

# The Franchiser 1

Marcia Chatelain

**How To Franchise Your Business 2nd Edition** Brian Duckett,Paul Monaghan,2011-08-26 Learn how to effectively expand your business system and reap the benefits of growth If you have a proven business system and are wishing to expand, franchising is a strong option. It provides a quick route to growth and uses other people's money and enthusiasm to open individual offices, shops, restaurants, salons, surgeries, units, van rounds, or service centres. This book provides practical advice on how franchising works from two authors with years of experience. As well as being for potential franchisors, this book is also invaluable to owners of existing branch networks, practising franchisors and their management teams, and candidates for the Diploma in Franchise Management. It will show you how to: - Decide whether your business should and could be franchised - Understand the franchisor/franchisee relationship - Structure the business so it works for both franchisor and franchisee - Prove the concept with pilot operations - Market your franchise and recruit franchisees - Motivate franchisees and monitor their performance - Franchise your business internationally - Prepare your network for sale - or buy an existing franchised network Contents: Acknowledgements; Preface; SECTION I - THE BASICS; 1. Introduction; 2. Business format franchising - a growth option for your business?; 3. The franchised network development plan; 4. The franchisor/franchisee relationship; 5. Pilot operations; 6. Building the franchisor management team; 7. The franchise operations manual; 8. The franchise agreement; 9. International franchising; SECTION 2 - PRACTICAL FRANCHISE; MANAGEMENT; 10. How to market a franchise; 11. How to recruit franchisees; 12. How to get the best results from franchise exhibitions; 13. How to help franchisees prepare and review their business plans; 14. How to write the franchise operations manual; 15. How to develop and deliver a franchise training programme; 16. How to monitor franchisees' performance; 17. How to motivate franchisees; 18. How to get the best from field visits; 19. How to manage franchise unit resales; 20. How to monitor your performance as a franchisor; 21. How to avoid legal problems for you and your franchisees; SECTION 3 - ADVANCED FRANCHISING; 22. Becoming an international franchisor; 23. Becoming a master franchisee; 24. Meeting your international match; 25. Negotiating the international arrangements; 26. Buying or selling an existing franchised network; Appendices; Index

Franchise Management For Dummies Michael H. Seid,Joyce Mazero,2017-04-24 Learn what it takes to find, buy, and run a franchise — and enjoy the rewards of being your own boss If you’ve ever visited a chain restaurant and thought, “I’d like to run one of these,” you’re among countless would-be entrepreneurs eager to be their own boss. Franchise Management For Dummies is a hands-on guide that provides clear and concise information on the issues involved in finding, buying, operating, and ultimately growing a successful franchise business. Geared toward both novices and experts in franchising, it’s an essential guide to help prospective franchisees know what to look for in a great franchisor, and to show existing franchisees what great franchisors are providing their franchisees. Both emerging and experienced franchisors will gain an understanding about the proper methods of structuring, managing, and expanding their franchise systems. Social impact investors, donors, and NGOs can learn how franchising techniques can transform how they look at providing products and services at the base of the pyramid. Inside you’ll discover: How to find a franchise that’s right for you and the ideal location for it Where to find quality franchisors and understand the qualities franchisors look for How to gather information from franchisees A franchisor’s mandatory legal obligations to prospective franchisees, the franchise disclosure document (FDD), and working with franchise professionals How to take a realistic look at your finances and what capital you’ll need to buy and launch a franchise Develop strategic advertising and marketing plans How to find, hire, and train talented employees who will help make your franchise a success How to make sure your franchise makes money How to grow your business with multiple franchises And more! Additionally, Franchise Management For Dummies includes a glossary of common franchise-related terms, ten keys to franchisee success, and the questions to ask before becoming a franchisor. Get a copy today and find out if owning and operating a franchise is the right business move for you.

