



## FDD Management Guide

Updated date: 5/28/2020



## **Sending, Receiving and Tracking Franchise Disclosure Documents (FDDs) in FRM**

Franchisors can send, receive and track FDDs directly from within FRM, through a partnership with global document e-signature provider, SignRequest. FRM's FDD e-signature process is in maximum compliance with Federal Trade Commission (FTC) regulations regarding franchise disclosures. This guide explains how franchisors upload and manage FDDs.

### **Table of Contents**

Manage FDD Templates.....	3
Tagging E-Signature Templates.....	3
Uploading E-Signature Templates.....	3
Send an FDD.....	6
Disclosing Multiple Parties.....	8
Sign an FDD .....	9
Step 1: Download the FDD.....	9
Step 2: Verify the Download .....	10
Step 3: Sign the FDD.....	11
Tracking FDDs.....	15
Tracking Multiple Disclosures .....	21
Dashboards .....	22



## Manage FDD Templates

### Tagging E-Signature Templates

To upload your FDD to FRM, first open your document in Microsoft Word. You will use a series of tags to identify which fields should be completed.

For required fields, insert the tags below in the corresponding fields. A text tag is used for a variety of fields, such as franchise seller, names or entities.

Type/text/print	[[t 0 r:1]]
Signature	[[s 0 r:1]]
Date	[[d 0 r:1]]

For non-required fields, use these tags:

Type/text/print	[[t 0 r:0]]
Signature	[[s 0 r:0]]
Date	[[d 0 r:0]]

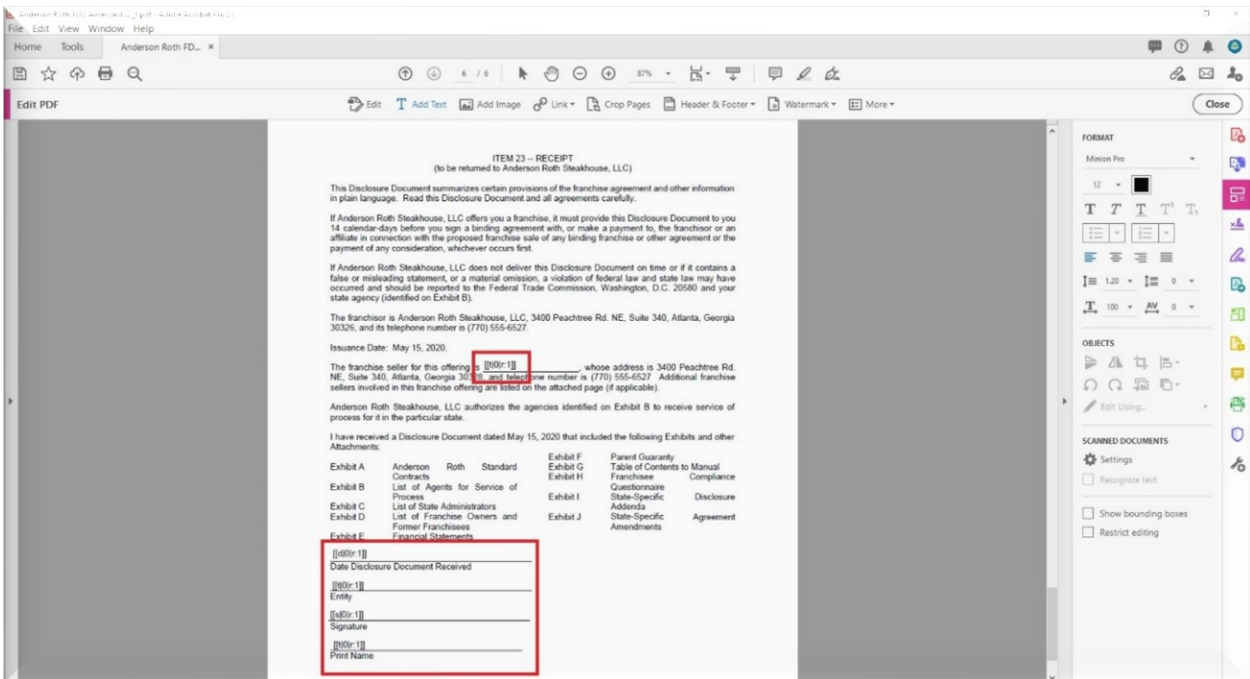
For an FDD with multiple signees, mark the first signature line as required: [[s|0|r:1]] and leave the other signature lines as not required: [[s|0|r:0]]. This concept applies to text fields, as well. Date fields are automated.

Tip: Do a test run of sending and signing your FDD to see if your tag placement should be adjusted.
---

After you've created your field tags, make sure to change all text color to white so they are hidden. If you skip this step, your recipient will receive an FDD with visible tags. Finally, save your PDF with an appropriate filename for your opportunities or contacts to see.

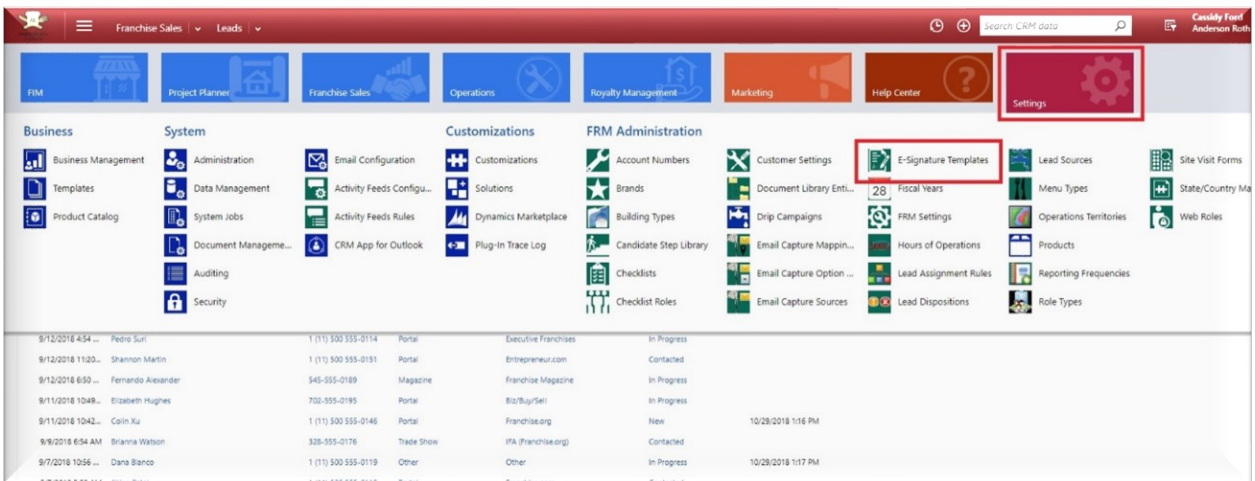
To upload your FDD to FRM from a PDF, open your document in a PDF editing software such as Adobe Acrobat DC. Create text fields on each line a recipient will fill in or sign. Remember to turn the text in the text boxes white.

NOTE: If you are using the free trial version of Adobe Acrobat DC, you will not be able to edit the document.



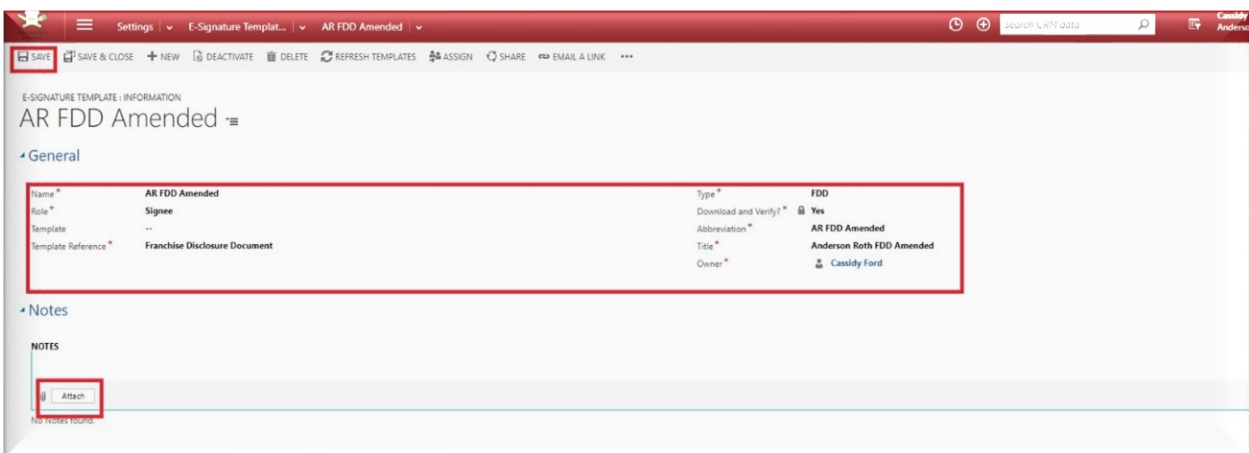
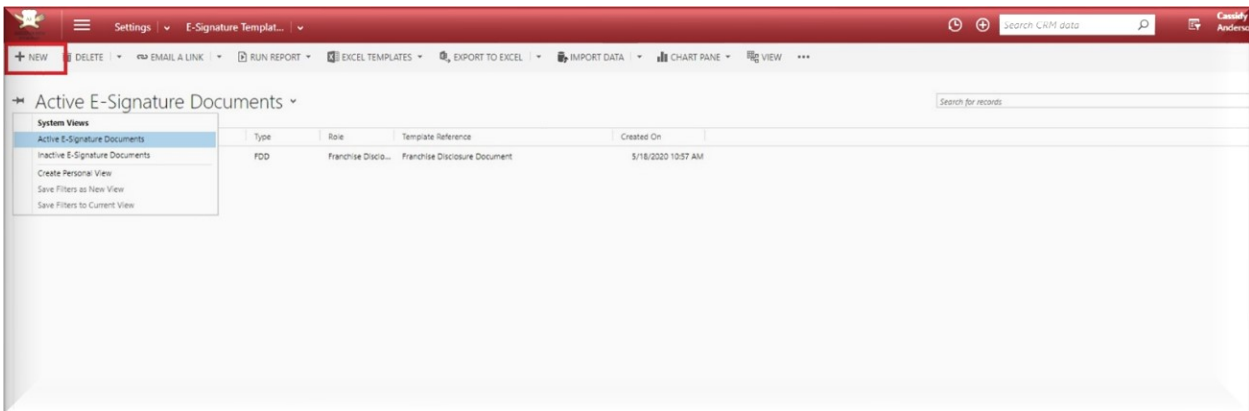
## Uploading E-Signature Templates

