



**Franchise Brokers Association &  
In Power Consulting**

# **Executive Summary**



## About In Power Consulting

In Power Consulting was started in May of 2006. It was formed in response to an underserved market in the industry for high-level, advanced education and training on purchasing a franchise. The world of franchising has become so complex and intricate that many potential buyers of franchises do not know how to decipher the vast information they received about each franchise. The options for purchasing a franchise are increasing exponentially, coupled with the amount of information available on each concept, there's a great deal of data for franchise buyers to sift through. In Power Consulting recognized that there was a real need to assist the franchise buyers, therefore, we provide advanced research tools, consultative services and due diligence assistance, but also help prospective franchisees qualify for the franchises they desired to invest in.

We have partnered with experts in the industry and created a company that is built on helping you achieve your dreams of business ownership. We make this process easy for you throughout the research and award process, but also know it is important to have ongoing training and continued education after the franchise has been awarded. Because of our relationships, we are able to provide you with a full package of consulting services and ongoing support and training.



## Menu of Services

As your consultant, we will provide you with a number of additional services. Some are complimentary; others are deeply discounted because of our strategic affiliations. We can also recommend useful resources that you can use to develop and grow your business.

### Included in Our Complimentary Service

One hour of legal counsel with the top franchise attorneys in the country. These attorneys have succeeded in getting a better agreement for over 500 franchisees in the past 10 years. Facilitated by Eric Riess- See Below

Monthly small business trainings with a world-renowned business strategist. Coaching focuses on business development, economic issues, sales training, and strategic planning. Facilitated by CMT Mentors and Terry Sullivan an Area Developer for Healthsource Chiropractic

Demographics study on your local market. This information will give you real information about your prospective customer, where they are located in your market and detailed information about their household income and more.

One hour of accounting counsel with a franchise accountant and entrepreneur. Our accountants will help you by providing proforma's to help you identify your break even point and profitability requirements in your franchise. Use this form when talking with franchisee's to get great realistic information about the franchise you are investigating.

### Franchisee Satisfaction Reports

We have access to Franchise Business Review's Top Franchises Franchise Reviews, letting you know which are the best to work with.

### Comparisons of Industry Financial Statements

Some Franchisors offer earnings claims in their FDDs (Franchise Disclosure Documents). We will help you understand these claims and they can help you make an informed decision about your franchise purchase.

### Research Assistance with the Franchisor

Your strongest asset is performing your due diligence when researching potential franchises to invest in. The amount of information can be overwhelming and the task can be daunting, we're here to assist you and help you make sense of the research.

### Research Assistance with the Franchisee

Contacting and interviewing franchisees is another part of your due diligence. This is yet another aspect of your research process that we can assist you with.



### SBA Loan Default Reports

We access information about the disbursement of loans to Franchisors guaranteed through the 7(a) and 504 programs. We can access not only the number of disbursements, but the amounts, failure percentage and charge-off percentage.

### Training on Franchising

We provide you with general education on franchising so that you can make an intelligent and informed purchase. We will ensure you understand what franchising is and the investing process.

### Funding Assistance and Analysis

We can put you in touch with several funding sources and provide you with options to help make your dream of business ownership a reality. We will help you evaluate the options and choose the best one for you, your sources of funds and income goals.

### Business Plan Outlines

Though we are unable to draw up a business plan for you, we can point you in the direction of helpful tools and resources to outline and produce a proper business plan.

### Break-Even Calculators

We have resources that will help you determine how long it will take you to earn back your investment and start making a profit.

### Preparation Help for Discovery Day and Meeting the Franchisor

Discovery Day is a big step in the process of purchasing a franchise. By this point, we will have discussed your options and you will meet with the franchise representatives and make your final decision. We will get you prepared for this step with everything you need to know. It's good to know you won't be alone in this important step!

### Press Release Assistance

We can provide you with guidance and templates for writing press releases. Press releases will help you get your business publicity and recognition in your area.



