

SpotOn! Profile Engages and Qualifies Prospective Franchisees

Zoracle Profiles has teamed up with Franchise Brokers Association

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/EINPresswire.com/ -- Zoracle Profiles has teamed up with Franchise Brokers Association (FBA) to give results-driven franchise consultants and franchisors a cost-saving profiling service to better engage and qualify candidates.

Since 2013 many top performing FBA brokers have used the [SpotOn! Profiling tool](#) for matching prospective franchisees to franchise systems based on franchisee-franchisor shared values, stage of growth, culture and other key compatibility markers. Seth Lederman, FBA broker says, "I have found the SpotOn! Profile to be an instrumental objective tool in my arsenal. It provides

credibility, engagement and tremendous insight into my candidates and differentiates me from my competitors."

The FBA and Zoracle partnership means SpotOn! Profiling software subscriptions will be integrated into the FBA's memberships and monthly training provided to members. Broker training will include how to select and present franchise concepts so as to provide franchisee candidate greatest likelihood of success. In addition, Rebecca Monet, CEO and chief scientist of Zoracle Profiles will teaching at the Franchise Training Institute (FTI) for new franchise brokers.

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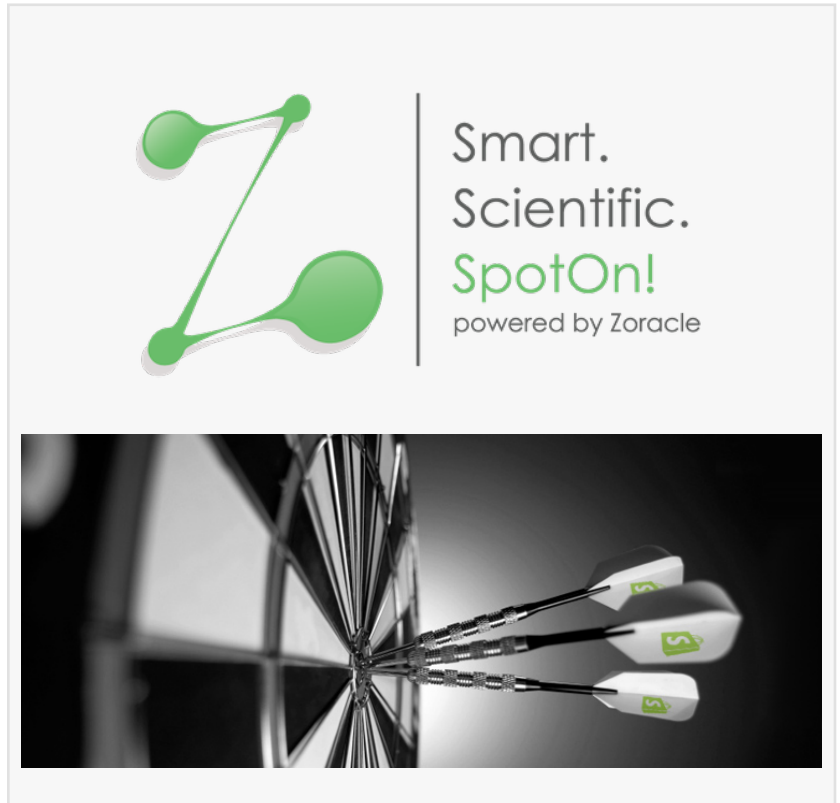
We're honored to now be partnered with Zoracle and working with them developing the next big innovation for franchise placement

Sabrina Wall - CEO FBA

Sabrina Wall, CEO of Franchise Broker Association said, "It's a great time for the franchise consulting. We've always

admired and respected Rebecca Monet and the great work she's done for the industry. We're honored to now be partnered with Zoracle and working with them developing the next big innovation for franchise placement!"

As an added benefit to franchisors and franchise consultants, Zoracle Profiles will be launching the [SpotOn! Match System](#). Franchise brokers will be able to instantly compare their prospective



franchisees to the [top performer blueprint](#) of participating franchise systems to determine compatibility. Zoracle and FBA's strategic alliance will provide franchisors high quality and cost-effective ways to engage, recruit and select franchisees.

About Zoracle Profiles

Zoracle Profiles patent pending meta-analysis methodology and assessment tools were developed exclusively for franchise companies and franchise brokers. Assessments determine compatibility and predict franchisee and key employee performance. Assessments are modular, internet-enabled, customizable, and have 93.7% validated accuracy. Tools provide franchise companies a means to reduce training, support and litigation costs while increasing franchisee satisfaction, validation and performance.

For more information, please contact aubree@zoracle.net or visit www.zoracleprofiles.com

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