To upload your tagged PDF, open FRM and navigate to Settings→E-Signature Templates. Here you can create new e-signature document templates and edit or deactivate current templates.



**Best Practice: De-activate outdated or unused templates instead of keeping them active or deleting them.**

To upload a new FDD template, hit “New” at the top left and complete the required fields.



These fields are only seen internally, except for the Abbreviation. Complete them as follows:

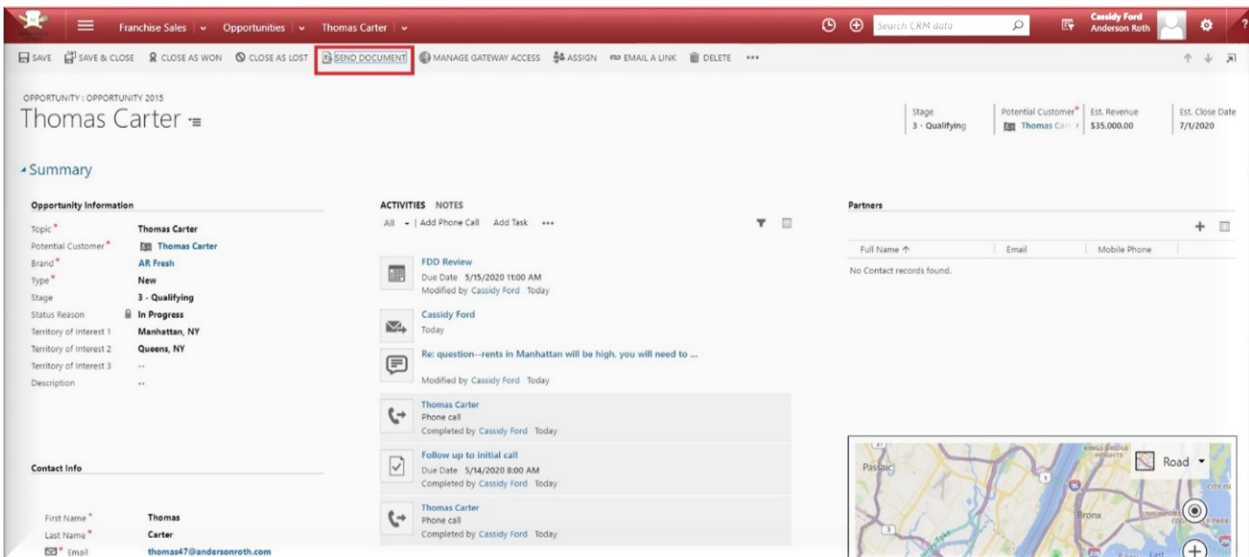
- Role: enter "Signee"
- Template Reference: type of document, such as "Franchise Disclosure Document"
- Abbreviation: this will be the name of the document the signee will see in the email invitation
- Title: type of document, such as "Franchise Disclosure Document"

Hit "Save" at the top left after completing these fields. Then, you will be able to upload an attachment in the Notes section at the bottom of the page. Upload the tagged PDF file, then hit "Save and Close."

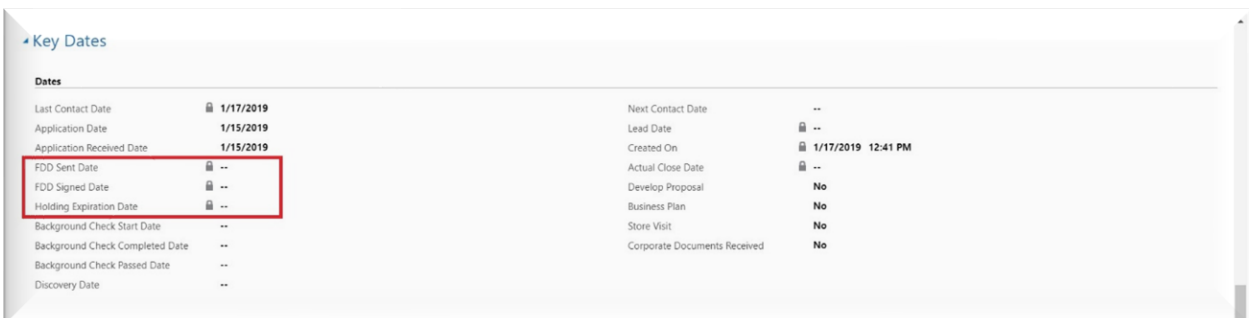
To ask FRM to update Franchise Disclosure Documents, contact the FRM Support Team via the Client Support platform in FRM. Please include the untagged FDD(s) as an attachment and provide explicit instructions about which document(s) to upload and which to de-activate. To learn more about submitting support tickets through the Client Support system, [visit our Online Digital Library](#).

## Send an FDD

Start with an Opportunity record. Scroll down to the “Key Dates” section to see if an FDD has been sent or received. If not, these dates will be blank. At the top of the Opportunity record, hit “Send Document” to initiate the send of the FDD.

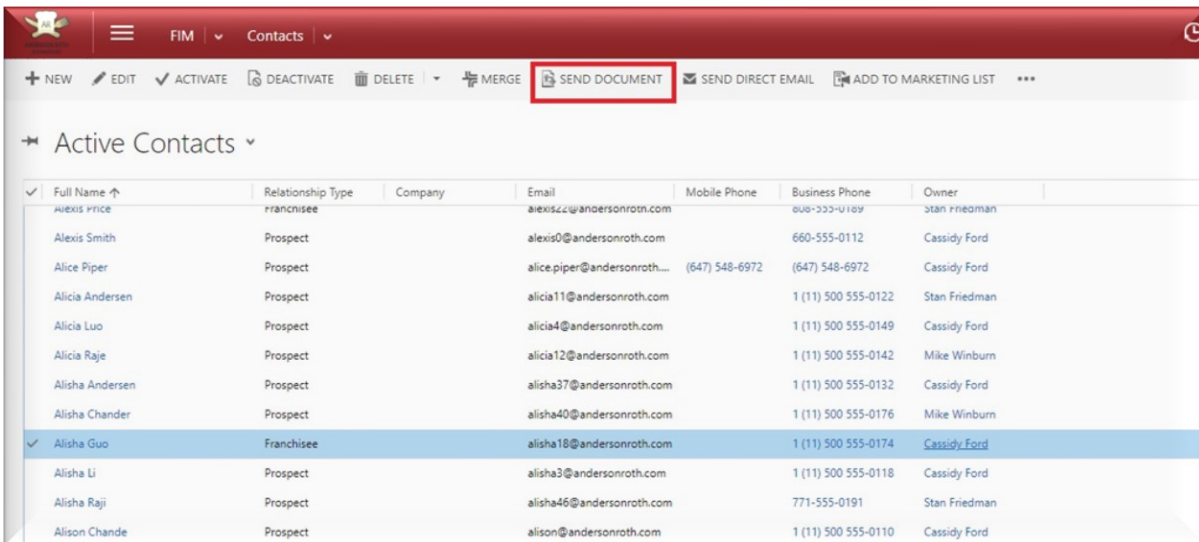


The screenshot shows the CRM interface for an Opportunity record titled "Thomas Carter". The top navigation bar includes a "SEND DOCUMENT" button, which is highlighted with a red box. The main content area displays the "Summary" section, including "Opportunity Information" and "Contact Info". The "Key Dates" section is visible at the bottom, showing various dates including "FDD Sent Date".