### Office Administration Systems

Most Franchisors will provide you with an internal system to operate under, however in the case that they do not, we have many useful and free services that we can recommend to you. These services will help you manage your company appropriately from the beginning.

### Easy and Free Hiring Portals

We can help you with free portals to hire high quality employees, saving you time and money.

### Negotiated Rates

We have exclusive negotiated rates on important and useful resources for your business, including:

#### Legal Counsel

If you would like more extensive legal counsel, we can provide you with our negotiated rates for the best attorneys in the country.

#### Personality Assessments for Your Clients

(For Professional and B2B Businesses)

Wouldn't you like to know who your clients are and how to talk to them most effectively? We provide high-level tools that are used by the most successful people in the country to make sales. These tools are available to you at our wholesale pricing.

#### Web Design

If you need a website, we have affordable prices for extremely high quality work.

#### Logo and Branding Specialist

If you are starting a business opportunity as opposed to a franchise, we have a wonderful resource for marketing and branding. Again, we have negotiated an excellent deal on providing top quality services for a great rate.

### Recommended Resources

#### Email Marketing Campaigns

Reach your clients regularly and efficiently with e-mail marketing campaigns. We can help you to set this up.

#### Live Message and Text Services

We know the best and most affordable resources to reach your clients today. Times are changing and marketing campaigns have changed with it. We have done the research on cutting-edge and effective services that will save you time and get your new business sales.



## Managing Expectations

Before you get started on your search for a franchise, it is important to examine your knowledge of franchising and what is most important **to you** when investing in a franchise.

Have you thought about what it takes to go into business for yourself? Many people think that they can just buy a franchise and let someone else run it, although this can happen, more often than not passive ownership is not an immediate option. Franchising is much easier than starting something from scratch, **but there is a learning curve**. Running a business is a serious commitment; it takes determination, discipline and emotional strength. It takes patience and realistic expectations. **Franchising is not a get-rich-quick scheme**. It's a get rich faster, with a lot less risk, long-term plan.

What are you buying with a franchise? Most people think they are buying a brand name. Of course, that is part of the package, but it is **NOT** the primary reason for purchasing a franchise. You are buying a system. You are buying someone else's experience. You are paying them to save you the tens of thousands of dollars in ineffective "trial and error". You are buying a well-developed instruction manual on how to do every aspect of your business well, the first time around. This is invaluable.

Now that you understand franchising a little better, think about your goals and objectives for your business. **In your "perfect business"**:

- What kind of business would you run?
- What kind of hours would you work?
- How much money do you want to make?
- What type of clientele would you have?
- How many employees do you want?
- What could you do that would make you feel amazing at the end of the day?

A good tip is to think about what you enjoy with your current company and also what you dislike. These are things that you'll want to address, include or exclude from your business.

The award process can be quite stringent, but don't worry, we have been through this process many times and know exactly how to help you every step of the way. Our goal is to make everyone that reaches us better off after they've had contact with us. It's all about helping people succeed. That is the point of what we do.



## Accountability Statement & Program

*Changed results will only happen through changed activities!*

### What I Will Do for You

- 1) I will deliver four currencies of value to you through our process of Franchise System evaluation, including:
  - a. **Money** – help avoid wasting your resources pursuing less than optimal matches for you
  - b. **Time** – spend my time helping you sort through thousands of franchise concepts and understanding your options
  - c. **Security in decision making** – help you eliminate systems that are not an appropriate fit for you and your goals
  - d. **Knowledge** – apply my specialized franchise knowledge and experience for your benefit
- 2) I will provide education materials to you about franchising and the various options available. (See List of Topics Below)
- 3) I will help you find the ideal franchise system that will best match your goals and objectives.
- 4) I will act as a buffer for you as you gather and evaluate information from Franchisors and Franchisees.
- 5) I will help you to determine which systems you will qualify for and also help you pre-qualify the system itself.



