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The Interface Financial Group Certified a World-Class Franchise

IFG receives certification from Franchise Research Institute for the 6th consecutive year

Bethesda, MD – July, 2011 – The Interface Financial Group has received World-Class Franchise® certification from the Franchise Research Institute® and FranSurvey®. The recognition comes after an independent survey by the Institute in which over 75 percent of The Interface Financial Group franchisees participated. The survey was designed to determine the level of franchisee satisfaction with The Interface Financial Group franchise system.

“We appreciate this recognition from The Franchise Research Institute and they work they have done to gather the information from our franchisees,” says David Banfield, president of the alternative financing firm The Interface Financial Group. “While IFG is proud of the training and support, the risk management program and the financial services support we provide to back up every franchisee, we know we can always improve our system. Unbiased, third party research is the most accurate way to obtain honest feedback from our franchisees to identify what is and is not working and these survey results provide that.”

IFG is an international provider of short-term working capital via invoice discounting. IFG franchisees purchase a percentage of their clients’ verified receivables and provides them with access to instant capital usually within 2 -4 business days Once the invoice is paid to IFG by the client’s customer the transaction is completed. IFG franchises are the next stop for many small businesses that are told, “No,” by their bank and provide small business owners the opportunity to access cash quickly without having to wait for their outstanding invoices to be paid.

The most notable findings from the responses received from The Interface Financial Group franchisees:

- 93 percent of franchisees agree that the Franchisor responds in a timely way to questions and minor problems.
- 93 percent of franchisees gave a positive grade to the initial training supplied by the Franchisor.
- 91 percent gave a positive grade to the helpfulness of the franchisor’s Field Representatives.
- 93 percent of the franchisees gave a positive rating to the initial opening support supplied by the Franchisor.



“High franchisee satisfaction is the best indicator of future success and it is clear IFG understands this concept and works diligently to support and improve their new and existing franchisees,” says Jeff Johnson, founder and CEO of the Franchise Research Institute.

“Right now, thousands of new businesses born during the recession need cash to grow but don’t meet the traditional bank requirements for a loan: be in business for two to three years, be profitable and have an accepted business model,” adds Banfield. “IFG offers small business owners a way to expand and offers franchise owners a chance to be their own boss and work from their home while helping their community.”

IFG has more than 100 franchises worldwide and has been established for 39 years. It is consistently ranked one of the top franchises among *Entrepreneur* magazine.

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About the Interface Financial Group (www.interfacefinancial.com)

The Interface Financial Group (IFG) is North America’s largest alternative funding source for small business. IFG provides short term working capital funding in the form of a unique Invoice Discounting service. The company serves clients in the manufacturing, service and construction sectors. Interface operates from a base of more than 150 franchise offices in Australia, Canada, New Zealand, Singapore, the United Kingdom, The Republic of Ireland and the United States. IFG’s innovative Invoice Discounting service is a fast and easy way for small businesses to turn receivables into cash.

For more information visit: www.interfacefinancial.com or contact IFG at 800.387.0860, dtb@interfacefinancial.com.

About the Franchise Research Institute:

Franchise Research Institute® and FranSurvey® were founded in 2002 to study and promote franchise excellence. As a full service research firm focused on franchising, we perform franchisee satisfaction research in the U.S. and world-wide. Existing franchisees as consumers can evaluate their franchise as a business opportunity. World-Class Franchise® opportunities must demonstrate that they have the support and endorsement of their franchise owners through confidential surveys.