

Franchise Renewal Negotiation Proposal

Date: [Insert Date]

To: [Franchisor's Name]

[Franchisor's Address]

[City, State, Zip Code]

Dear [Franchisor's Name],

I hope this letter finds you well. As we approach the expiry of our current franchise agreement for [Franchise Name], I would like to initiate a discussion regarding the renewal of our franchise partnership.

Over the past [number of years] years, our franchise has demonstrated consistent growth and market presence in [Location]. We believe that the value we have brought to the [Franchise Name] brand warrants a review of our terms to better reflect our contributions and future objectives.

In preparation for our negotiation, we have outlined several proposals that we believe would benefit both parties:

- Adjustment of Royalty Fees: Proposing a decrease/increase to align with current market conditions.
- Extension of the Contract Term: Requesting a [number of years] year extension for stability and planning.
- Marketing Contributions: Revisiting the marketing budget allocation to enhance joint efforts.

We would greatly appreciate an opportunity to discuss these proposals in a meeting at your earliest convenience. Please let us know your available times for a discussion.

Thank you for considering our proposals, and we look forward to continuing our successful partnership.

Sincerely,

[Your Name]

[Your Position]

[Your Franchise Name]

[Your Contact Information]