## How I Will Do That for You – My Accountability

1. I will interview you in our initial telephone conversation to help me understand your goals, objectives, and desires \_\_\_\_\_
2. I will provide you with my initial profile and evaluation form to help identify your areas of interests and strengths. I will also gather the appropriate information to understand your background, experience, skills, financial status, interests, and other relevant data \_\_\_\_\_
3. I will send you informative materials on a regular basis to inform you about the strategy of franchising, the various options available, how you evaluate Franchisors, and what to expect in the due diligence process with a Franchisor. Topics include:
  - a. Valuable Questions to Ask the Franchisor \_\_\_\_\_
  - b. Demographics Studies About Your Region \_\_\_\_\_
  - c. One Hour of Legal Counsel with an Expert Franchise Attorney and Advisor \_\_\_\_\_
  - d. Valuable Questions to Ask Franchisees \_\_\_\_\_
  - e. Franchisee Satisfaction Reports (when available) \_\_\_\_\_
  - f. SBA Loan Default Information \_\_\_\_\_
  - g. Funding Options and Support \_\_\_\_\_
  - h. Access to Expert Advisors in Your Topic of Interest \_\_\_\_\_
  - i. Monthly Small Business Training After You Are a Franchisee \_\_\_\_\_
  - j. Business Plan Template \_\_\_\_\_
  - k. Preparation Assistance for Discovery Day \_\_\_\_\_
  - l. Press Release Templates \_\_\_\_\_
  - m. Break-Even Calculators \_\_\_\_\_





4. I will help you devise the most effective questions to ask in order to get the answers you need to make an informed business decision about continuing in the process of due diligence with a Franchisor. \_\_\_\_\_
5. I will research the franchise options that are available in the marketplace, which number in the thousands and change every month, so that I can help you narrow down your options and determine which systems you would like to pursue \_\_\_\_\_
6. Once you have selected the system(s) you would like to examine further, I will introduce you to the appropriate personnel at that franchise. This particular step is quite valuable as these Franchisors get many inquiries and they will know that you are a valid candidate. \_\_\_\_\_
7. I will help you understand and complete the Franchisor's evaluation process. Just as you are evaluating them, they are evaluating you. I will represent you to the best of my ability in the Franchisor's evaluation process. \_\_\_\_\_
8. I will schedule regular follow-up phone calls with you to help you as you go through the due diligence process. We will establish the appropriate dates and/or intervals following certain steps for these calls to take place. \_\_\_\_\_
9. We will interpret and discuss the information you receive from the Franchisor \_\_\_\_\_
10. We will interpret and discuss the information received from the Franchisees in the system \_\_\_\_\_
11. I am available to help you understand and complete any information and/or forms requested by the Franchisor \_\_\_\_\_
12. I am available to help you complete the Application information for the Franchisor if you get to the stage where you can make an informed decision to apply for a Franchise \_\_\_\_\_
13. I will also be available to inform any Franchise System personnel that you are no longer interested in their program once you let me know you would like me to do so on your behalf \_\_\_\_\_
14. I promise to inform you if I am no longer interested in continuing our relationship \_\_\_\_\_
15. Other (as we define together) \_\_\_\_\_



### **Your Accountability – Participating in the Process of Evaluation**

1. You will provide full and honest information to me so I can provide my professional advice and knowledge appropriately to help you determine if franchising is right for you, and which system fits you best. \_\_\_\_\_
2. You will provide full and honest information to any Franchisors introduced to you so that all parties can make informed decisions \_\_\_\_\_
3. You agree to meet via phone at our agreed times, or to inform me of any conflicts with a reasonable period of notice. As stated above, we will establish the appropriate dates and/or time intervals following certain steps for these calls to take place as follows:
4. You will endeavor to meet with the Franchisor as you have agreed, whether by phone or in person, or to provide appropriate notice to the Franchisor if you will not be able to meet at the predetermined time \_\_\_\_\_
5. You agree to participate in the System of Discovery, a two-way system of information exchange, for the Franchisors you are evaluating until you get to the point where you wish to proceed or withdraw your interest \_\_\_\_\_
6. You will let me know if you are working with any other Franchise Brokers or Consultants so we can always keep an open and honest relationship \_\_\_\_\_
7. If you arrive at the conclusion that you would like to join a Franchise System, you will complete an Acknowledgement Statement for my file confirming that I have not provided you with information that is not consistent with the Franchisor's Franchise Disclosure Document. \_\_\_\_\_
8. You will let me know if any personal or financial changes take place that would affect your circumstances in relation to proceeding with Franchise Evaluation. \_\_\_\_\_
9. You will inform me if you are no longer interested in continuing to evaluate a particular Franchise System \_\_\_\_\_
10. You will inform me if you are no longer interested in evaluating franchise options in the future \_\_\_\_\_
11. Other as we define together \_\_\_\_\_



