



# DISCOVER THE SAVVY EXPERIENCE

*franchise guide*



# OUR *slider* LINEUP



ORIGINAL  
SAVVY



CLASSIC  
PRIME



FRIED  
CHICKEN



BOOMIN'  
CHICKEN



SPICY  
FALAFEL



ENGLISH  
COD



SIGNATURE  
STEAKHOUSE

At Savvy Sliders, we are more than just a brand; we are a dynamic culinary journey specializing in gourmet sliders, hand-breaded chicken fingers, and delectable hand-spun custard shakes.

Born in 2020 with humble beginnings in Michigan, Savvy Sliders quickly captured hearts with our commitment to freshness – from our never-frozen Prime beef sliders to our uniquely crafted menu. The instant success of our made-to-order, crave-worthy offerings propelled us forward, leaving an undeniable mark on the taste buds of our guests.

Our dedication extends beyond the plate; it encompasses the entirety of the dining experience. From the aesthetics of our restaurants, to the warm, inviting atmosphere, we relentlessly pursue excellence. Our customers, who we consider raving fans, keep coming back, signaling their desire for more of the Savvy Sliders experience.

Built on the pillars of discipline, strength, and passion, our story of growth unfolds with each location that joins the Savvy family. We are not just looking for franchise owners; we are seeking high-performing partners who embody our commitment to the community and share our passion for providing exceptional guest-facing experiences.

Join us in shaping the future of Savvy Sliders – a journey where excellence, community, and culinary innovation converge.

Ronnie Yaldoo, COO



# *table of* CONTENTS

<b>REAL ESTATE.....</b>	<b>3</b>
<b>ONGOING SUPPORT.....</b>	<b>5</b>
<b>JOINING THE FAMILY.....</b>	<b>8</b>
<b>AVAILABLE MARKETS.....</b>	<b>10</b>
<b>TESTIMONIALS.....</b>	<b>11</b>
<b>FAQ.....</b>	<b>12</b>

## **UNLOCKING OPPORTUNITIES WITH SAVVY SLIDERS: REAL ESTATE SUPPORT**

At Savvy Sliders, we understand that the right location is a critical ingredient for the success of your franchise. Our commitment to efficiency, quality, and community impact extends seamlessly into the design and layout of our restaurants, complemented by state-of-the-art equipment that empowers your Savvy Sliders franchise to operate seamlessly.

## **DEDICATED SUPPORT FOR SITE SELECTION:**

Embark on your franchise journey with confidence, knowing that Savvy Sliders provides dedicated support for every aspect of real estate. Our experienced team assists you in selecting prime locations that align with our proven criteria for success.

## **FLEXIBLE DESIGN OPTIONS**

Our commitment to adaptability is reflected in our flexible layout options. Whether you envision a standard restaurant ranging from 1600-2500 sq. ft. or the compact Savvy Sliders Express format spanning 600-2000 sq. ft., we provide a spectrum of possibilities. From free-standing buildings to drive throughs, strip centers, end caps, and even non-traditional sites, our versatile designs cater to diverse environments, ensuring your franchise is set up for success.

## **ENDLESS OPPORTUNITIES**

Savvy Sliders transcends traditional boundaries, presenting endless opportunities for franchise placement. Whether nestled in bustling strip centers, commanding standalone buildings, or embracing the drive-through model, our diverse footprint opens doors to a variety of environments, each carefully curated for success.

Join us, and let Savvy Sliders guide you through the exciting journey of selecting the perfect site, crafting an efficient layout, and building an environment that fosters success, community engagement, and unparalleled guest service. Your success story starts with Savvy Sliders - where endless opportunities await.

# BIGGER BETTER BOLDER



# ONGOING SUPPORT AFTER OPENING



## IN-HOUSE ADVERTISING

Leverage our in-house advertising expertise to create targeted and impactful campaigns tailored to your local market, ensuring maximum visibility and engagement.

## DIGITAL MARKETING AGENCY

Benefit from the strategic insights and innovative approaches of our dedicated digital marketing team, equipped to enhance your online presence, drive traffic, and boost brand awareness.



## PHOTOGRAPHY/ VIDEOGRAPHY

Showcase your offerings in the best light with professional photography and videography services, capturing the essence of Savvy Sliders to elevate your marketing materials and online presence.



## SOCIAL MEDIA MANAGEMENT

Our team will handle the intricacies of social media, ensuring consistent and compelling content across platforms to keep your audience engaged and excited about the latest from Savvy Sliders.



## SAVVY REWARDS PROGRAM

Tap into the power of customer loyalty with our Savvy Rewards Program, designed to retain and incentivize repeat business, fostering a community of raving fans who keep coming back for more.

## 24/7 IT SUPPORT

Rest easy with around-the-clock IT support, ensuring that your technological infrastructure remains seamless, secure, and operational at all times, allowing you to focus on delivering exceptional guest experiences.



## PR SUPPORT

Enjoy the spotlight with PR support that highlights your franchise's achievements, milestones, and community initiatives. Our team is dedicated to creating positive narratives that elevate your brand image and build lasting connections with your community.



**7 STEPS  
TO  
JOIN  
SAVVY  
SLIDERS'**  
*family...*



**1**

## **EMBARK ON YOUR JOURNEY**

Congratulations! By delving into this guide, you've taken the inaugural step toward realizing your dream of owning a Savvy Sliders franchise.

