

## The Roadmap to 100 Locations

From one location to one hundred: the proven growth path.

### Introduction

You've built a thriving business. The question now: can it scale nationwide? This roadmap shows the 4 stages every franchise goes through on the journey to 100+ units.

### Stage 1: Launch (1–5 Units)

Focus: Prove the model works outside of your flagship location.

Milestones: First franchisee onboarded, operations manual tested, support systems refined.

### Stage 2: Momentum (5–25 Units)

Focus: Build credibility and consistency.

Milestones: Brand identity locked in, multi-unit franchisees onboarded, marketing system replicable.

### Stage 3: Expansion (25–75 Units)

Focus: Scale infrastructure and leadership.

Milestones: Regional managers hired, training scaled, technology systems implemented.

### Stage 4: Legacy (75–100+ Units)

Focus: Position brand for private equity or strategic acquisition.

Milestones: Strong EBITDA, brand differentiation, enterprise value creation.

### KPIs & Metrics

- Time to break-even per unit
- Average franchisee ROI
- Royalty revenue growth
- Franchisee satisfaction scores

### Case Study Example

Brand A scaled from 1 to 120 units in 6 years by focusing on systemization and selective franchisee recruitment. Brand B stalled at 30 because they grew too fast without infrastructure. Learn from both.

### Next Steps

This roadmap is a guide — but your journey is unique.

- Ready to map out your growth path? Book a complimentary **Franchise Growth Call** with The Franchise Pros.

[Schedule My Call [?](#) email [info@thefranchisepros.net](mailto:info@thefranchisepros.net)]