## **Management Team**



## Sabrina Carter

### Executive Director of FBA, Franchisee, and Franchise Consultant



#### Bio

As a franchisee of two different systems, a successful franchise consultant, a partner in a franchise development company and the director of the Franchise Brokers Association, Sabrina has been involved with franchising at every angle.

She focuses on building businesses that embrace collaboration and empowerment of all parties involved. She believes deeply in helping one another as the way to achieve success. She is passionate and committed to creating a win-win-win-win situation for all parties involved in a transaction.

#### Background

Sabrina graduated with a Bachelors of Science degree in Information Technology. She attributes her ability to solve complex problems in business to her computer science degree where she excelled in complex equations. She immediately went into an all commission sales position after college. She has been self employed ever since. She now owns four companies that are run actively and passively. She is a hard worker and aligns herself with phenomenal people that seek to establish a wonderful business environment for the members of their organization. Having ethical and moral integrity are her highest priorities.

#### Achievements

- Mentor of the Year 2009- Children's Home Society
- Certified Franchise Consultant 2009- Franchise Brokers Association
- Certified Franchise Mentor 2009- Franchise Brokers Association
- Second highest grossing franchisee two years in a row through her commercial cleaning franchise
- Self supporting since the age of 10
- Several Top Producer of the Month sales awards
- Top Franchise Consultant first year in business
- FBA has achieved record growth



# Charles Young

## Director of Business Development

### Bio & Background

First joining the real-estate field in 1993 he has been active in every component of the real-estate sale. Quickly he became a top producing sales manager working with developers throughout Florida. By 1998 he had also furthered his knowledge in the field becoming a mortgage broker as well as an appraiser.

The desire to have a complete knowledge of every aspect of the real-estate transaction helped him to design sales procedures and by 2003 was highly recruited to sell out preconstruction projects prior to completion. By 2005 he became managing partner of an internet marketing company to fuel real-estate sales and a title company to close them.

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### Director of business Development at Franchise Brokers Association

As the Director of Business Development for the FBA duties are to grow the organizations memberships of brokers as well as franchisors. By Managing the Featured Franchisor program for the FBA he has developed comprehensive insider understanding of the hundreds of franchisors represented in the FBA. With this knowledge he exposes the benefits of numbers of franchisors and quickly matches them to right prospective clients.

### Achievements

- Spearheaded and successfully implemented ongoing recruitment program to hire and effectively train all personnel
- Within 2 years he was the youngest member of the Elite Team
- Directed Coldwell Banker Brokerage to conversion sales becoming the top power broker
- 1997 Opened Night Line as a sales manager/T.O.
- Directly responsible for team of 20 sales people including recruiting, training, and development of the top 2 sales people on a line of 120
- March 1998 Manager of the Month at Westgate Resorts
- 1998 Manager of the First Quarter at Westgate Resorts
- Other awards include: top salesperson/sales manager, monthly awards, quarterly awards, training achievements, recruiting, contests and bonuses



## Robert Harr

Franchise Consultant and Quality Assurance Expert



### Bio

Robert Harr was the CEO of a large multi-level health care facility for over 30 years. He developed one of the nation's premier post acute care programs and facilities and the first vertically integrated post acute health care delivery system. He started the first applied research program and facility for Alzheimer's care.