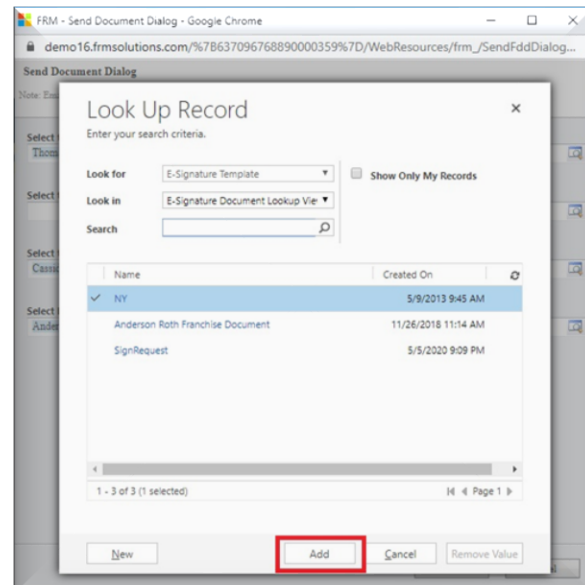
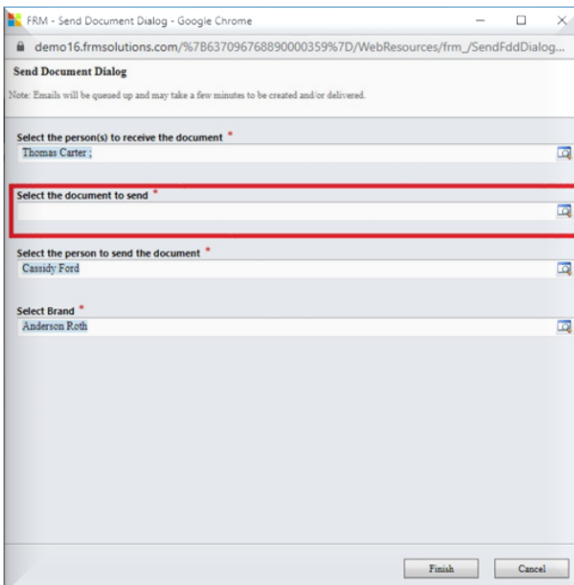


The screenshot shows the "Key Dates" section of the CRM interface. The "FDD Sent Date" and "FDD Signed Date" fields are highlighted with a red box, indicating they are currently blank. The section also includes other dates such as "Last Contact Date", "Application Date", and "Application Received Date".

Tip: To send an FDD to a current contact (like a franchisee) start in the Contacts view. Highlight the desired contact, then hit send document at the top.



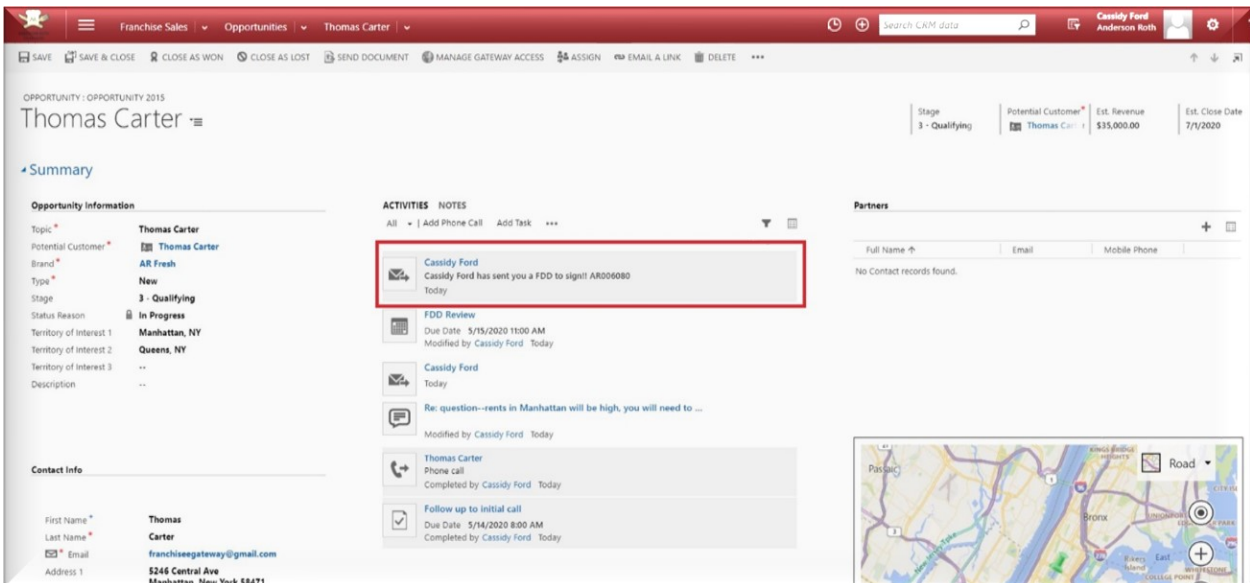
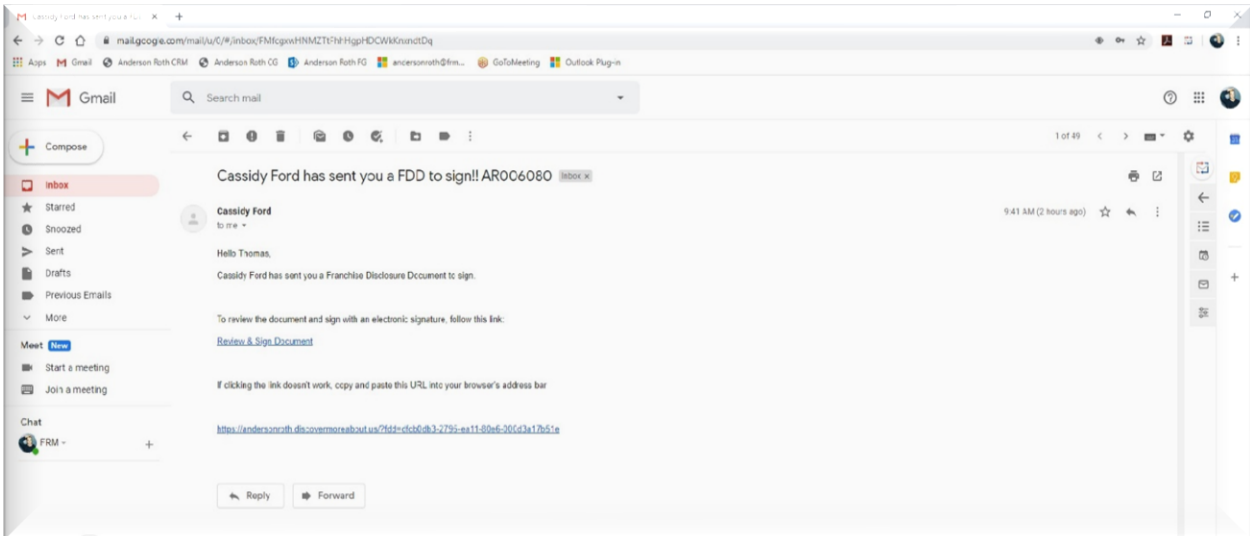
FRM is designed to accommodate multiple brands and multiple FDDs, for instance, state-specific disclosures. When you hit “Send Document,” a window will pop up prompting you to verify the details of the document you want to send, and choose which FDD will be sent. Clicking on the field to select the desired document leads to a Look Up Record with various documents to choose from. Once you hit “Add” in this window, it will disappear. Now click “Finish” in the original dialog box.



When you hit “Finish,” an automated email is sent to the opportunity or contact containing instructions on how to sign the FDD. On the Opportunity and Contact records, notice this email is recorded in the



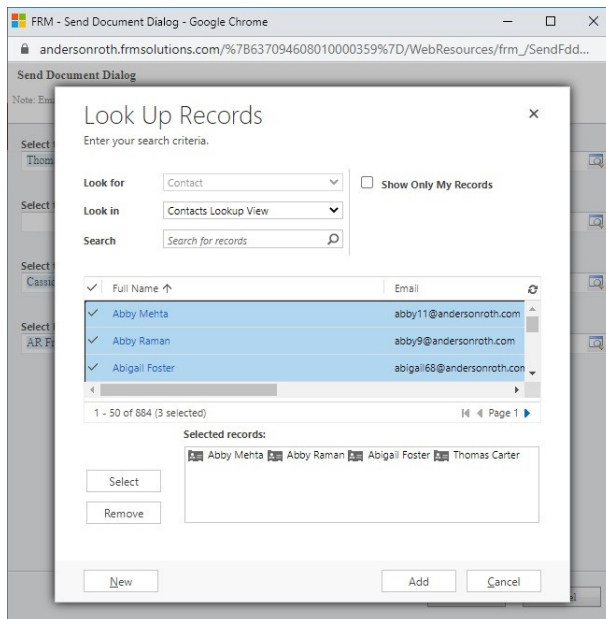
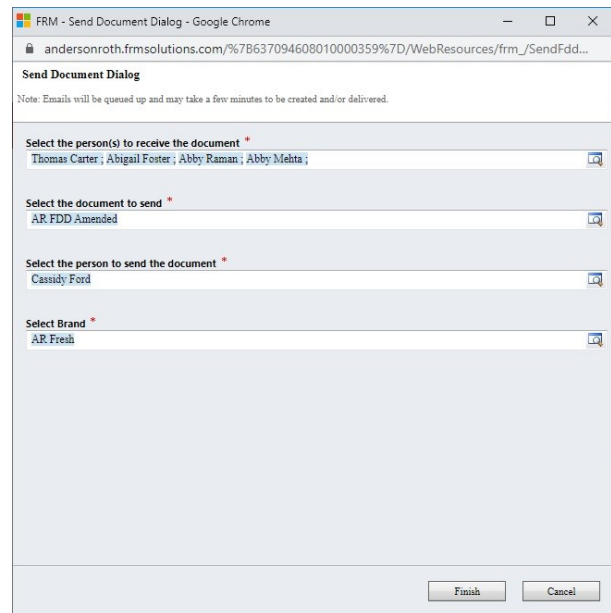
Activity Feed. The same email is delivered every time an FDD is sent, based on a standard email template. FRM can customize the template to your brand.



