

Expanding a Business Using Franchising

Wollermann Franchise Developments (WFD), is the franchising division of I.L. Wollermann P/L. It offers clients' businesses with potential for expansion, a tried and proven pathway to success.

WFD's team of franchising specialists is headed by Colin Crawford, who has assisted many business owners and their management teams expand their business through franchising, licensing and branching business models, to build local, national and overseas networks.

Supporting Colin is Senior Franchise Consultant, Roger Dickeson and Franchise Law Expert, Robert Toth. As a team, WFD provides franchise consulting, marketing and recruitment services to businesses in industries as diverse as professional services, hospitality, home and trade services, business to business, real estate / owners corporation services just to name a few recent examples.

Our senior professional staff each have over 30 years' experience in franchising and licensing for businesses in every state of Australia, plus New Zealand and internationally, including South East Asia, India and the United Arab Emirates.

WFD's clients include Australian companies planning national and international expansion through franchising, as well as overseas franchisors entering the Australian market and seeking local expertise to navigate Australian laws, customs and the Australian business landscape.

WFD is a one-stop-shop. From developing the expansion plan, coordinating the legal documentation, marketing the opportunity, all the way through to the appointment of franchisees, WFD will do it all.

If you have clients with the potential to expand, call Colin Crawford on 0425 838 800 or FREECALL 1300 249 276, for a no-obligation discussion about how our expansion services can assist your professional services and take your client to the next level of business.