



SCHOOLEY
MITCHELL

TESTIMONIAL: David Dow

So, at 61 years old and owning a successful business for 20+ years I never thought I would be starting over in 2020. But along came a trade war followed by a pandemic – the retail and wholesale industries were devastated. I had to decide, would I wait to see what pieces were left to pick up, or would I start over on a new adventure? I chose the latter, with zero regrets.

I was intrigued by the franchise model because it would allow me to continue being entrepreneurial and to use the skills I had developed over decades but I would not have to do it alone. I wanted a proven model, tools, and support. I worked with a franchise coach who presented several options including Schooley Mitchell. I cannot say I was initially dazzled by cost reduction, but my coach urged me to keep an open mind. I had preliminary communications with three franchises but was only impressed by one – Schooley Mitchell.

I began a path of exploration and professional courtship . Over the course of several weeks and a LOT of emails I gained good insight into the business model, the franchise system, the vast array of tools but most importantly the quality of people. Even before signing anything or participating in Discovery Day or the Warehouse training, I came to understand the deep commitment of the “home office” staff to do their jobs well, and an equal commitment to help their franchisees to be successful. It became very clear; Proven model + Excellent Tools + Smart and Dedicated Staff = Yes, this is right for me.

I signed up and went through training in July 2020 which was both extensive and a bit exhausting. Just when I thought my mind could not take much more of the valuable but rigorous sales training, the Director of Education and Training took over the last two days. The month-long follow-on training webinars in each of the expense categories and departments was a highlight – it gives you both information and language to help develop your business intelligently with clients.

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Dennis and Beth have created a smart and proven business model for success but as critically have invested heavily in technology and the human resources to support new franchisees. The RAMP program with the coaches that are assigned to each new franchisee has been a key to my fast start and the path to building a successful and profitable franchise. My “coach” Isabelle Russel is teacher, mentor, trainer, listener, cheerleader, and friend all rolled into one smart, skilled, and empathetic package. She listens, asks the right questions, observes, and always offers guidance that has proven to be invaluable to me. As a competitive swimmer since childhood, I have had many coaches. The best have been the ones who know what buttons to calmly push to charge my internally driven but gentle nature. Isabelle had me nailed in the first month. She is masterfully helping me to find equilibrium and balance between hard work and life – which is after all a big part of why I was drawn to this franchise.

I honestly love what I am doing. I have no regrets about my decision, and no reservations about enthusiastically recommending the Schooley Mitchell franchise system. It is work, and no one is going to do it for you, but you do not have to do it alone!

-David Dow



David Dow

T 888-583-3581

C 415-794-5918

david.dow@schooleymitchell.com

www.schooleymitchell.com/ddow

