

Church's Chicken Partners with Sunbelt Business Brokers to Recruit New Franchisees

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Quick-service restaurant giant Church's Chicken(R) announces a new partnership with Sunbelt Business Brokers in an attempt to step up their already-aggressive franchisee recruiting efforts. Cleveland-based Sunbelt specializes in helping companies buy and sell businesses.

'We chose Sunbelt because it is the largest and most well-known business broker network in the country,' said Vice President of Franchise Sales and Development, Scott Moffitt. 'We have positioned ourselves for major growth and have targeted cities all across the United States where we plan to open multiple units through our franchise growth strategy.'

In 2006, Church's became a billion dollar business and committed to double its size within five years. 'We have chosen to align ourselves with strategic partners that we feel can best help us meet our growth objectives,' Moffitt said.

Sunbelt, an investment and management firm, 'is THE place to go to buy or sell a business,' said Sunbelt's New Franchise Sales Director, Peter Carlson. 'Church's has such an established presence and we are thrilled to have them as part of our portfolio,' he added. 'Sunbelt is uniquely positioned to help Church's grow in markets they have targeted. They are one of our top two franchisors in the food category.'

'This is one of several strategic initiatives to fuel new store development and to maximize operating efficiencies in both company and franchise markets,' said Church's Executive Vice President and Chief Franchise Officer, Doug Pendergast. 'Our growth strategy at Church's Chicken is both aggressive and creative.'

Some of Church's key growth markets include: Jacksonville, Orlando and Tallahassee (Florida); Atlanta; Chicago; Detroit; Greenville and Raleigh-Durham (North Carolina); Philadelphia; Memphis; Albuquerque; San Antonio, Austin, Dallas and the Rio Grande Valley (Texas).

Church's has already sealed a deal for 20 new restaurants to open in Denver over the next six years. Two of those 20 units will open by the end of 2007. Also on the horizon is the first-ever Church's restaurant in Tacoma, Washington. This unit will open later this year.

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