*Get Started in Franchising* Kurt Illetschko,2010 Is this the right book for me? There are currently 35,000 franchisee businesses operating in the UK in a variety of different sectors, but choosing, evaluating and securing the right franchise is often the hardest part of the process. Get Started in Franchising is an indispensable guide that tells you how to achieve this - saving time and money in the process! As well as focusing on practical how to aspects of franchising, the book also provides help on UK financial and legal implications, priming you with the best advice possible before making your move. www.whichfranchise.com is delighted to have written a foreword for this book. Get Started in Franchising includes: Chapter 1: Introduction to franchising The development of franchising Filling a gap in the market How business format franchising works Advantages and disadvantages of franchising Seen from the franchisee's viewpoint Seen from the franchisor's viewpoint Franchising's growth continues What does the future hold? Chapter 2: The central characters in the franchising relationship What does it take to become a franchisee? What does it take to become a franchisor? Summary Other stakeholders Chapter 3: Financial aspects of franchising Typical financial obligations Franchise fees under the spotlight Case study 1 Case study 2 Securing finance for a franchise Questions a banker is likely to ask prospective franchisees Questions a banker may ask prospective franchisors A final word on financial aspects Chapter 4: The franchise agreement and related issues What does the law say? The franchise agreement The spirit of the franchise agreement The relationship between the franchise agreement and the operations manual Issues surrounding disclosure Requirements for the creation of a disclosure document Alternative methods of dispute resolution The ten most important things you need to remember Chapter 5: How to locate, evaluate and secure the right opportunity The best time to act is now! Lead generation The pre-selection process The evaluation process Additional considerations Wrapping it up Chapter 6: What should happen next? Initial support The smart franchisee's ten guiding principles for training Support continues indefinitely Expansion opportunities for franchisees How to get the best out of franchising Selling your franchise What if the unthinkable should happen? Formal franchisee representation The franchisee lifecycle concept Chapter 7: Where to turn for help Sources of information in the UK International sources of franchise information Conclusion . . . . . Learn effortlessly with a new easy-to-read page design and interactive features: Not got much time? One, five and ten-minute introductions to key principles to get you started. Author insights Lots of instant help with common problems and quick tips for success, based on the author's many years of experience. Test yourself Tests in the book and online to keep track of your progress. Extend your knowledge Extra online articles to give you a richer understanding of the subject. Five things to remember Quick refreshers to help you remember the key facts. Try this Innovative exercises illustrate what you've learnt and how to use it.

*Franchising* Ross A. McCallum,2011-02-11 Product Description:This edition reflects the Accounting Standards Codification changes, particularly with regard to ASC Topic 952, Franchisors.In addition, cross references have been included to the International Franchise Reporting Standards (IFRS) for Small & Medium-sized Entities.Contents - Part A - By Chapter1. BUSINESS FORMAT FRANCHISING-AN OVERVIEW1.1 Franchise Marketing Arrangements1.2 Franchise Recruiting and Development Arrangements1.3 The Franchise Purchase2. FRANCHISE DEVELOPMENT/PURCHASE COSTS2.1 Franchise Program Development Costs (Franchisors)2.2 Franchise Purchase Cost (Franchisees)3. FRANCHISE FEES/REVENUES (FRANCHISORS/FRANCHISEES)3.1 Initial Franchise Fees3.2 Area Franchise Fees3.3 Continuing Franchise Fees/Revenue 3.4 Transfer Fees3.5 Franchise Renewal Fees4. SPECIFIC FRANCHISE TOPICS4.1 Franchise Deposits (Franchisors)4.2 Security Deposits (Franchisors/Franchisees)4.3 Franchise Selling Expenses (Franchisors)4.4 Approved Supplier Purchases and Volume Rebates (Franchisors) 4.5 Repossession of Franchise Rights (Franchisors)4.6 Franchisor's Option to Purchase Franchisee's Business (Franchisors)4.7 Sale of Company/Franchisee-Owned Outlets (Franchisors/Franchisees)4.8 Preopening/Opening Expenses (Franchisors/Franchisees)4.9 Franchise Cooperative Advertising Fund (Franchisors/Franchisees)4.10 Development/Construction Fund (Franchisors/ Franchisees)4.11 Long-Term Accounts Receivable (Franchisors)5. FINANCIAL STATEMENTS DISCLOSURE5.1 Description of Business/Summary of Operations (Franchisors/Franchisees)5.2 Unit Operating Statistics (Franchisors)5.3 Contingent Liabilities (Franchisors/Franchisees)5.4 Related Party Transactions (Franchisors/ Franchisees)5.5 Economic Dependence (Franchisors/Franchisees)5.6 Contractual Obligations (Franchisors/Franchisees)5.7 Saturation of Markets (Franchisors)5.8 Segment Information (Franchisors)5.9 Subsequent Events (Franchisors/Franchisees)6. SPECIAL AUDIT ISSUES (NOT COVERED IN PREVIOUS CHAPTERS)6.1 Conflict of Interest in Franchisor/Franchisee Auditing (Franchisors/Franchisees)6.2 Franchisor's Right to Audit Franchisee's Records (Franchisors)6.3 Franchisee Reporting (Franchisees)6.4 Minimum Working Capital (Franchisees) 6.5 Minimum Insurance Coverage Franchisors/Franchisees6.6 Auditor's Involvement with Annual Reports