**2**

## **LET'S CHAT! UNLEASH THE POTENTIAL**

Schedule a conversation with a dedicated member of our franchise development team. Discover more about this exciting opportunity, explore the dynamic relationship we aim to foster, and determine if joining forces aligns with your passion and goals. When mutual interest sparks, we'll provide you with our comprehensive franchise application.

**3**

## **NAVIGATING THE LEGAL LANDSCAPE**

After reviewing your completed application, you'll receive our Franchise Disclosure Document (FDD), paving the way for a transparent understanding of the legal aspects of our partnership.

**4**

## **DIVE INTO DUE DILIGENCE**

Engage with existing franchise owners, delving into their experiences and validating the robust support and operations that define Savvy Sliders. This step is your chance to finalize your business plan and ensure that our explosive company culture resonates with your vision.

**5**

## **DISCOVERY DAY: THE ESSENCE**

Immerse yourself in the heart of Savvy Sliders by visiting our Support office in Farmington Hills, Michigan. Meet your future team, experience the culture firsthand, and tour our vibrant locations to get a glimpse of the dynamic atmosphere you're about to join.

**6**

## **SIGN ON THE DOTTED LINE**

Upon receiving Savvy approval and aligning visions, it's time to officially become a part of the Savvy Sliders family. Congratulations on reaching this milestone! Sign the franchise agreement and mark the beginning of an exhilarating journey.

**7**

## **LOCATION UNVEILING**

With the collective strength of our team behind you, embark on the exciting journey of selecting the perfect location for your Savvy Sliders franchise. Your site selection becomes a collaborative endeavor, setting the stage for the vibrant community-centric experience that defines Savvy Sliders.







# "I KNEW WE FOUND A WINNER."

"As a second generation restaurant franchisee with over 30 years in operations, I am always looking for the next opportunity to expand our portfolio. Within the first few bites of Savvy Sliders, my team and I knew we found a winner. If the flavors of the food and modern decor wasn't enough to convince us to move forward with the brand, meeting the support team really sealed the deal. The HQ team really knows the brand, and cares about the franchisee's success. I couldn't be happier with the response times and assistance as we work to open both of our stores. We believe in the brand so much that we have two stores in development, and are looking to find property for a third!"

**MIKE BAUER**, FRANCHISE OWNER, INDIANA

# FAQ

## **WHAT EXPERIENCE DO I NEED TO OPEN A SAVVY SLIDERS?**

Whether you are new to the business and want to be an owner operator or you are a multi-unit operator, we have the resources to support you. Sharing the Savvy passion is the key to success.

## **HOW MUCH DOES IT COST TO OPEN THE RESTAURANT?**

The average investment range is \$411,000 to 965,000. Qualified franchise candidates should have a minimum of \$200,000-250,000 in liquid cash and a net worth of \$500,000.

## **WHAT IS THE INITIAL FRANCHISE FEE?**

The Franchise Fee is \$35,000 for a single unit. If you are interested in Multiple Units the franchise fee is determined by the area to be developed and the number of units to be opened.

## **WHAT IS THE CURRENT ROYALTY FEE?**

The Royalty is 6% of gross sales and is paid weekly (5% in MI).

## **IS THERE TRAINING AND SUPPORT?**

We have a robust training program that is customized to the experience of the operator. There is one week of classroom training and up to 90 days in a restaurant. We train our franchise owners in operations, marketing, how to use our proprietary equipment, POS systems and more. The training occurs at our training locations in SE Michigan or in Dallas, TX.

## **HOW MUCH MONEY CAN I MAKE?**

Our Average Annual Gross Sales in 2023 for the top 50% of our System were \$1.7 Million\*. Profitability varies depending on a number of factors, including sales, labor/food costs, location, occupancy, and other operating costs. Success also depends on your ability to manage and lead the business. You will have the opportunity to talk with existing owners.

*\*Numbers obtained from our last published FDD in 2023.*

## **DOES SAVVY SLIDERS PROVIDE FINANCING?**

We have 3rd party lender contacts to help in financing your restaurant.

**HAND-BREADED FAMOUS CHICKEN**

CHICKEN FINGERS    SPICY FINGERS

SAVVY SAUCES

SAVVY SIDES

**FRESH SALADS**

ITALIAN, BALSIC, RASPBERRY VINAIGRETTE

GARDEN    COUNTRY CHICKEN    COUNTRY GRILLED CHICKEN

AVOCADO COBB

**CUSTARD SHAKES**

HAND-SPOUN PREMIUM CUSTARD

SAVVY SHAKES

Chocolate, Vanilla, Strawberry, or Banana

**SPECIALTY SHAKES**

Chocolate, Vanilla, Strawberry, or Banana

Slurpees

MMMMMMMMMMMM

**CRISPY. CHEESY. CURDS.**

**MORE 2 LOVE**

**BOX 2 SAVVY COMBO**

1 Slider, 2 Fingers + 1 Sauce  
Fries + Drink

**\$11.99**

Big 50, 99¢ Extra

**MORE 2 LOVE**

**FAMOUS HAND-BREADED CHICKEN FINGERS**

**UPGRADE TO A SHAKE \$3.99**





MORE2



LOVE

Hand-Sp



CAJON FRIES  
CERTIFIED  
HAND-SPUN  
STARD  
SHAR  
spicy  
#SAVVY  
SLIDERS  
SAVVYSLIDERS  
savvy  
TANDI  
fried chicken



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