## Disclosing Multiple Parties

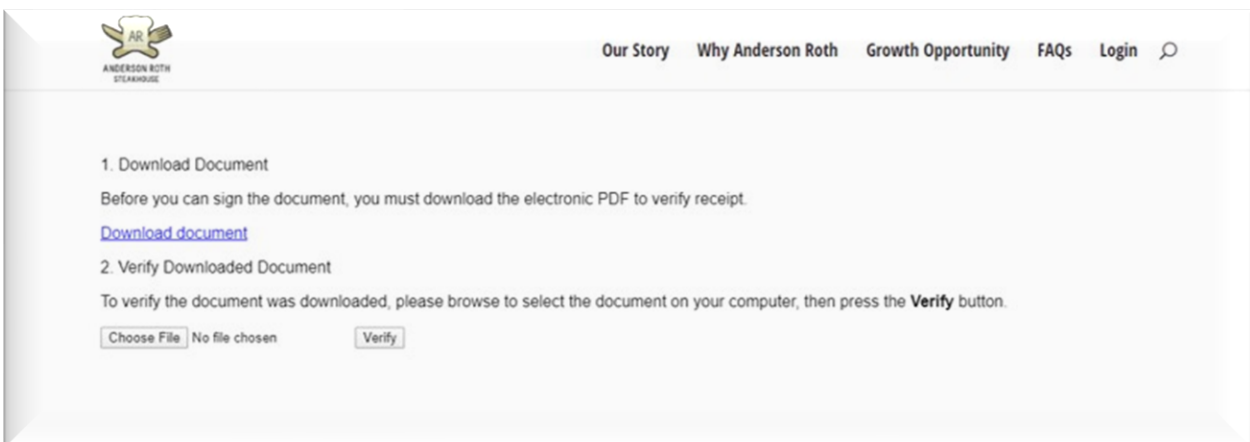
To send a document to multiple parties, follow the same steps above, either by selecting multiple contacts in the Contacts view, or using the opportunity look-up to select multiple recipients. For example:



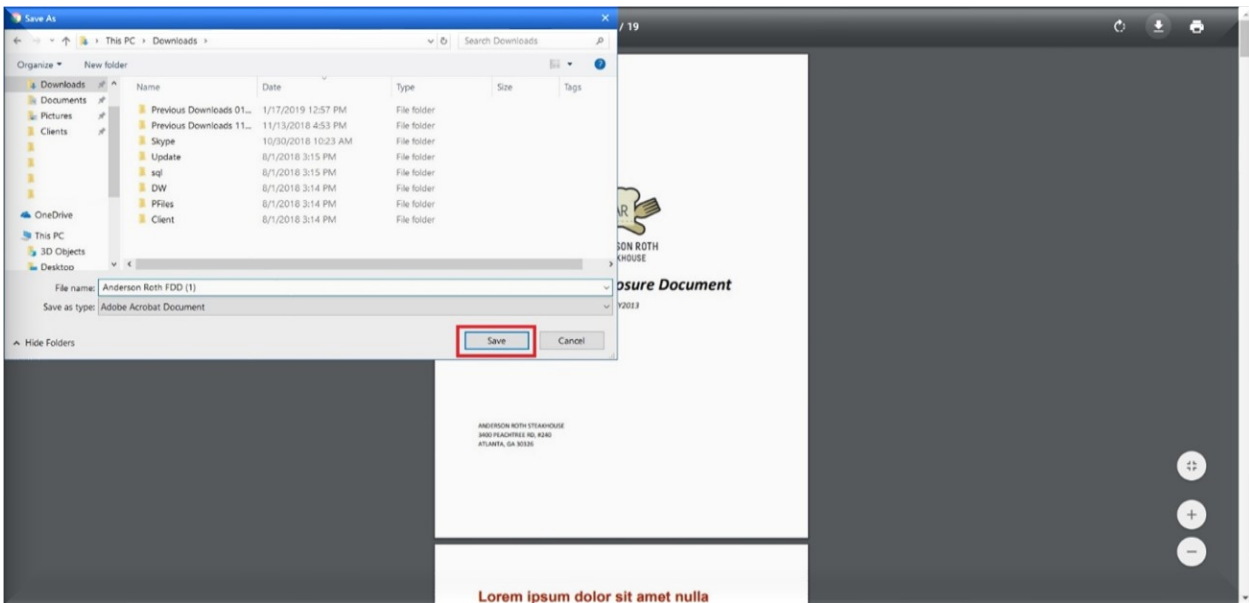
## Sign an FDD

Opportunities or candidates are required to follow a 3-step process to ensure full compliance with FTC regulations. When a signee clicks the link provided in the email invitation, he's led directly to a site containing the 3-step instructions. He cannot proceed from step to step until the previous task has been completed.



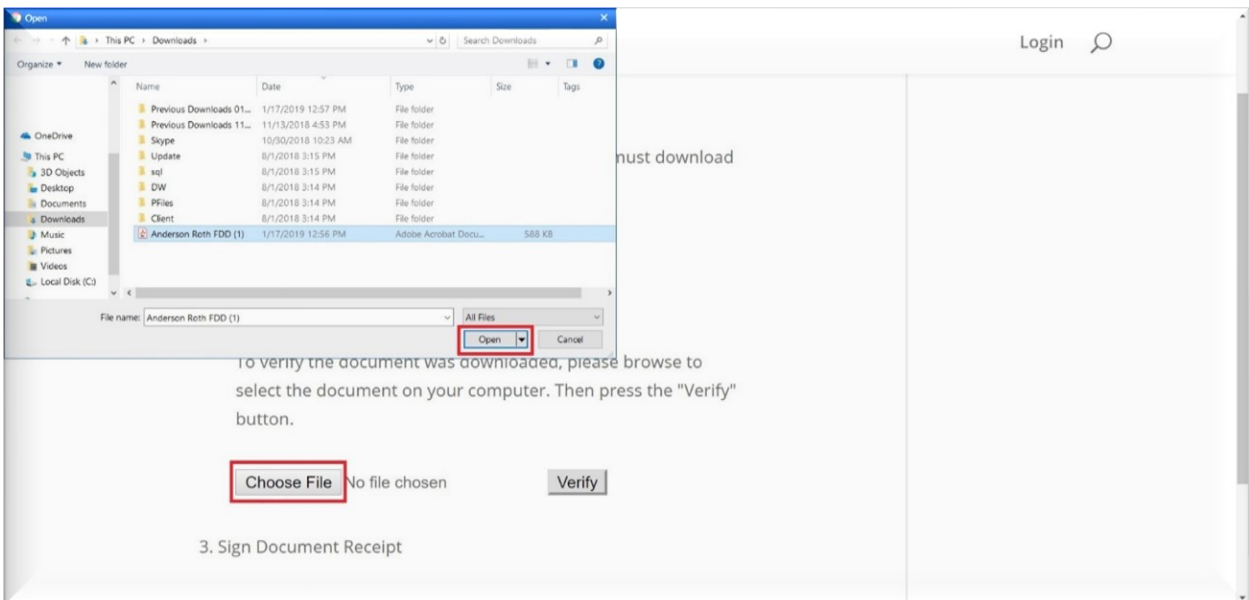
## Step 1: Download the FDD

The signee must download the disclosure document prior to signing by clicking "Download Document." Different browsers and operating systems download and manage files in different ways. For browser instructions refer to the following links: [Chrome](#), [Firefox](#), [Internet Explorer](#).



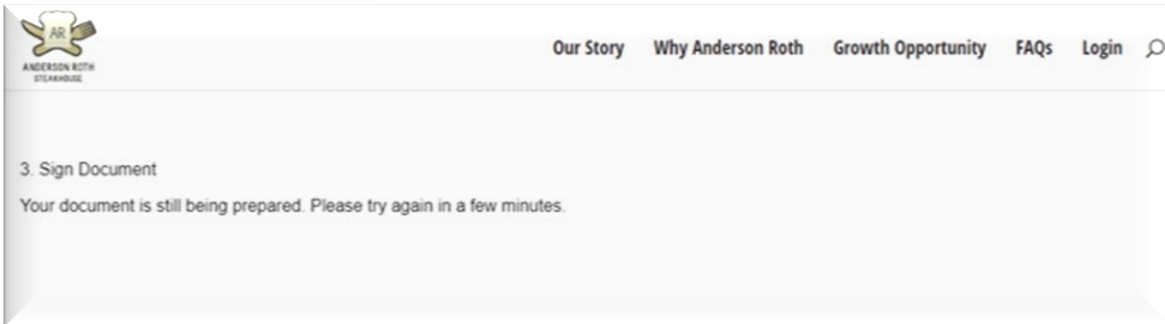
## Step 2: Verify the Download

The next step is to verify the signee has actually received the document. After downloading the FDD, he must upload the same document to be verified. He clicks “Choose File,” this will open a dialog to the recently downloaded FDD that can be selected for upload.