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*The Unstoppable Franchisee* Gary Prenevost,2023-03-07 Selected by USA Today as a Top 10 Business Book To Help You Scale in 2024 BRONZE MEDAL WINNER - 2024 AXIOM BUSINESS BOOKS AWARD - ENTREPRENEURSHIP/SMALL BUSINESS CATEGORY Unlock your business's full potential and achieve continuous growth with proven wisdom from top global franchisees and franchisors. Why is incremental, year-over-year progress toward operational excellence elusive for so many franchisees? What distinguishes top-performing franchisees and their ability to build sustainable businesses? Through decades of experience working in the franchise industry, author and franchise consultant Gary Prenevost has seen firsthand that top performance isn't reserved for a select few who possess a magical blend of personality traits, education, and work history. He asserts that any franchisee—regardless of brand, system, or market experience—can progressively scale their business if they apply seven key growth drivers. Grow a Next-Level Mindset Grow Your Awareness Grow Your Operational Management Skills Grow Your People Master the System Grow Your Interdependence Cultivate the Neural Network of Your Business Supported by extensive research and insights from more than 50 top-performing franchisees and franchisors across systems of all sizes, and accompanied by actionable workbook exercises, *The Unstoppable Franchisee* challenges current thinking about franchise ownership and management. No matter your industry, the strategies and systems presented here will enable you to spur engagement, generate growth, and drive profitability.

**The Franchiser** Stanley Elkin,1980 A satirical novel by Stanley Elkin.

**Street Smart Franchising: A Must Read Before You Buy a Franchise!** Joe Mathews,Don DeBolt,Deb Percival,2011-04-08 THE INSIDER'S GUIDE TO BUYING, OWNING AND OPERATING A FRANCHISE. Prepping you for what it takes to succeed in franchising, franchise experts Joe Mathews, Don DeBolt and Deb Percival deliver an insider's view of how franchising works, imparting real-world tactics and strategies, and empowering you to decide if franchising is for you. *Street Smart Franchising* is the kind of book I wish every one of our current and prospective franchisees would take the time to read. It beautifully captures the challenges of owning and operating a franchise business along with practical guidance on how to make it work. Anyone considering a franchise investment will make a better investment decision by reading this down-to-earth self help book. Don't miss it! -- David McKinnon, chairman/CEO, Service Brands International: Molly Maid, 1-800 Dryclean, Mr. Handyman, Ductz Twenty-five years ago when I became a franchisee of the Great American Cookie Company, this book would have saved me a world of grief. *Street Smart Franchising* lays it out. No sugar coating. It's a realistic guide on how to make one the most important decisions of your life. -- Lawrence (Doc) Cohen, past chairman, International Franchise Association, franchisee of 21 units - Great American Cookie Company, Pretzel Time, and Coffee Beanery. At the International Franchise Association, we were privy to all the fine books on franchising. What's truly unique about *Street Smart Franchising* is the carefully crafted treatment of how emotions and behavior influence success. It's another must read for any prospective franchisee--good stuff for folks who have been in the business a while too. -- Matt Shay, past president, International Franchise Association Joe Mathews has held management roles with such national chains as Subway, Blimpie, Motophoto and the Entrepreneur's Source. Don DeBolt is a former president of the International Franchise Association. Deb Percival works in franchise development.

