



Telecom



Merchant Services



Small Package Shipping & Courier



Waste



Electronic Logging Devices



eSignature

Most businesses will say their people are their biggest asset. And yet, they don't really act that way, or treat their people that way. At Schooley Mitchell, we really do. Our great support team and our wonderful Franchisees are people who love to interact with each other, and we could not be prouder of what we have created here – together.

Our strengths are many, and we thought we should summarize some of them here for you so you can get a feel for the elements of our system. There will be more detailed descriptions of these items to help you with a deeper understanding as you continue through the due diligence and qualification process. Of course, we are more than happy to discuss any elements of our system with you in detail as well.

Professional Business

- 1) Helping businesses increase their profits
- 2) Business-to business (B2B) service – not residential
- 3) Operate during business hours

Huge Marketplace

- 1) Every business needs our help – small, medium, and large
- 2) Our goal is to penetrate and dominate the market and expand upon our presence as the largest independent cost reduction consulting company in North America
- 3) Trillions of dollars are spent every year on the services that we consult about at SM
- 4) Almost all companies pay more than they should for these expenses

Scalable Business

- 1) No territories – get clients throughout North America if you choose
- 2) Hire additional people – or not, your choice
- 3) No restrictions on how many clients you obtain or how much revenue you earn
- 4) No demographic limitations

Web-Enabled System and Tools

- 1) Called 'The Warehouse' – very robust multi-million-dollar system with constant improvements by internal programming team
- 2) Software tools and databases for client solutions and reports
- 3) Customer Relationship Management (CRM) included for contacts, prospects, and clients
- 4) Work-In-Process (WIP) system for client assignments and tracking of each client
- 5) Training systems
- 6) Communications systems
- 7) Libraries, Discussion Board, Help Section, and much, much more

Exit Strategy

- 1) Great resale value – a Franchise sold recently valued at \$1.7 million
- 2) Every client you obtain adds to the value you can sell whenever you wish to exit the business



Schooley Mitchell Strengths

Training Systems

- 1) Initial training – five days in person at our Head Office
- 2) Initial training – additional specialized webinar training while you are operating the business throughout your first few weeks
- 3) Distance Learning – full training system for your review or for training additional people in your Franchise if you choose
- 4) Ongoing training – monthly webinars and special enhancements training
- 5) Annual Conference – great event where everyone is educated and updated annually

Support Systems

- 1) Large team at Head Office to provide support/advice/training whenever required by you
- 2) Skilled analysis teams to do analytical work if you don't want to do so – all expense categories
- 3) Quick Start Program – you will be assigned a one-on-one coach to provide A-to-Z advice about operating your Franchise for maximum results
- 4) Mentoring Program – you will receive a weekly sales and marketing mentoring call for your first 52 weeks in the business
- 5) Support provided for all facets of your business – including 24-hour on-call system

Appointment-Setting Programs

- 1) Two optional programs
- 2) Basic – four weeks (20 days) of calling to set appointments for you
- 3) SMARRT Turbo Program – includes 20 weeks (100 days) of calling to set appointments for you – plus one-of-a-kind relationship building program to help with client referrals and renewals (Schooley Mitchell Attracts Referrals & Renewals by Building Trust)

Marketing

- 1) Full team to generate content and social media presence for you
- 2) Creative art team to provide design and artwork – print, electronic, internet, etc.
- 3) You have your own website within our URL – customized for you
- 4) Video marketing – Head Office video team to provide and increase multimedia for all Franchisees – animated videos too

- 5) Email and drip marketing programs at your fingertips
- 6) Online store for branded promotional items, marketing materials, clothing, etc.
- 7) Quick Start and Mentoring team to support you

Research & Development

- 1) Department to analyze market needs and bring on new services to increase Franchisee profits
- 2) Merchant Services – 2013
- 3) Courier – 2018
- 4) Waste – 2019
- 5) More – to follow

Vendor Relations

- 1) Maintain large databases of vendor information – contacts, services, locations, pricing
- 2) Negotiate specialized pricing for Schooley Mitchell
- 3) Vendor Bid Board – to obtain vendor quotes and information quickly
- 4) Database of thousands of client recommendations to ensure best prices possible are obtained

Franchisee Network

- 1) Tremendous resource to each other – sharing of ideas, advice, best practices, pitfalls
- 2) Collaboration and job sharing are common
- 3) Coast-to coast in United States and Canada
- 4) Our biggest asset/value is our Franchisees

Of course, there are many more strengths to the Schooley Mitchell system but hopefully this summary gives you some good insight in terms of what is provided to you.

We provide you with a professional business with a huge marketplace that is fully scalable and portable. There is very little competition, demographics and economic conditions don't affect you, and we provide great training, support, coaching, and the most progressive tools possible. We provide specialized marketing help, appointment-setting services, great vendor relationship programs, a great exit strategy, and great Franchisee relationships. And we're not sitting still as we continue to research new profit capabilities for our Franchisees.

We simply need good people to operate our business model!