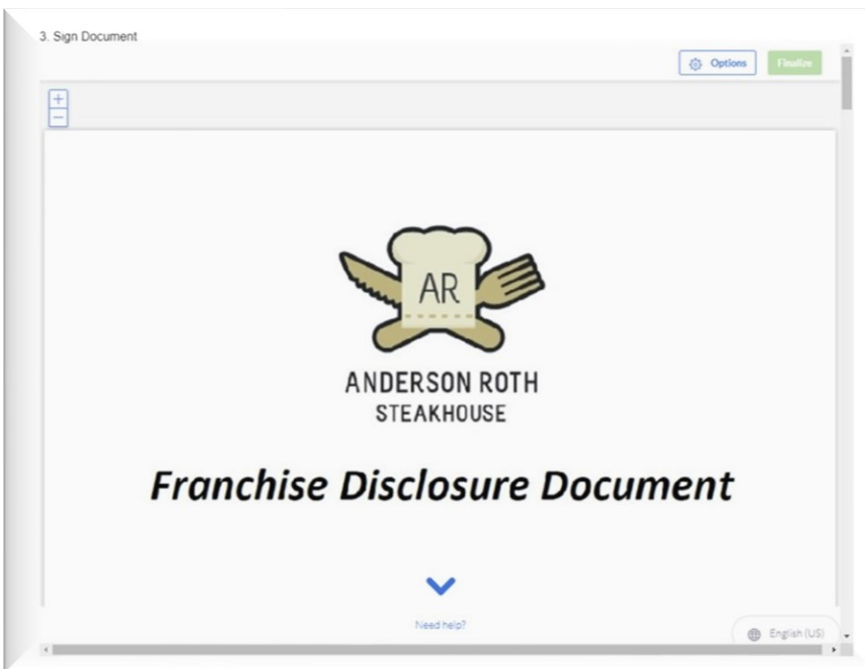
Once the file is uploaded, the opportunity or contact clicks “Verify.” A message will appear indicating the document is verified, and a SignRequest window will be generated under the section below to allow him to sign the FDD. If an incorrect file is uploaded, a message saying “Document Not Verified” will pop up and the signee will not be able to proceed.

Tip: It may take a few minutes to fully convert the FDD, even if your opportunity or contact has gotten an email. He may receive the message below. In this case, simply wait until the page refreshes.



### Step 3: Sign the FDD

Now the signee can access the SignRequest window. He is prompted to read the document before scrolling down to sign it. Click on the blue arrow to jump to the next signature line.



Now the opportunity or contact completes any open fields and signs, following the SignRequest prompts. This is compatible with desktop, phone or tablet.

3. Sign Document

OptionsFinalize

+

-

Anderson Roth Steakhouse, LLC authorizes the agencies identified on Exhibit B to receive service of process for it in the particular state.

I have received a Disclosure Document dated May 15, 2020 that included the following Exhibits and other Attachments:

Exhibit A	Anderson Roth Standard Contracts	Exhibit F	Parent Guaranty
Exhibit B	List of Agents for Service of Process	Exhibit G	Table of Contents to Manual
Exhibit C	List of State Administrators	Exhibit H	Franchisee Compliance
Exhibit D	List of Franchise Owners and Former Franchisees	Exhibit I	Questionnaire
Exhibit E	Financial Statements	Exhibit J	State-Specific Addenda
			State-Specific Agreement
			Amendments

May 20, 2020

Date Disclosure Document Received

>

Entity

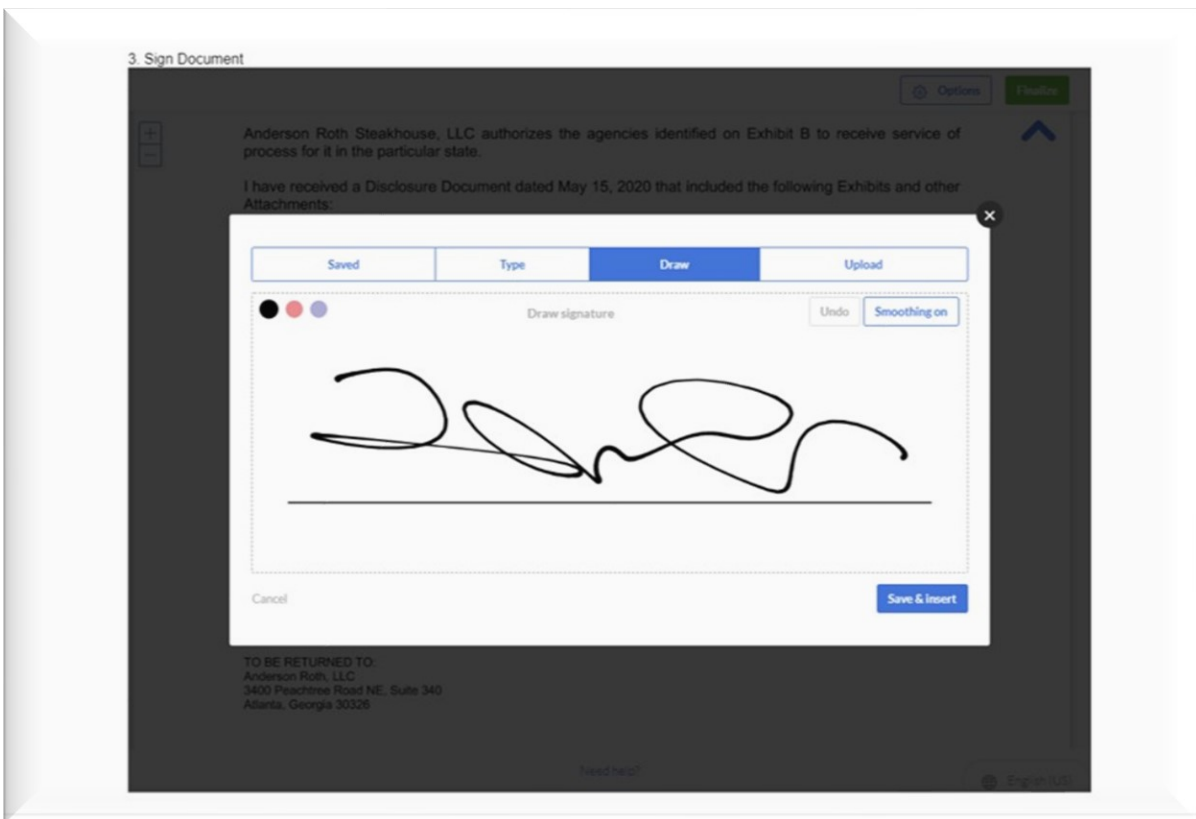
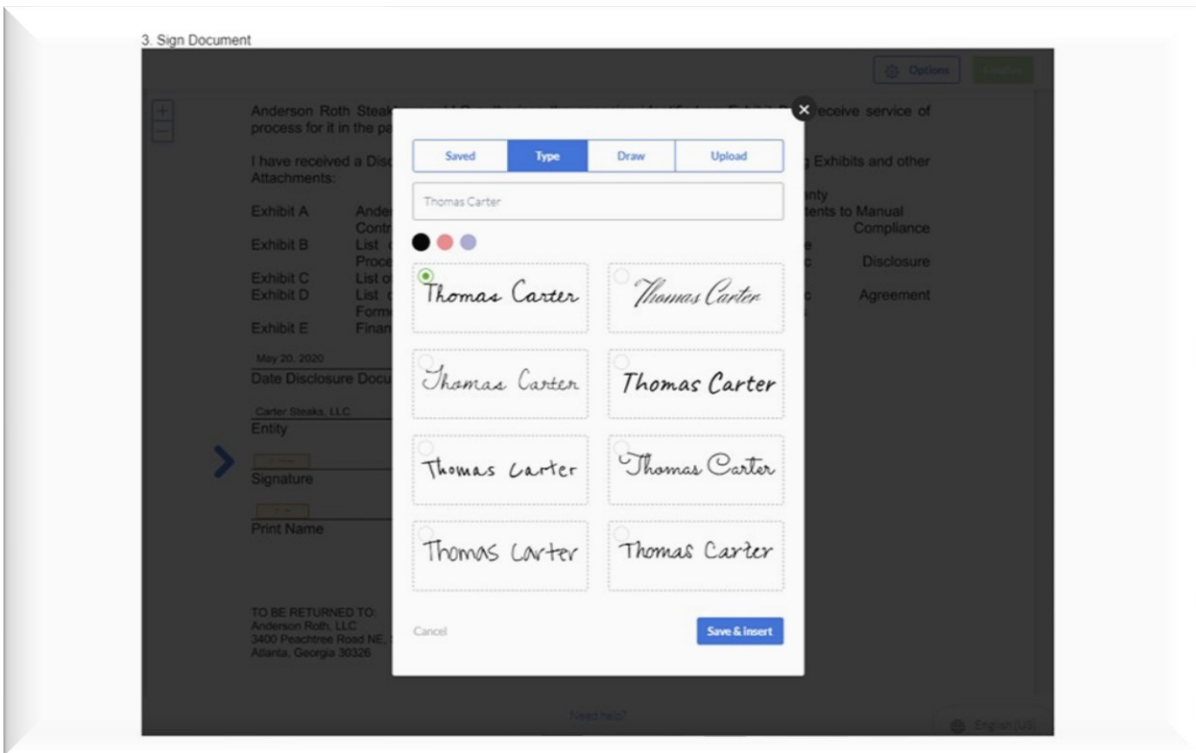
Signature

Print Name

TO BE RETURNED TO:  
Anderson Roth, LLC  
3400 Peachtree Road NE, Suite 340  
Atlanta, Georgia 30326

[Need help?](#)

English (US)



3. Sign Document

Options Finalize


Anderson Roth Steakhouse, LLC authorizes the agencies identified on Exhibit B to receive service of process for it in the particular state.