**The Franchise MBA** Nick Neonakis,2013-05-22 This comprehensively researched and deftly written franchise guide brings together experience and fact to give you the tools you need to understand which franchise is right for you. With insights from respected franchise leaders and a thorough understand of franchising, this book will help you understand and master the 4 Critical Steps to finding the Ideal Franchise: 1. The Introspective Self 2. The Franchisor 3. The Franchisees 4. The Legal and Financial

*Franchise: The Golden Arches in Black America* Marcia Chatelain,2020-01-07 WINNER • 2021 PULITZER PRIZE IN HISTORY Winner • 2022 James Beard Foundation Book Award [Writing] The “stunning” (David W. Blight) untold history of how fast food became one of the greatest generators of black wealth in America. Just as *The Color of Law* provided a vital understanding of redlining and racial segregation, Marcia Chatelain's *Franchise* investigates the complex interrelationship between black communities and America's largest, most popular fast food chain. Taking us from the first McDonald's drive-in in San Bernardino to the franchise on Florissant Avenue in Ferguson, Missouri, in the summer of 2014, Chatelain shows how fast food is a source of both power—economic and political—and despair for African Americans. As she contends, fast food is, more than ever before, a key battlefield in the fight for racial justice.

**Lead the Category!** Stan Berenbaum,2009 What are the secrets of franchising and business success? And how do you become a category leader? This book contains winning strategies, practical thoughts and easy to implement techniques on becoming the leader in your category. Valuable information about... ● The problem with your mission statement ● Why transparency is not your goal ● What jail breaks have to do with your franchise relationship ● The three rules of employment ● The sure-fire rapid advancement strategy ● Why you should be concerned if you are taking care of your numbers ● The characteristics of great category leaders ● The best definition of franchising ● Why you should forget trust, sort of ● Why (+1) + (-1) does not equal 0 ● What empty airline seats have to do with your business ● What to do if your franchisees have formed an independent franchise association ● The franchise convention success formula Learn the secrets of franchising and business success and Lead the Category!

**Become a Franchise Owner!** Joel Libava,2011-12-06 The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional corporate employment, *Become a Franchise Owner!* informs would-be franchise owners of the joys and perils of purchasing a franchise. Authored by a trusted, feisty, tell-it-how-it-is independent franchise industry insider, this book offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and select a franchise business. Get tips on how to locate information about franchises, current industry trends, interviews with franchisors, and hot franchise opportunities. Offers a self-evaluation to discover if you are franchise material Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current franchise owners Owning a franchise isn't for everyone; in fact, as Joel Libava says, it's really not for most people. But if it is for you, this book can guide you in starting your own successful franchise business.

**Franchise Lead Generation** Darryl Sangster,2020-03-25 Let's assume for the moment that you have a great business idea or maybe you're already a budding Franchisor with a great concept, a few franchises, some manuals and you're business model is profitable! And now you're looking to blow the roof off of your concept and expand beyond your wildest dreams. This eBook focuses specifically on breaking down and teaching you the critical pieces involved in Franchise Lead Generation. You will learn how to attract leads, when and how to advance leads, and how to qualify a lead from the initial email/call/text en route towards opening another one of your franchisees' businesses. The answer to Franchise Expansion & Growth is found in effective Franchise Lead Generation. Getting a lead to contact you is the very first challenge because franchising is a numbers game and you need to entice potential leads to click or call and take action in your concept. You may have an amazing Franchise, but ultimately, no one will ever know until you entice that potential lead to take action. Let's not kid ourselves, we are all in sales and selling something, and to massively expand your concept

