



October 26, 2019

Before I joined Schooley Mitchell almost seven years ago, I was working in corporate sales with one of the largest Canadian telecom companies. After years of long hours, missing important personal events, and not feeling truly fulfilled, I decided to make the leap and invest in the Schooley Mitchell franchise system. I joined with a franchise partner so we could optimize both of our strengths and increase our chances of growth. Becoming my own boss in a system that delivers equal success for every party involved – the franchisor, franchisee, and client – is a rare model that is hard to find in other franchises and businesses.

I had done quite a bit of sales training before I joined Schooley Mitchell and didn't think I would learn anything new, but I definitely did. The training involved a perfect mix of sales coaching and practical application of resources like the Warehouse, which is an intranet of sales tools, CRM, marketing materials, webinars, continued education, and so much more. We were especially amazed to see the amount of marketing content it housed. Every type of flier, Chamber and BNI marketing pieces, emails, letter templates, referral scripts – the list is endless. There are multiple examples of anything you could possibly need to acquire clients. We always check there before starting any new campaign or requesting customized materials, as it is usually already there!

Support from head office has been excellent from the very beginning. Whether we need custom fliers for a new association, updated posts on our social media accounts, or have a technical inquiry regarding the Warehouse, the team is always quick to respond. The support from other franchisees has also been a huge asset to us. We always take calls from other offices to bounce ideas off each other, discuss verticals, challenges, and best practices. It's a great group of people with all types of backgrounds, each bringing their own unique perspectives to the table.

The annual conference is an opportunity to further exchange ideas and finally meet the franchisees we email and talk to on the phone throughout the year. During the roundtables, we always seem to find one or two good ideas that we can implement to further improve our business.

Anyone with a strong work ethic would be a good fit for this business. If you are looking for recurring customer revenue and you want to be your own boss, then Schooley Mitchell is the perfect opportunity for you.

Yours truly,

A handwritten signature in blue ink, appearing to read 'Neil Brady', is written over a thin blue horizontal line.

Neil Brady