I have received a Disclosure Document dated May 15, 2020 that included the following Exhibits and other Attachments:

Exhibit A	Anderson Roth Standard Contracts	Exhibit F	Parent Guaranty
Exhibit B	List of Agents for Service of Process	Exhibit G	Table of Contents to Manual
Exhibit C	List of State Administrators	Exhibit H	Franchisee Compliance Questionnaire
Exhibit D	List of Franchise Owners and Former Franchisees	Exhibit I	State-Specific Addenda
Exhibit E	Financial Statements	Exhibit J	State-Specific Amendments
			Disclosure Agreement

May 20, 2020  
Date Disclosure Document Received

Carter Steaks, LLC  
Entity

  
Signature

Thomas Carter  
Print Name

TO BE RETURNED TO:  
Anderson Roth, LLC  
3400 Peachtree Road NE, Suite 340  
Atlanta, Georgia 30326

Need help?

English (US)

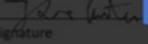
3. Sign Document

Options Finalize

Receipt

This Disclosure Document is in plain language. Read this Disclosure Document in plain language.

Thomas Carter  
Printed Name

  
Signature

May 15, 2020  
Date of Receipt

Please confirm

After signing the document you cannot change it anymore.

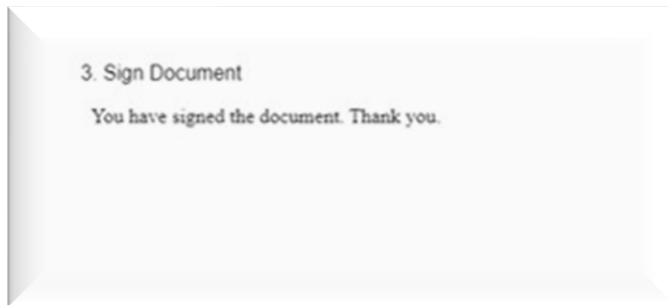
☒ I agree to the Terms of Use and Privacy Policy of SignRequest.

Sign

Need help?

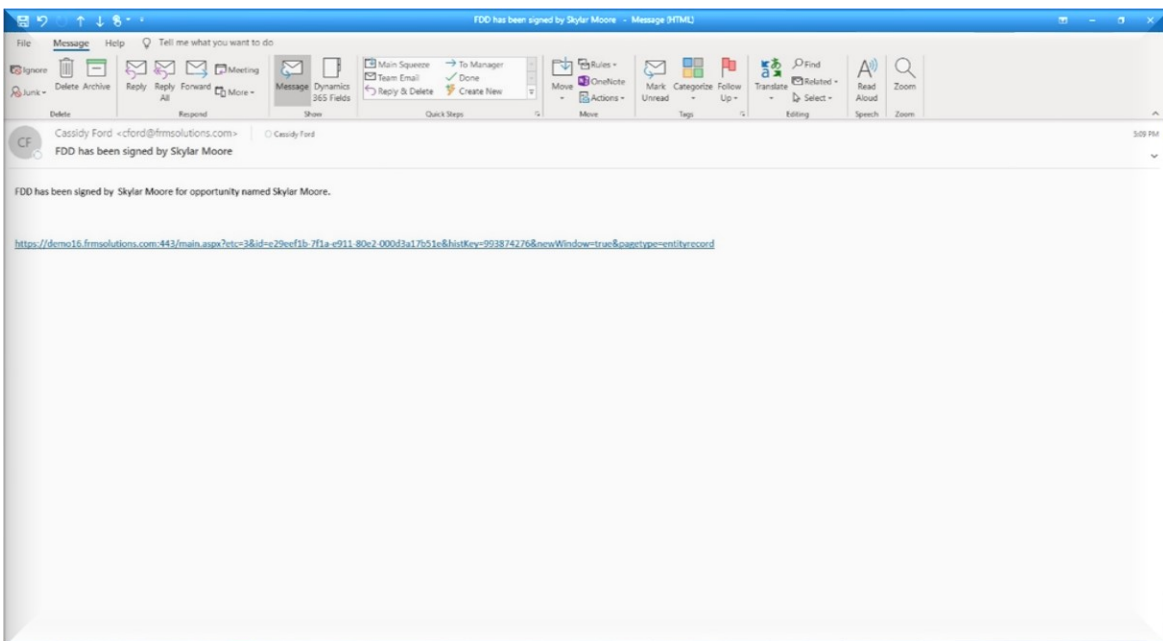
English (US)

When he clicks “Submit,” a confirmation message appears.

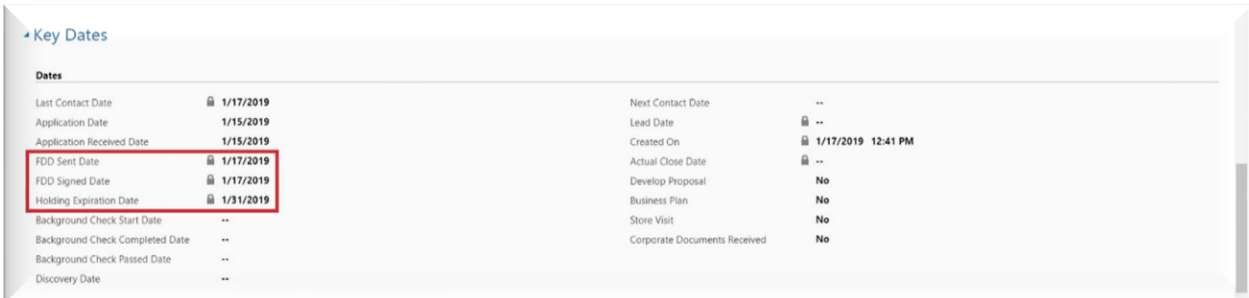


## Tracking FDDs

Every time an FDD is signed, the owner of the Opportunity receives an immediate email alert. He can click the link to be taken directly to the Opportunity record.



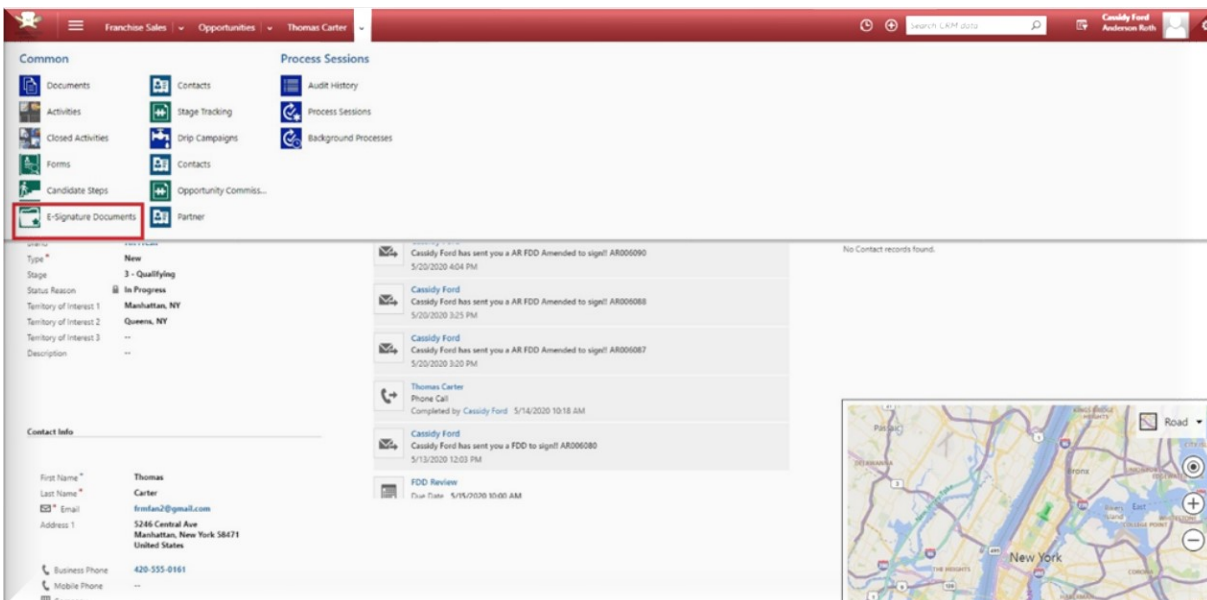
At the bottom of the Opportunity record, under the “Key Dates” section, the FDD tracking fields have now been auto-populated with the corresponding dates. The “Holding Expiration Date” is calculated based on 15 days, including the day the FDD was sent.



