



Buying a Franchise in Canada (Business Series)

Tony Wilson

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Buying a Franchise in Canada (Business Series) Tony Wilson

This book is essential reading for anyone thinking about taking over an existing business. Tony Wilson will help you choose a franchise that's right for you, understand your franchise agreement inside and out, and negotiate the best deal. This book will give you a better understanding of the legal issues and help you to spot problem areas.

In an easy-to-understand manner, the author shows you how to negotiate an agreement with a franchisor and develop a profitable relationship. The author takes you step-by-step through a franchise agreement so you can spot the potential benefits and drawbacks.

Tony Wilson is a franchise lawyer and considered one of the foremost experts on franchising in Canada. He has written this book in a manner that offers you practical and common-sense advice you can use. The book contains many real-life examples taken from the author's experiences representing franchisees. It will answer your questions about franchising, saving you time and money in lawyer's fees. The book answers the following questions:

- * What parts of a franchise agreement are negotiable? How protected is a "protected" territory?
- * How can you discover the status of the franchisor's trade-marks?
- * Who will control the lease for the franchised location?
- * How easy will it be for the franchisee to resell or renew the franchised business?



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