you have to dial in your sales cycle which includes your Lead Generation techniques. The key objective for successful Lead Generation is Marketing to Attract Interest and Action to entice the Lead to Contact You! This is accomplished by speaking to the lead emotionally and addressing their real-life pains and problems. First look at your messaging, is it emotional, does it resonate with the lead, are you addressing pain points the lead is experiencing and are you offering a solution? As a Lead, why should I click or call you? How can your Franchise help me? The question you need to ask yourself when preparing your Lead Generation messaging is – what are the pain points in my Leads Life? Can my Franchise Solve those Pain Points? Most Franchisors and businesses invest money into buying leads or investing enormous amounts of money into advertising for leads, yet the majority neglect the most important aspect of Lead Generation – the Messaging. I’m sorry to be the one to tell you this – but nobody cares about how cool your franchise is, or how awesome your business analytics are, or how connected your employees are to your brand and vision. Those are important topics – but not topics that will entice a lead to take action and physically click or call on your Franchise offer. Your franchise messaging must get leads to reach out and contact you, and that’s achievable once you speak to Leads on an emotional level and address their pains and problems. Your messaging must also offer solutions and when you emotionally connect with a lead using a real pain or problem in their life, and your franchise presents a logical solution – congratulations you generated a Lead! Effective and successful Lead Generation is accomplished through developing a lead generation program. Are you a Franchisor or Executive Team Member of a Franchise System interested in the further development of your Lead Generation System; Access the knowledge of a former Franchisor and 20 year Franchise Veteran to teach you How to Generate Franchise Leads; Would access to Proven System Optimization Techniques help you improve your existing franchise system; The world of the franchisor is often a lonely one and few have a resource or mentor that they trust where they can turn for answers. It's important to remember that all franchise systems need to evolve while being fluid enough to work together with all other micro and macro systems within your franchise. As a former Franchisor with over 20 years of franchise experience, I learned that success doesn't come without some pain & failures. It was through those failures that I garnered my deep franchise knowledge and grasp of the critical link between efficiency and profitability. It's as simple as having relevant systems others can follow easily.

*Franchise Ordinances of the City of Tacoma, Washington, in Force June 1, 1913* Tacoma (Wash.) Ordinances, etc,1913

*The Economics of Franchising* Roger D. Blair, Francine Lafontaine, 2009 Franchising combines the comparative advantages of a business chain's brand recognition and economies of scale with the local drive and knowledge of the franchisee. This book describes how and why franchising works and examines the economic tensions that bring conflict to the franchisor and franchisees. Drawing on economic literature of the past twenty years or more, it focuses on the different needs and goals of the franchisor and franchisee. There are two main sources of conflict: (1) some franchises are not suited for the uniformity entailed by being part of a chain; and (2) lack of alignment between the needs of the franchisor and franchisee. After the introductory chapter, chapter 2 examines myths regarding the extent of growth, financial security afforded by franchising, size of franchised chains, and extent of single-unit franchisee ownership. Chapter 3 discusses the financial components of contracts: royalty rates, franchise fees, and advertising fees. Chapter 4 examines franchising as a contractual alternative to vertical integration for franchisors. Franchisors typically mix franchised and company-owned (vertically integrated) outlets. A set of vertical constraints that can replicate vertical integration are examined. Arguments used to explain variation in the terms of franchise contracts are examined, and it is shown how they can explain why franchisors use different levels of vertical integration. Remaining chapters examine economic motives for areas of conflict between franchisors and franchisees; relevant court cases and legislation are examined. Chapter 5 examines quality control and quality decisions; chapter 6 discusses purchase requirements; chapter 7 explores pricing decisions and price constraints; chapter 8 considers outlet location decisions and encroachment problems; chapter 9 focuses on conflicts of interest arising from advertising and promotions; and chapter 10 examines terminations, renewals, and transfers of franchised units. In conclusion, chapter 11 emphasizes that franchising is a well-established organizational form that has proven efficient, especially for the fast-food, hotel, and motel industries. (TNM).

220 Best Franchises to Buy The Philip Lief Group, Lynie Arden, 2010-02-24 Today's economic climate, dominated by corporate giants and chains, can be a tough place for a new face, but buying a franchise is the best opportunity for a budding entrepreneur. 220 Best Franchises to Buy, revised and updated with all-new franchise ideas, shows you how to get in on the ground floor--and how to reap the benefits of running your own business without running all the risks. Here are all the facts you need to make an informed decision about the franchise operation that best suits your professional goals, financial resources, and personal needs. The book features a step-by-step breakdown of potentially confusing areas such as financial responsibilities and licensing fees. You'll also learn about what kind of training and marketing to expect for your money, and how to negotiate a contract in your favor. This new edition of a business classic has been completely updated and revised to include franchise opportunities for the new millennium--everything from advertising to the fastest-growing chains of health clubs. With over fifty thousand copies in print, 220 Best Franchises to Buy is one of the most trusted sources of franchise information for today's entrepreneurs.