Key Dates	
Last Contact Date	1/17/2019
Application Date	1/15/2019
Application Received Date	1/15/2019
FDD Sent Date	1/17/2019
FDD Signed Date	1/17/2019
Holding Expiration Date	1/31/2019
Background Check Start Date	--
Background Check Completed Date	--
Background Check Passed Date	--
Discovery Date	--
Next Contact Date	--
Lead Date	--
Created On	1/17/2019 12:41 PM
Actual Close Date	--
Develop Proposal	No
Business Plan	No
Store Visit	No
Corporate Documents Received	No

More detailed tracking information can be found in the FRM E-Signature Document section, which can be accessed two ways: via the individual Opportunity record, which brings you to an individual document record, or the main Franchise Sales menu, which leads to a pipeline view.

Navigating from the Opportunity record, click the down-arrow next to the opportunity’s name in the bar at the top of the screen. Find “E-Signature Documents.”



Type	Stage	Status Reason	Territory of Interest 1	Territory of Interest 2	Territory of Interest 3	Description
New	3 - Qualifying	In Progress	Manhattan, NY	Queens, NY	--	--

**Contact Info**

First Name: Thomas  
Last Name: Carter  
Email: fmdan2@gmail.com  
Address 1: 5246 Central Ave  
Manhattan, New York 10471  
United States  
Business Phone: 420-555-0161  
Mobile Phone: --  
Company: --

**Process Sessions**

- Audit History
- Process Sessions
- Background Processes

**Documents**

- Documents
- Activities
- Closed Activities
- Forms
- Candidate Steps
- E-Signature Documents
- Contacts
- Stage Tracking
- Drip Campaigns
- Contacts
- Opportunity Commis...
- Partner

**Contact Records**

- Cassidy Ford has sent you a FDD Amended to sign!! AR006090  
5/20/2020 4:04 PM
- Cassidy Ford  
Cassidy Ford has sent you a FDD Amended to sign!! AR006088  
5/20/2020 3:25 PM
- Cassidy Ford  
Cassidy Ford has sent you a FDD Amended to sign!! AR006087  
5/20/2020 3:20 PM
- Thomas Carter  
Phone Call  
Completed by Cassidy Ford: 5/14/2020 10:18 AM
- Cassidy Ford  
Cassidy Ford has sent you a FDD to sign!! AR006080  
5/13/2020 12:03 PM
- FDD Review  
True Date: 5/15/2020 10:00 AM

**Map**

New York

This next view shows the details of any FDDs you may have sent this candidate. The view, like any view in FRM, is customizable. A drop-down menu allows you to choose other types of views for that particular candidate like active, inactive, sent and signed FDDs.



Franchise Sales | Opportunities | Thomas Carter

OPPORTUNITY | OPPORTUNITY 2015  
Thomas Carter

Stage: 3 - Qualifying | Potential Customer: Thomas Carter | Est. Revenue: \$35,000.00 | Est. Close Date: 7/1/2020

E-Signature Documents Associated View

CHART PAGE | RUN REPORT | EXCEL TEMPLATES | EXPORT E-SIGNATURE D...

Name	Document	Sent By	Sent On	Signed On	Status Reason
Thomas Carter /...	AR FDD Amend...	Cassidy Ford	5/20/2020 3:37 ...	5/20/2020 7:45 ...	Signed
Thomas Carter /...	AR FDD Amend...	Cassidy Ford	5/20/2020 3:21 ...		Sent
Thomas Carter /...	AR FDD Amend...	Cassidy Ford	5/18/2020 10:5...		Sent
Thomas Carter /...	AR FDD	Cassidy Ford	5/18/2020 10:4...		Sent
Thomas Carter /...	AR FDD	Cassidy Ford	5/15/2020 8:31 ...	5/15/2020 12:4...	Signed
Thomas Carter /...	AR FDD	Cassidy Ford	5/13/2020 9:40 ...		Sent
Thomas Carter /...	AR FDD	Cassidy Ford	5/13/2020 9:32 ...		Sent

Double-click the desired record to view time and date stamps of various actions. Certain actions are also automatically recorded in the “Notes” section, or you can manually add notes.

Franchise Sales | E-Signature Docum... | Thomas Carter / 5/15/2020 8:31 AM

SAVE | SAVE & CLOSE | NEW | ASSIGN | SHARE | EMAIL A LINK | RUN WORKFLOW | START DIALOG | WORD TEMPLATES

E-SIGNATURE DOCUMENT | INFORMATION  
Thomas Carter / 5/15/2020 8:31 AM

Status: Active | Status Reason: Signed | Brand: AR Fresh

General

Name: Thomas Carter / 5/15/2020 8:31 AM | Owner: Cassidy Ford

Opportunity: Thomas Carter

Contact: Thomas Carter

Document: AR FDD

Sent By: Cassidy Ford

Sent On: 5/15/2020 8:31 AM

Downloaded On: --

Verified On: 5/15/2020 12:41 PM

Signed On: 5/15/2020 12:42 PM

A physical copy of the executed FDD is recorded as an attachment in the “Notes” section. This is a PDF file delivered from SignRequest which contains the entire FDD. A second attachment is saved with the Signature Certificate with secure details about the electronic signature.

Notes

NOTES

Enter a note

Document signature receipt at 5/20/2020 8:45:03 PM (UTC)  
signed\_d4a06ab2-d99a-ea11-80d5-000d3a1710ff.pdf  
Demo Admin - 5/20/2020 3:49:21 PM

Document signed at 5/20/2020 8:45:03 PM (UTC)  
signed\_d4a06ab2-d99a-ea11-80d5-000d3a1710ff.pdf  
Demo Admin - 5/20/2020 3:49:20 PM

Document signed at 5/20/2020 8:45:03 PM (UTC)  
Reference Number: fe457f22-2577-467f-a352-c9a851df0a21

Active

**ITEM 23 -- RECEIPT**  
(to be returned to Anderson Roth Steakhouse, LLC)

This Disclosure Document summarizes certain provisions of the franchise agreement and other information in plain language. Read this Disclosure Document and all agreements carefully.

If Anderson Roth Steakhouse, LLC offers you a franchise, it must provide this Disclosure Document to you 14 calendar-days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale of any binding franchise or other agreement or the payment of any consideration, whichever occurs first.

If Anderson Roth Steakhouse, LLC does not deliver this Disclosure Document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and your state agency (identified on Exhibit B).

The franchisor is Anderson Roth Steakhouse, LLC, 3400 Peachtree Rd. NE, Suite 340, Atlanta, Georgia 30326, and its telephone number is (770) 555-6527.

Issuance Date: May 15, 2020.

The franchise seller for this offering is Anderson Roth Steakhouse, LLC, whose address is 3400 Peachtree Rd. NE, Suite 340, Atlanta, Georgia 30326, and telephone number is (770) 555-6527. Additional franchise sellers involved in this franchise offering are listed on the attached page (if applicable).

Anderson Roth Steakhouse, LLC authorizes the agencies identified on Exhibit B to receive service of process for it in the particular state.

I have received a Disclosure Document dated May 15, 2020 that included the following Exhibits and other Attachments:

Exhibit A	Anderson Roth Standard Contracts	Exhibit F	Parent Guaranty
Exhibit B	List of Agents for Service of Process	Exhibit G	Table of Contents to Manual
Exhibit C	List of State Administrators	Exhibit H	Franchisee Compliance Questionnaire
Exhibit D	List of Franchise Owners and Former Franchisees	Exhibit I	State-Specific Disclosure Addenda
Exhibit E	Financial Statements	Exhibit J	State-Specific Agreement Amendments

May 20, 2020  
Date Disclosure Document Received

Carter Steaks, LLC  
Entity

  
Signature

Thomas Carter  
Print Name

TO BE RETURNED TO:  
Anderson Roth, LLC  
3400 Peachtree Road NE, Suite 340  
Atlanta, Georgia 30326

## SignRequest

## Signing Log

Document ID: W6145QK4

### Anderson Roth

Document name:

SignRequestDocument.aspx?  
org=AndersonRoth&esig=d4a06ab2-d99a-  
ea11-80d5-000d3a1710ff&SignRequest=1  
SHA256 security hash:  
c2761da5d14d0219fd8d181fab01fd8c3a066058de92d6e7dc8a8bba9b11796b  
May 20, 2020, 8:37 p.m. (UTC)

Created on:

### Eric Stoll (estoll@arke.com)

Email address verification:

Verified by SignRequest

### Thomas Carter (frmfan2@gmail.com)

Email address verification:

Verified by Anderson Roth  
**Important!** The email address has not been verified by SignRequest, but the user was identified by the application of Anderson Roth. The unique identifier of the declared logged in user is: **82d52b73-2595-ea11-80d5-000d3a1710ff**

Signature added, page 6:



Text added, page 6:

May 20, 2020

Text added, page 6:

Thomas Carter

Text added, page 6:

Carter Steaks, LLC

Text added, page 6:

Anderson Roth Steakhouse, LLC

IP address:

104.54.214.203

User agent:

