



## **NFS ADVISORY SERVICES**

A Uniquely Qualified Perspective – Experience Matters



### **Valuations**

- Market Valuations
- Broker's Opinion of Values
- Appraisals



### **Dispute Consulting**



### **Appraisals**



### **Brand Development Advisory for small chains**





## **NFS ADVISORY SERVICES**

A Uniquely Qualified Perspective – Experience Matters

NFS Advisory Services is a practice area of National Franchise Sales, Inc., the nation's leading franchise brokerage firm with 45 years of direct transaction experience. NFS Advisory Services was formed to leverage the current market knowledge, industry experience and expertise of our professionals to serve clients in an advisory capacity.

Michael Ingram and Alan Gallup, Principals of National Franchise Sales, join with Mike Deegan and a team of NFS professionals, along with Scott Roehr in the NFS Advisory Services practice to serve our advisory clients.

Scott Roehr is a valuation and financial forensics professional with over 35 years of experience, including 18 years with Coopers & Lybrand and Deloitte & Touche. Scott founded his own practice in 2004 and serves as an Affiliate Director with NFS. His practice is dedicated to the analysis and appraisal of restaurant businesses and business interests. His professional retentions have included work in over 70 restaurant concepts.

Corporate Headquarters: NEWPORT BEACH, CA

BRANCH OFFICES

CENTRAL CALIFORNIA    NORTHERN CALIFORNIA    DELAWARE    MINNESOTA    NORTH CAROLINA

## CORE SERVICE OFFERINGS OF OUR ADVISORY PRACTICE INCLUDE:



### VALUATIONS

NFS provides Market Valuations, Broker's Opinion of Values, and professional Appraisals of restaurants and restaurant companies.

- **Market Valuations** utilized to assess the value of a restaurant in preparation for offering it for sale to the marketplace.
- **Broker's Opinion of Values** are more detailed assessment of the market value of a business backed by market data and other industry knowledge.
- **Appraisals** are most often utilized in contested situations and may be accompanied by expert witness testimony. The guidelines for appraisals are much more stringent, including more robust data collection and analysis.

Our valuation advisory practice specializes in the development of comprehensive valuation studies of business or business interests, prepared to professional standards.

Subject interests of our valuation studies may include:

- Restaurant units
- Restaurant concepts
- Restaurant operating companies
- Securities or fractional interests in restaurant companies including common stock, stock options, preferred stock, and partnership interests.



### DISPUTE CONSULTING

Our dispute consulting practice assists clients involved in complex financial disputes. These disputes may arise in a wide variety of contexts including partnership dissolutions, marital dissolutions, dissenting shareholder and shareholder oppression suits, shareholder derivative suits, eminent domain, fraudulent transfers, or commercial litigation.

**Our dispute consulting services scope of services includes:**

- Performing financial assessments
- Conducting financial forensic investigations
- Providing litigation support
- Quantifying commercial damages
- Preparing valuations and/or valuation reviews
- Delivering expert testimony



## **RESTRUCTURING ADVISORY**

NFS provides Market Valuations, Broker's Opinion of Values, and professional Appraisals of restaurants and restaurant companies.

### **Our restructuring advisory scope of services includes:**

- Identifying the underlying causes of the debtor's problems
- Evaluating the businesses prospects for future profitability
- Identifying strategies to create value
- Assisting clients in the development, evaluation, or negotiation of plans of reorganization



## **BRAND DEVELOPMENT ADVISORY**

Our brand development advisory practice is focused on the design for execution of franchise development programs.

### **Our practice assists clients in:**

- Creating new franchise programs
- Reinventing existing franchise programs
- Assessing franchise program economics
- Developing market selection, market planning, and build-out plans
- Developing a franchise strategic growth plan
- Designing franchise sales and lead generation programs and franchisee recruitment tactics
- Identifying franchisee financing sources
- Developing customized franchisee financing programs



## Michael J. Ingram

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Michael Ingram joined National Franchise Sales (NFS) in 1997 and swiftly rose to the position of Vice President. In 2003, he became a full Partner at the company. Throughout his tenure at NFS, Michael has provided guidance to numerous buyers and sellers in the resale of franchised businesses, earning the utmost respect from Franchisors, lenders, accountants, CPAs, and attorneys nationwide.

Furthermore, Michael possesses extensive expertise in asset recovery sales involving bankruptcy and foreclosure. He has been instrumental in assisting creditors and Franchisors in freeing themselves from underperforming loans or franchise agreements. His asset recovery work lays a strong foundation for new franchisees to establish and develop successful businesses.