**Grow to Greatness** Steve Olson, 2012-05-04 The #1 best-seller on franchise development and Amazon #1 best-seller, Grow to Greatness has instantly become the must-read, essential guide on how to build a world-class franchise system faster. This breakthrough book delivers advice and proven, step-by-step systems and processes for emerging and established franchisors, as well as for anyone considering franchising their business. The \$29.95 guide has saved existing and potential franchisors thousands of dollars in costly mistakes. -- One hundred+ case examples and checklists reveal how to do it right ... and how not to do it wrong! -- Profit from real best practices solutions and proven step-by-step processes -- Endorsed by franchising's top brand executives of KFC, Taco Bell, Dunkin' Donuts, Pinkberry, Molly Maids, Postnet, Checkers, AlphaGraphics, Popeye's, Cartridge World, Express Employment Professionals, the International Franchise Association ... and many more. Each benchmark is described in detail, supported by case studies, industry research and steps taken by franchise leaders from various industries. Steve's Grow to Greatness is the 'Driver's Ed Manual'. It delivers great lessons for startup franchisors and the most seasoned franchise executives. In the words of Bill Rosenberg, founder of Dunkin' Donuts and the International Franchise Association, 'We can avoid failures, if we study success.' Study Grow to Greatness and you will be rewarded. John Reynolds, CFE President, IFA Educational Foundation

**Franchising in America** Thomas S. Dicke, 2017-12-15 Using a series of case studies from five industries, Dicke analyzes franchising, a marketing system that combines large and small firms into a single administrative unit, strengthening both in the process. He studies the franchise industry from the 1840s to the 1980s, closely examining the rights and obligations of both the parent company and the franchise owner. Originally published in 1992. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value.

**The Franchise Fix** Aicha Bascaro, 2018-03-06 The Franchise Fix helps franchisees set up their food franchise business for success. Investing on a proven food franchise does not guarantee success for the franchisee. To be a successful franchisee, franchisees must set up the right management systems to support their business as well as take advantage of everything the franchisor has to offer. The Franchise Fix is a step-by-step guide that shows franchisees how to do exactly that! Covering the winning systems and processes that food industry veteran Aicha Bascaro discovered from working with hundreds of successful franchisees across the US and around the world, The Franchise Fix helps franchisees take control of their food franchise and increase their profits.

*Restoration 1 Business Opportunity* Hayes, 2018-04-19 If you're interested in owning a business in the \$60 billion restoration industry, this book introduces you to Restoration 1, a franchise business that Entrepreneur magazine ranked (in 2017 alone) on the Franchise 500 list, the Fastest-Growing Franchises list, the Top Franchises Under \$100K list, and the Top Franchises For Veterans list. Restoration 1 provided the chapter that tells their story of how franchisees get the chance to be heroes every time they go to work because when customers call, they are experiencing an emergency, and Restoration 1 franchisees save the day. How many franchisees can say that? Restoration 1 franchisees reap the rewards of national vendor relationships, access to the best suppliers and services, a professional online presence, the design of professionally branded trucks and

uniforms, a strong peer network, an experienced support team at corporate headquarters, and an industry with built-in demand. And, most of all, the Restoration 1 network epitomizes how dirty jobs pay well. Restoration 1 Business Opportunity, as featured in 12 Amazing Franchise Opportunities, not only includes information about the franchise, but also numerous chapters to help you decide if franchising makes sense for you, and if it does, how to investigate buying a franchise business. You'll appreciate the chapters: 17 Steps to Successfully Buying a Franchise, Is Franchising For You?, and Funding Your Franchise Acquisition: Where Do You Get the Money? In addition, you'll find franchise terms and resources as well as how to work with a franchise broker. Restoration 1 Business Opportunity was compiled by Dr. John P. Hayes who has been writing about franchising since 1979 and is the Titus Chair for Franchise Leadership at Palm Beach Atlantic University. Dr. Ben Litalien, CFE, contributed the Foreword.

**The Franchise Fraud** Robert L. Purvin,2008 Critical evaluation of the franchising industry and community, exposing long held myths and advocating the organization of strong franchisee associations with the negotiating leverage to achieve a balance of obligations and benefits for franchisors and franchisees.

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