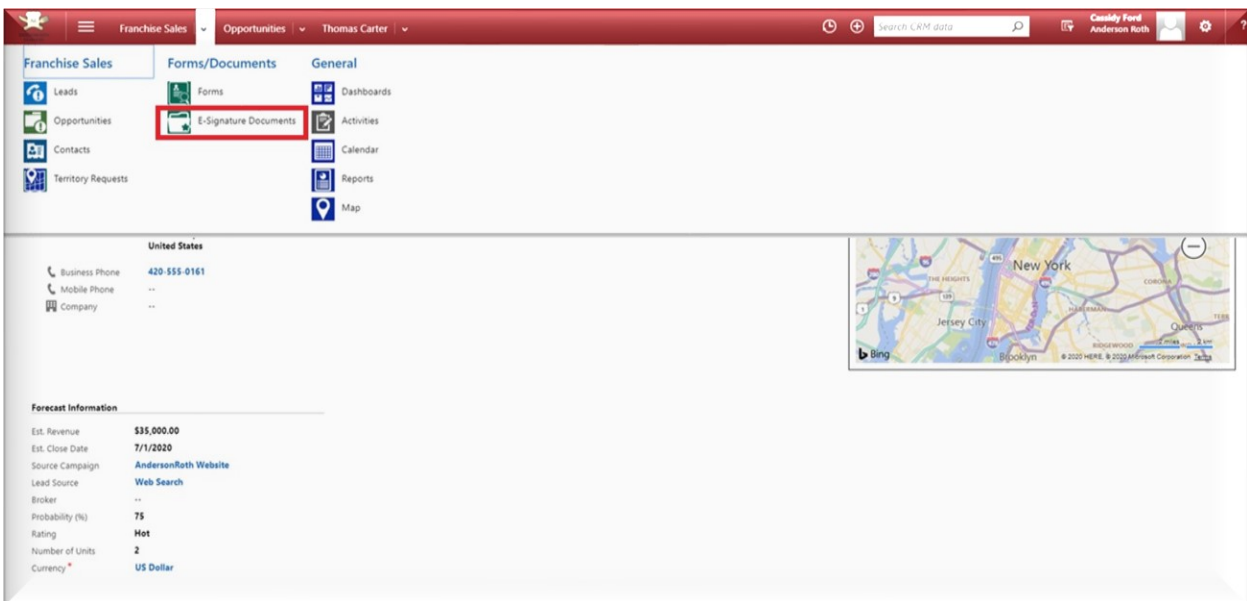
Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/  
537.36 (KHTML, like Gecko) Chrome/83.0.4103.61 Safari/  
537.36

Document signed:

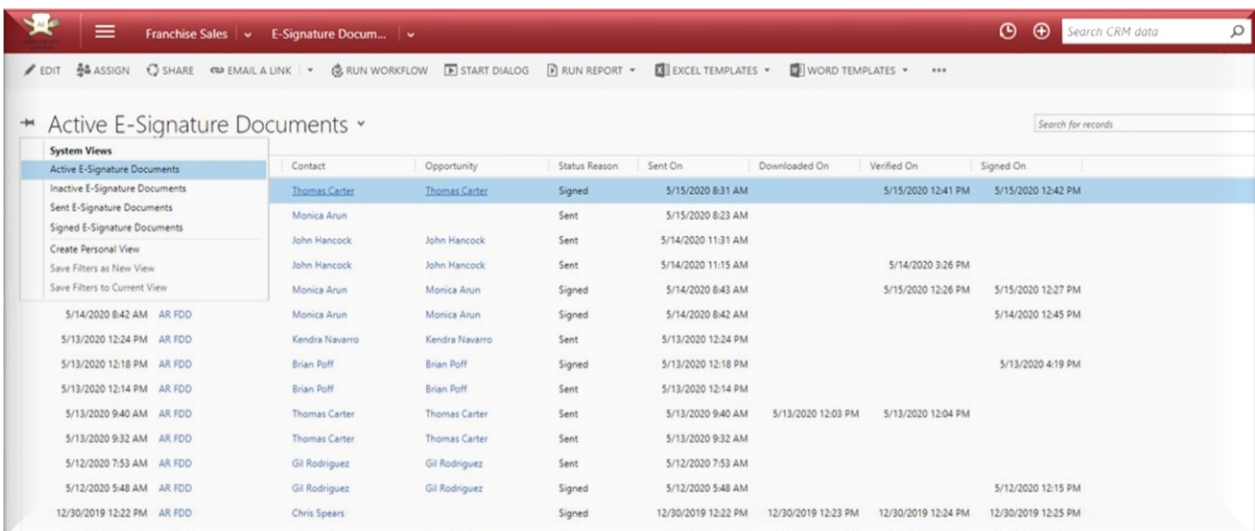
May 20, 2020, 8:45 p.m. (UTC)



To manage all FDDs at a high level, click the down-arrow next to “Franchise Sales” in the bar at the top of the screen, and find “E-Signature Documents.”



This view shows Active E-Signature Documents, but as with any module or section of FRM, you can pin your default view. System Views can be accessed in the drop-down menu, or you can create a personal view. Here you can manage all FDDs sent and see at a glance where each opportunity or contact is in the process of signing his or her FDD.





## Tracking Multiple Disclosures

When managing disclosures to multiple parties, the documents are tracked on different records.

### 1. Send to 2 Opportunities—sent from Opportunity #1

	Opportunity 1 Disclosure	Opportunity 2 Disclosure
Opp #1 Activity Feed	X	
Opp #2 Activity Feed		X
Opp #1 e-signature View	X	
Opp #2 e-signature View	X	X
Opp Contact #1 Activity Feed	X	
Opp Contact #1 e-signature View	X	
Opp Contact #2 Activity Feed		X
Opp Contact #2 e-signature View		X

### 2. Send to 1 Opportunity and 1 Contact—sent from Opportunity

	Opportunity Disclosure	Contact Disclosure
Opp Activity Feed	X	
Opp e-signature View	X	
Opp Contact Activity Feed	X	
Opp Contact e-signature View	X	
Contact Activity Feed		X
Contact e-signature View		X

### 3. Send to 2 Contacts—sent from Contacts view

	Contact #1 Disclosure	Contact #2 Disclosure
Contact #1 Activity Feed	X	
Contact #1 e-signature View	X	
Contact #2 Activity Feed		X
Contact #2 e-signature View		X

**IMPORTANT:** Only send bulk disclosures that include Opportunities if you want to track all disclosures on the Opportunity record.





## Dashboards

To view a dashboard tracking all your FDDs, open the Franchise Sales drop-down menu and select “Dashboards.” In the dashboard view filter, find and select “Sales:

Date	Time	Status
5/18/2020	10:41 AM	AR FDD
5/15/2020	8:31 AM	AR FDD
5/15/2020	8:23 AM	AR FDD
5/14/2020	11:31 AM	AR FDD
5/14/2020	11:15 AM	AR FDD
5/14/2020	8:43 AM	AR FDD
5/14/2020	8:42 AM	AR FDD
5/13/2020	12:24 PM	AR FDD
5/13/2020	12:18 PM	AR FDD
5/13/2020	12:14 PM	AR FDD
5/13/2020	9:40 AM	AR FDD
5/13/2020	9:32 AM	AR FDD
5/12/2020	7:53 AM	AR FDD
5/12/2020	8:48 AM	AR FDD
12/30/2019	12:22 PM	AR FDD
12/4/2019	10:13 AM	AR FDD
12/2/2019	9:24 AM	AR FDD
11/20/2019	12:33 PM	AR FDD
11/6/2019	10:57 AM	AR FDD
8/6/2019	10:34 AM	AR FDD

Source Campaign	Disposition	Net Worth	Mobile Phone	Business Phone	Email	State/Province	Created On	Last Activity Date
Current Owner Referral	New	1.2 million	678-460-6749	(678) 460-6749	saraporter@anderson...	IL	11/12/2018 7:0...	11/12/2018 7:23 AM
LinkedIn	In Progress	1mm	(858) 555-0148	658-555-0148	mary5@andersonnot...	Ontario	9/18/2018 1:32 ...	8/21/2019 12:18 PM
Internet Search	New	\$251,000 to \$30...	464-555-0153	545-555-0153	pedro18@anderson...	New South Wales	9/16/2018 2:19 ...	11/9/2018 12:41 PM
Franchise Magazine	In Progress	More Than \$10...	702-555-0195	702-555-0195	fernando00@anderson...	Washington	9/12/2018 6:50 ...	
BizBuy/Sell	In Progress	500,000 +	702-555-0195	702-555-0195	elizabeth41@anderson...	Queensland	9/11/2018 10:4...	
Franchise.org	New	400,000 - 500,000	1 (11) 500 555-0146	1 (11) 500 555-0146	colin28@anderson...	England	9/11/2018 10:4...	10/26/2018 1:16 PM
IFA (Franchise.org)	Contacted	\$500,000 +	328-555-0176	328-555-0176	brianna44@anderson...	Washington	9/8/2018 6:54 A...	
Other	In Progress	200,000 - 250,000	1 (11) 500 555-0119	1 (11) 500 555-0119	daniel@andersonnot...	Washington	9/7/2018 10:56 ...	10/26/2018 1:17 PM



The FDD dashboard gives you a high-level overview of your e-signature pipeline. Here you can quickly identify by month how effective your team has been in sending and receiving signed FDDs, which greatly impacts the time of your sales cycle and timing of won deals.

