to opt out."

Send it to every customer, with no reward and no "only if you're happy" wording.

APPROVAL TRACKER

Track every approval on one page

Step	Done when…	✓
Checklist A	FDD Items 8, 11, 12 and 13 read, and your facts sheet filled in	
Template 1	Approval questions sent to corporate and answered in writing	
Checklist B	One verified Google Business Profile with the exact brand name and a local phone	
Checklist C	Location page live (approved), CRM catching every lead, missed-call text-back and quote follow-up running	
Checklist D	Review requests going to every customer, replies to every review	
Checklist E	10 local partners listed, one event planned, a daily lead check in your calendar	
Ongoing	Every approval email saved in one folder, with the date and approver	

Also good to know

- **Nevada business licensing:** NRS 76 requires a state business license before doing business in Nevada, unless an exemption applies. Apply at SilverFlume, and use the Clark County jurisdiction locator to find your local licensing office.
- **SBA financing:** if you used SBA financing, the SBA Franchise Directory lists brands eligible for SBA financial assistance. SBA says placement in the directory is not an endorsement and doesn't ensure success.

DISCLAIMER

Please read

Business Profile Pro is a marketing and technology service. It is not a law firm or a franchise broker, and it is not affiliated with or endorsed by any franchisor, the FTC, the FCC, the SBA, Google, the State of Nevada or Clark County. Brand names belong to their owners.

This guide is general educational information, not legal, financial or tax advice. Your franchise agreement, FDD and operations manual control what you may do. Ask your franchisor and a franchise attorney before acting on anything here.

We don't advise on buying a franchise. For that, read the FTC's A Consumer's Guide to Buying a Franchise, and talk to an attorney and an accountant.

Calls, texts and email are covered by laws including the TCPA, FCC rules, carrier A2P 10DLC requirements, the CAN-SPAM Act and state privacy laws.

Reviews and testimonials must follow the FTC's Endorsement Guides (16 CFR Part 255), its rule on consumer reviews and testimonials (16 CFR Part 465) and Google's policies.

No results are guaranteed. Package prices and inclusions are set by Business Profile Pro and may change; see businessprofilepro.com for current terms.

SOURCE Information checked against the sources on the next page as of November 2026.

SOURCES

Sources & further reading

FRANCHISING

- 16 CFR 436.5, Franchise Rule disclosure items: ecfr.gov … /section-436.5
- FTC, A Consumer's Guide to Buying a Franchise: ftc.gov … /consumers-guide-buying-franchise
- SBA, Buy an existing business or franchise (incl. SBA Franchise Directory): sba.gov … /buy-existing-business-or-franchise

FEDERAL RULES

- 16 CFR Part 465, Consumer Reviews and Testimonials: ecfr.gov … /part-465
- 16 CFR Part 255, Endorsement Guides: ecfr.gov … /part-255
- FTC, CAN-SPAM Act: A Compliance Guide for Business: ftc.gov … /can-spam-act-compliance-guide-business
- FCC, Stop Unwanted Robocalls and Texts: fcc.gov/consumers/guides/stop-unwanted-robocalls-and-texts
- The Campaign Registry (A2P 10DLC): campaignregistry.com

GOOGLE

- Guidelines for representing your business on Google: support.google.com/business/answer/3038177
- Maps user contributed content policy: support.google.com/contributionpolicy/answer/7400114
- PageSpeed Insights: pagespeed.web.dev

NEVADA & CLARK COUNTY

- NRS Chapter 76, State Business Licenses: leg.state.nv.us/nrs/NRS-076.html
- SilverFlume, Nevada's business portal: nvsilverflume.gov
- Business license jurisdiction locator: maps.clarkcountynv.gov … /jurisdiction

All sources checked November 3, 2026. ftc.gov and fcc.gov pages block automated link checkers; those pages were opened or confirmed by search on the same date.

Business Profile Pro

FRANCHISE LAUNCH PACKAGE

Your location page, CRM and follow-up, inside your brand standards

We build your local location page, a GoHighLevel CRM, missed-call text-back, quote follow-up and review requests, and we send your franchisor an approval packet before anything goes live.

WHAT YOU GET

- A location page built from approved brand assets
- Missed-call text-back and owner alerts
- A 5-touch quote follow-up
- Review requests to every customer
- A franchisor approval packet before launch

DIY Templates	**$397** one-time
MOST POPULAR **Done-For-You**	**$1,297** setup + $147/mo
Done-For-You + Marketing	**$1,997** setup + $397/mo

Ready to get your location found?

Book a 20-minute fit call. We'll look at what your brand allows, how customers find your location today, and what your franchisor will need to approve.

Book my fit call → businessprofilepro.com/franchise-launch-package

No contract required to talk. Live within 14 days of franchisor approval, or your setup fee comes back.