



# 4 Core Pillars of Franchise Advocacy

1

## Mandated Vendors

Brands should not mandate vendors where others are selling goods of comparable quality to help with competitive pricing. But brands can still control lists of recommended vendors to ensure compliance with standards, especially trademarked items.

2

## Rebates / Commissions

Brands should disclose all vendor-paid rebates and commissions (often equaling tens of millions of dollars paid by the vendors to the Brands based on Franchisee purchases) and turn them over to the Franchisees for the betterment of the system.

3

## Loyalty Programs

Brands should reasonably compensate Franchisees when the brand sells loyalty points, and the guests then stay in the hotels owned by the Franchisees.

4

## New Fees

Brands should not unilaterally impose new fees on Franchisees that were not disclosed in the official Franchise Disclosure Document (FDD) without the approval of the Franchisees or an elected Franchise Advisory Council (FAC).