Particularly skillful at mentoring, strategic planning, program development, innovative facility design, revenue enhancement, strategic partnerships, cost containment, organizational change, human resources, innovative problem solving, marketing, management, education, research, and fund raising. He has raised \$51 million in philanthropic gifts. He has written numerous papers and given many presentations here and abroad.

Bob is president/owner Harr Companies International and Franchise Elements International. He has consulted internationally primarily involving creative solutions in business operations, program development and all aspects of facility design. He co-owns 87 patents. Through Franchise Elements he is interested in guiding candidates through the comprehensive process of finding a business that meets their particular talents and interests, as well as, meeting their personal and financial goals.

He is a member of The Franchise Brokers Association and an affiliate of Business Alliance, Inc. He was given FBA's Visionary of The Year award in 2009. He has an MS and BS from The Pennsylvania State University and was presented the Alumni Recognition Award for Professional Excellence from the College of Health and Science.

Bob loves to travel, meet new people and learn about new places and things.



## Todd Wiess

### Franchise Consultant and Financial Expert



#### Bio

Todd Weiss, CFA is the Founder, President and CEO of Sunshine Consulting Ltd. Todd has over 14 years experience helping entrepreneurs, educational institutions and multinational corporations enhance their businesses.

Throughout his career he has been directly involved in financing, pricing, negotiation and underwriting of over \$1,000,000,000 in real estate and commercial transactions throughout the United States. Prior to founding Sunshine, Todd was a Vice President at Merrill Lynch where he managed CMBS Loan Origination in the Western and Southeastern Regions for the Private Client Group.

Todd graduated from Lafayette College with an A.B. Degree in Economics & Business and History. He is a Chartered Financial Analyst, a member of the Association for Investment Management and Research, The New York Society of Securities Analysts, Business Networking International and the Franchise Brokers Association. Todd is an active member and contributor to The American Heart Association, The Special Olympics, The American Cancer Society, The Community Chest of Port Washington and The Alliance For Small Businesses of Long Island. Todd is a fitness enthusiast who enjoys playing golf, cooking and spending time with his family.



## **Pam Vias**

### **Franchise Consultant and IT Expert**



#### **Bio**

Ms. Vias has over 20 years of successful business experience as a Sales Executive and Business Development Manager for Fortune 500 companies and business start-ups.

Ms. Vias is a systems-oriented franchise coach and mentor who guides candidates through business/franchise selection process in addition to linking candidates with tools and professionals to work with during due diligence: ie: demographic market analysis, legal, accounting, financing options, other business considerations, and details to facilitate decisions for candidates who want the 'American Dream' of business ownership.

She was named Franchise Broker of the Year at the Franchise Brokers Association Annual Convention in 2009. She understands the mission of the association and embraces it as her own.





## **Sue Bennett**

**Franchise Consultant and Financial Expert**



### **Bio**

Sue is an experienced franchise co-coordinator and financial consultant, who provides prospective franchise owners with essential information to help them make an informed investment decision.

She advises the client during all phases of the purchasing process, from initial goals assessment, through the due-diligence phase, which includes the final transaction.

She excels at following a systematic process flow and quickly access obstacles before they derail the project.

Her clients appreciate her transparency, honesty, world-class service and the in-depth information she provides, and they feel completely at ease and confident in their purchase decision.

Sue's 2010 objective's include assisting 100 aspiring entrepreneurs find a franchise and train 25 Franchise Co-coordinator's this year.



**Our Partners**



## Eric Riess

### Franchising and Legal Expert



#### Bio

Mr. Riess is both an Officer at the Corporate Practice Group and a Certified Public Accountant. He brings to In Power Consulting a long history of franchise legal representation as well as Big Eight accounting and Fortune 500 finance and management experience.

In his career Mr. Riess represents many regional, national and international franchisees and franchisors. Eric continues to tour the country giving seminars on franchising and provides extensive franchise and distribution experience.

