

CLIENT SUCCESS STORY ■

Every Data Provider Claims Franchise Coverage. Almost None Can Deliver It.

How Christine Pelczar of [Rickard Squared](#) searched the franchise data market—and found only one source that could actually do what it promised.

01 — EXECUTIVE SUMMARY

At a Glance

Featured Client	Christine Pelczar — Vice President, Strategic Sales, Rickard Squared
Industry	Data & Media Strategy / B2B Supplier Services
End Client	National Broadband Connectivity Company — franchise-focused B2B sales team
The Challenge	No reliable franchise data existed in the market; competitors were scraping, guessing, or simply not delivering
FRANdata Solution	Complete franchise data hierarchy + Franchise Playbooks + strategic targeting consultation
The Result	Client's franchise sales team, with support from their marketing team, is actively closing business and returning for more data

Christine Pelczar has spent 30+ years in the data industry. She knows what good data looks like — and she knows what it looks like when a provider doesn't deliver. When her client needed to build a franchise-focused sales program from scratch, she evaluated some of the largest data providers on the market. **What she found is the story every supplier targeting franchises needs to hear: most providers don't understand franchising well enough to see how the pieces connect, let alone deliver them as one picture.**

02 — ABOUT THE CLIENT

Rickard

Christine Pelczar has spent 30+ years in the data industry — and she evaluates a data provider the way a specialist evaluates a tool: systematically, skeptically, and with an experienced eye for the gap between what a vendor claims and what they can actually produce. She is a former president of the Hudson Valley Direct Marketing Association and currently leads data and targeting strategy at Rickard.

As a large national IT services provider, her client needed that scrutiny. The client runs a dedicated franchise practice — fiber connectivity, managed WiFi, SD-WAN, and unified communications sold into franchise brands across restaurants, automotive, retail, and professional services. Reaching that market meant reaching thousands of franchise locations with the right contact, at the right brand, at the right moment in their growth. No general-purpose data tool was built to do that.

“I did what a traditional list broker would do — look at all of the data available for franchises and then evaluate what data set makes the most sense.”

03 — THE CHALLENGE

A Sales Team With No Map and No Data

Rickard’s client is a national provider of fiber connectivity, managed services, cybersecurity, and AI products for business clients. They have a dedicated sales team whose entire focus is selling into the franchise sector — reaching both franchise headquarters and individual franchisee operators across the country.

The problem: that team was operating without reliable data. They had no systematic way to identify franchise targets, no way to segment franchisors from franchisees, and no intelligence about the size, structure, or growth trajectory of the accounts they were trying to reach.

“Their team has not had a lot of access to franchise data. So they’re doing a lot of manual and time consuming trial and error research, trying to figure this all out by themselves, which as you can imagine, is really very, very difficult.”

For a sales team measured on pipeline and revenue, the time spent searching and sorting is an expensive way to work. Every call made without the right intelligence is a call that might be going to the wrong person, at the wrong company, at the wrong time. The franchise sector — with its layered structure of

brands, franchisees, multi-unit operators, and corporate HQs — is particularly unforgiving without accurate data.

The client's marketing leadership recognized the gap. The question was whether anyone in the market could actually fill it.

04 — THE SEARCH

We Tested Every Alternative. None of Them Could Deliver.

Before Christine brought her client to FRANdata, she did what any serious data professional would do: she looked at everything else first. The results were a case study in the gap between marketing claims and market reality.

The structural problem, she explains, runs deeper than any individual vendor. There is no SIC code or NAICS code for franchising. Standard business databases segment by industry — retail, food service, healthcare — but nothing flags a business record as a franchise or franchisee. A Subway location and Subway's corporate office can both exist in the same database with no way to distinguish one from the other.

“Typical business data is segmented by SIC or NAICS code. But there is no SIC or NAICS for franchise. How do you segment it? How do you find it?”

Against that backdrop, here is what Christine found when she evaluated the alternatives:

WHAT ALTERNATIVES ACTUALLY DELIVER

Scraped list providers:

Lists built by scraping LinkedIn and other public sources — fast to produce, unreliable to use, and missing the relational architecture that makes franchise data actionable. Every record in FRANdata's franchise database is built through original research and direct verification, not simply pulled from secondary sources.

B2B Sales Intelligence Providers and subscription platforms:

A franchisee's name may exist somewhere in their database — but there is no way to surface it as a franchise record or whether they are a franchise headquarter or a franchise owner. Combine that with prepaid credit models, auto-renewing annual contracts, and notoriously difficult cancellation processes, and you have a product that's expensive, inflexible, and fundamentally unable to answer a franchise-specific question.

Business & Credit Data Providers

Franchising represents too small a fraction of their overall business to justify the sustained research investment it requires. With a much larger core business performing well without it, there's little incentive to build the kind of deep, continuously verified franchise dataset the market actually needs.

The pattern across every alternative was the same: a small slice of the data, no relational depth, and no way to answer the questions a franchise-focused sales team actually needs answered.

“They didn’t have the customer target journey. They didn’t know: this is the brand, this is the franchisee, this is the franchisee’s company, this is how many franchises they own, and here are the locations or contacts at those. No other data provider has the whole picture.”

