



August 2019

To Whom It May Concern,

It was February 2016 when I got down to work, right after completing my initial training week with Schooley Mitchell. Since then I've been working very hard, and I can't remember how long it's been since I had so much fun.

When I became aware of Schooley Mitchell over three years ago, my first thought was much the same as what I hear now at many of my briefings – "Okay, so what's the catch?" The truth is there is no catch. We offer a valuable service to our clients and it costs them absolutely nothing. One can't blame a client for thinking it's too good to be true.

It's not just a solid business model with a reasonable investment and low overhead. A Schooley Mitchell franchise provides outstanding training and execution tools in all aspects of the business.

- ▶ The initial training is informative and highly focused, providing a clear vision of how to become established in the community.
- ▶ Support is ongoing and responsive. The staff at Head Office are always willing to help any way they can. They say their purpose is to help franchisees succeed, and they mean it. No request is too big or too small.
- ▶ The marketing tools are top-notch and effective.
- ▶ The RAMP training program helped me prioritize and execute a plan of action in my first year, and I continue to receive mentoring and coaching as I need.
- ▶ Incremental options such as appointment setting are very effective. Performance to date has exceeded my expectations significantly.
- ▶ The Warehouse provides a wealth of information and solid selling tools.
- ▶ Franchisees are always willing to help and take pleasure in each other's accomplishments.
- ▶ Production specialists are knowledgeable and efficient.

This has turned out to be among the best business decisions I have made in my career.

Axel Nafthal