Before joining NFS, Michael flourished as a franchise operator, area developer, and multi-unit franchisee for various franchised concepts such as Sizzler Restaurants, Pick Up Stix, and 1-800-RADIATOR. During this period, he honed his skills in lease negotiation, franchise operations and territory development, as well as acquisitions and divestitures.

With a B.S. degree in Business Management from San Diego State University, Michael's education, background, and experience have solidified his standing as a well-known and respected professional in the franchise industry. He actively participates in industry events and conferences, regularly attending major national franchise and lender conferences. Additionally, Michael is a member of the American Bankruptcy Institute and the California Receivers Forum.

**MEMBER**



California  
Receivers  
Forum

In Custodia Legis





## Alan F. Gallup

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Alan Gallup began his franchise restaurant career in 1971, bought the first of several franchises in 1975, and ultimately became Vice President of Operations and a principal in the Franchisor, Crocker's Restaurants, Inc.

In 1979 Alan joined Galardi Group Inc., the parent company of Wienerschnitzel, Original Hamburger Stand, Chelsea's Choice, and Dos Tacos, where he held various positions with responsibilities for all company and franchise operations, R&D, Purchasing, Problem Resolution, and Franchise Sales.

Alan joined National Franchise Sales in 1994, and became full partner in 2003. In addition to managing the franchise resales of several major food service brands, Alan leads the NFS Asset Recovery Team where he utilizes his vast experience in asset recovery sales, through bankruptcy, foreclosure and receiverships.

Alan is a member of the National Association of Bankruptcy Trustees, California Receivers Forum, American Bankruptcy Institute, a past Director on the South County Bank Community Advisory Board, and a Past President of the Saddleback College Foundation Board of Governors.

### MEMBER





## Michael F. Deegan

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Mike Deegan has been in the franchise foodservice industry for more than 40 years working with major concept brands such as McDonald's, Burger King and Popeyes. Throughout his career he has held a variety of positions in Franchising, Business Development, Real Estate Development and Marketing/Advertising.

Mike joined National Franchise Sales in 2007 to use his considerable expertise in franchising and business development to broker the transfer of franchise restaurant businesses. While he works with numerous different franchise concepts his real specialty is with quick service restaurants. Today Mike is the Brand Manager for several key brands and consistently works with many franchisees from coast to coast. Many of his assignments during this period have been to secure qualified buyers for debtors operating under Chapter 11 protection.

Prior to joining NFS Mike was the Vice President of Franchising for Burger King Corporation. In this capacity he was responsible for franchisee recruitment, compliance and relations in North America. While in this role he represented the franchisor in two of the largest franchisee bankruptcy proceedings in the company's history. His responsibility was to direct the efforts of the brokers, debtors, attorneys and advisors, as well as the internal BKC task force, in the successful organized resale of more than 500 restaurants around the country. The businesses were sold off in geographically contiguous lots in a series of contemporaneous transactions.

Other assignments while at BKC included the development of a market planning system for optimization of the company's real estate and franchisee portfolios, management of all USA franchisee restaurant development efforts and also the management of all Latin American restaurant development. Mike has also held various positions in marketing and advertising at BKC as well other restaurant companies and advertising agencies.

A graduate with distinction from the University of Miami, Mike received his bachelor of Business Administration while majoring in a curriculum of International Finance and Marketing.





## Scott Roehr

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626-795-1235

Scott A. Roehr is a valuation and financial advisory professional. His practice is dedicated to the analysis of restaurant businesses and business interests.

Valuation is Scott's core financial competency; he specializes in the development of comprehensive valuation studies prepared to professional standards. He has extensive experience in the financial appraisal of restaurant businesses, including the valuation of franchise restaurant units, restaurant concepts and restaurant companies.

His industry knowledge and analytical skills are frequently leveraged to assist clients involved in financial restructurings or complex financial disputes. Many of his professional retentions require the development of expert financial opinions suitable for use in a court of law.

Scott has over thirty years of professional experience. Prior to founding his practice in 2004, he was employed with Coopers & Lybrand for ten years and Deloitte & Touche for eight years. Focused on the restaurant industry since 1998, his professional retentions have included work in over fifty restaurant concepts.

He is a Certified Public Accountant (CPA), Accredited in Business Valuation (ABV) and Certified in Financial Forensics (CFF) by the American Institute of Certified Public Accountants, a Chartered Financial Analyst (CFA), and holds the Accredited Senior Appraiser (ASA) designation in business valuation from the American Society of Appraisers.

Scott received his B.S. in Business Administration from the University of Southern California and an M.B.A. from the Anderson Graduate School of Management at UCLA