05 — THE SOLUTION

A Research Company That Built a Product — Not the Other Way Around

Rickard found something it hadn't encountered anywhere else in their evaluation: a company that had built its data from the ground up through original research — verified, continuously updated, and structured specifically around how the franchise industry actually works.

The engagement involved three components working together:

First, the data itself — delivered in structured files with unique identifiers, built around a hierarchy that no other provider replicates: brand to franchisee to business entity to unit locations to named contacts, including the franchisee's own business name. Christine confirms that last detail is unavailable from any competing source.

Second, the strategic consultation. FRANdata's team worked with Christine and the client's marketing leadership to identify the right brands, the right contact functions, and the right targeting strategy — including which franchisees were in active growth mode and which contacts were specifically responsible for franchise expansion decisions.

Third, the Playbooks.

"We're not talking about a flat file of 'ABC company, here's a contact, have at it.' The playbook gives them the full picture of the size, scope, and scale of that franchisee."

FRANdata's Franchise Playbooks gave the sales reps something no CRM integration or general-purpose data tool had been able to provide: **pre-call intelligence that told them exactly who they were calling, what that franchisee's business looked like, and how to position their services against the scale and structure of that specific account.**

WHAT FRANDATA DELIVERED THAT NO ONE ELSE COULD

- Complete brand → franchisee → unit → contact hierarchy — the full picture, not a slice
- Franchisee business name — confirmed unavailable from any competing provider
- Phone-verified, research-driven data — not scraped, not stitched from third parties
- Growth and shrinkage indicators — which brands are expanding, which are contracting
- Franchise development contacts — decision-makers specifically responsible for system growth
- Franchise Playbooks — full intelligence profiles: size, scope, and scale per franchisee account
- Flexible purchasing — one-off data pulls available, no forced subscription lock-in
- Consultative partnership — strategic guidance on who to target and how to approach

06 — THE RESULTS

From Trial and Error to Closing Deals

The client's franchise-focused sales team went from operating without reliable data to running a systematic targeting program built around verified franchise intelligence and account-level Playbooks.

The outcome was not incremental. A team that had been struggling to identify and prioritize franchise targets was now equipped with the full picture on every franchise account before making a single call — brand affiliation, unit count, company structure, key contacts, and growth status, all in one place.

The client's marketing leadership — who initially funded the data purchase from her own department budget to equip the sales team — has since requested additional rounds of data for specific franchise brands. The sales team's response to the Playbooks was immediate and unambiguous: they wanted more.

For Rickard, the outcome confirmed what their market evaluation told them: When the target is the franchise industry, there is one data partner that can actually deliver what the others promise.

07 — WHY IT MATTERS FOR SUPPLIERS

This Story Is Your Story

The client is a national B2B company with a professional sales team, a substantial data budget, and track records with a number of high profile data providers. They still couldn't get reliable franchise data from the market — until FRANdata.

If that sounds familiar, it's because it is. This experience:

- A dedicated franchise sales effort, no usable data,
- Existing data vendors that can't produce franchise records,
- A team making calls without intelligence

Are common pain points for any supplier trying to reach franchise operators without FRANdata. The tools that work everywhere else don't work here. The reason is structural, not incidental.

For suppliers, the franchise sector represents an enormous concentration of B2B purchasing decisions — technology, connectivity, insurance, financial services, payroll, marketing, real estate, food supply, and more — made by operators who are hard to find, hard to segment, and hard to reach without purpose-built franchise intelligence.

Without FRANdata

- No way to segment franchisors from franchisees
- Flat contact files with no business context
- Subscription spend that can't produce franchise records
- Scraped lists with no relational depth
- Sales team working with fragmented, wrong or no franchise intelligence
- Missing: unit counts, growth status, decision-maker hierarchy

With FRANdata

- Full brand → franchisee → unit → contact hierarchy
- Playbooks: complete size, scope, and scale intel per account
- Flexible purchasing — no lock-in, no prepaid credit waste
- Verified data from a dedicated research and information management team
- Sales team equipped with pre-call intelligence on every account
- Growth indicators: know who's expanding before you call

08 — NEXT STEPS

See What Franchise Intelligence Actually Looks Like

The fastest way to understand the difference between a franchise data claim and franchise data delivery is to see a FRANdata Playbook for a brand in your target market. It takes minutes, and it's the same thing that made the client's sales team "jump up."

Ask us to pull a sample Playbook for a brand relevant to your business. No commitment. No pitch deck. Just the real thing — so you can see exactly what your sales team would be working with.

ABOUT RICKARD SQUARED

Rickard is a data and media strategy firm specializing in B2B targeting and list strategy. Christine Pelczar is a 30+ year industry veteran and former president of the Hudson Valley Direct Marketing Association.

ABOUT FRANdata

FRANdata is the leading source of franchise intelligence — original, research-driven data on brands, franchisees, unit counts, contacts, and market dynamics. Trusted by suppliers, lenders, franchisors, and private equity firms across the franchising industry.