

Date: [Insert Date]

To: [Recipient Name/Head of Franchising]

[Company Name]

[Address]

Subject: Referral for Retail Franchise Expansion Representation

Dear [Recipient Name],

I am writing to formally refer [Name of Candidate/Agency] to assist with your retail franchise expansion efforts. Having worked closely with them, I believe their expertise in market analysis and site selection aligns perfectly with [Company Name]'s current growth objectives.

During our previous collaboration, [Name of Candidate/Agency] demonstrated a deep understanding of the retail landscape and a proven track record of securing high-traffic locations. Their representation would provide your brand with a significant competitive advantage as you enter new territories.

I have copied [Name of Candidate/Agency] on this correspondence so that you may connect directly. I am also available to provide further details regarding their performance and results upon request.

I look forward to seeing your brand's continued success.

Sincerely,

[Your Name]

[Your Title]

[Your Company]