He is a featured speaker for Iron Mountains Sports NFL Franchise Athletes.

As an Officer for Corporate Practice Group he negotiates, plans and drafts uniform franchise offering circulars, franchise agreements, sub-franchisor agreements, area development agreements, distribution and supply agreements, manufacturing agreements, commercial real estate leases and sales agreements, real estate development agreements, license agreements, lease/sale agreements, maintenance agreements, option agreements, stock and asset purchase agreements and a wide variety of other commercial agreements.

Mr. Riess is a well known and respected figure in the franchise world.



## Carl Gould

Business Expert



### Bio

Carl serves as a lead advisor and provides monthly webinars for franchisees through In Power Consulting. He is lifelong entrepreneur and business owner, Carl has been at the forefront of the entrepreneurial community globally. Carl is an award-winning coach and business mentor. Carl has teamed up with #1 International best selling authors Ken Blanchard and Stephen R. Covey on their latest book project, *Blueprint for Success*.

With 90 independently-owned-and-operated offices worldwide, Carl has created the farthest-reaching business mentoring organization in the world. Carl and his team of mentor coaches have overseen the development of thousands of small businesses on six continents; and have conducted over 50,000 coaching sessions with entrepreneurs. There are patterns to success; and failure.

His technology and upcoming book, *The 7 Stages of Small Business Success*, was designed to leverage the strategies of successful companies around the globe.

Carl's dynamic and engaging presentation style has made him one of the most sought after speakers in the world. Audiences will walk away from his presentations with the ability to align their corporate culture, uncover the hidden value of their business, build winning teams, and increase business profits with little or no additional cost.



## Larry Carnell

### Funding Expert



#### **Bio**

Larry Carnell is the Vice President for Business Development for BeneTrends, Inc. ( BeneTrends pioneered the industry that allows individuals to use 401k and other retirement funds – Distribution Tax, Penalty, Debt and Interest Free – to start, buy or grow a business).

He was the first in the franchise and business brokerage industry to use BeneTrends' retirement funding resource for clients during the 1990s and has become a nationally recognized expert and lecturer on using retirement funds to start or grow a business and other funding options.

A graduate of the University of Memphis, with majors in Marketing and Accountancy, minors in Finance and Management, Larry's professional career includes tenure as a national trainer for a Fortune 500 company and lecturer on the "Psychology of Selling" and "Overcoming Emotional Obstacles – Turning Qualified Prospects into Engaged Candidates".

He has spent much of the last two decades in the franchising and business brokerage industry as a franchise consultant, regional manager, zone manager, national trainer, national director of franchise development, business broker and consultant to Franchisors. Franchise Consulting and Business Broker organizations - accumulating numerous awards including becoming a recipient of the National Franchise Star Award for his franchisor while director of franchise development.

He has been a frequent speaker at numerous International Franchise Association sponsored events, franchising, business brokerage, financing and national leadership conferences. He has frequently been a return guest speaker for national events and talk shows... a respected trainer and published recognized expert in using retirement funds and other funding options to purchase or expand a business while building and protecting wealth.

In addition, Larry is President's Club Award recipient as a wealth building and management consultant for business owners with a company rated by Fortune Magazine as a "Top 100 Most Admired Company in America". He has provided management consultative services to a variety of organizations in numerous industries, both franchised and non-franchised.



## Peter Wolf

### Franchise and Development Expert



#### Bio

Peter was the COO of a major lighting manufacturing companies from 1976 to 1987. He operated from two factories in New York City and held 20 showrooms throughout the US. Under his direction, the company enjoyed significant growth and became the foremost producer of contemporary lighting fixtures.

In late 1987, Peter founded a store fixture manufacturing company which became one of the largest producers of store fixtures for national retail chains and cruise ships. Peter sold the company in 1995.

Currently, Peter is owner and CEO of a commercial real estate investment firm, and is President and owner of one of the largest advertising-based recycling companies in the US.

