

## **What We Look For**

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- An area with diverse cultural activities
- A location boasting arts, theater and music
- Locations near colleges and universities with year round educational opportunities
- Non-seasonal and year round general populations
- High pedestrian traffic
- A warm neighborhood feel

## **What we expect from a franchisee**

- A belief in the Herrell's Ice Cream products and system
- Owner operation and interest in their community
- Respect for employees
- Franchisor respect and communication
- Customer service that exceeds the norm (win that customer back every time they come into your store)
- Cleanliness and neatness
- Desire to succeed in one's own business