As president of FCI, Peter continues and has been responsible for the business development of many prospective franchisors. His direction helps launch their concepts into national prominence. This is achieved through assisting in maximizing profits, increasing revenue centers, expanding market penetration, increasing and re-directing advertising and promotion.

Existing sales forces are expanded and invigorated through targeted training market-driven expansion. FCI Franchisors- clients comprise a diverse group of business segments including retail, wholesale, manufacturing, service, distribution, staffing, finance and technology.



## John Hagood

Franchise Expert



### Bio

Founder and CEO of Franchise Consultants, Inc. and has spent the past 25 years assisting other businesses in growth and development via corporate franchising.

He received a BA in Economics and History as well as a MA in Marketing from Mercer University. He provides the overall leadership and direction for the team of consultants.

In 1971, John founded Foliage Design Systems. He then franchised the business in 1980, becoming the first-ever to expand via franchising in the interior landscape industry. For years, Foliage Design Systems has consistently ranked as one of the largest interiorscape firms in the United States.

John began Franchise Consultants, Inc. after being approached by business associates desiring to duplicate his franchise success with their own business concepts, in an affordable and efficient manner. John brings tremendous franchise knowledge and experience to the In Power Consulting.



## Jonathan Flowers

Information Systems Specialist & FBA Board Member



### Bio

Jonathan Flowers has been an information systems specialist since 1999. He graduated from the UCF School of Business with a bachelor's degree in Management Information Systems. He also holds certifications in numerous web applications such as Flash and Dreamweaver and provides extensive training on programming and various web technologies. Currently he is Co-Founder of Developmental Marketing LLC.

Jonathan is skilled at understand complex client needs and requests. He is known for making the impossible possible and has practical insight on the implementation of extensive projects. He is highly skilled in the technical aspects of the business but also understands the true desires of the clients needs. He is a great asset to In Power Consulting.





# Christopher Wall

## Web Technologies and Design Expert



### Bio

Christopher Wall is fueled with a strong passion for design and is a driving force in the creative design and development of all our projects. He began his career in Graphic Communication and Design in 1999 with a small E-Learning and Instructional Training company. After a series of buy-outs he served as a senior graphics designer at RWD Technologies and Latitude 360° for companies such as NASA, Nokia and Cisco Systems.

Chris then left to pursue his interests in 3D Animation where he received an AS degree in Computer Animation and a series of specialized certifications in Lightwave 3D and Photoshop.

Working as a freelance designer he animated and built 3D Characters for a children's tv series and various other projects. He then took a position of creative direction and oversaw the development for all marketing materials and visualizations for condominium sales throughout Florida.

Currently, Chris is now Co-Owner and Creative Director of Developmental Marketing where he continues to focus on Graphic and Web Design, 3D visualization and Animation. He also tours the country training students on sophisticated 3D & Graphic technologies. Chris manages all branding and marketing materials produced for the FBA and their members. He also manages the technical department of the FBA team.

### Achievements

- Instructor for Photoshop, Lightroom & LightWave 3D
- He has traveled all over the U.S. & Germany teaching these courses.
- Designed and project managed custom websites, logos, branding campaigns, SEO & pay per click campaigns, 3D visualizations, print campaigns and social networking.
- Associate of Science Degree in Computer Animation
- Associate of Arts Degree in General Studies
- Adobe Certified Instructor CS2, CS3, CS4, Adobe Certified Expert CS2, CS3, CS4, Certified Technical Trainer, Honors Graduate with 3.5 GPA from Brevard Community College, Member of Phi Theta Kappa,
- Attended SIGGRAPH 2000, attended HOW Design Conference 2000 and numerous Photoshop World Conferences





## Client Disclosure Agreement

### ACKNOWLEDGMENT

The undersigned (each, a “Franchisee”) has been presented with a franchise opportunity (the “Franchise”) by \_\_\_\_\_[FRANCHISE BROKERAGE NAME]\_\_\_\_\_ and \_\_\_\_[INDIVIDUAL FRANCHISE BROKER]\_\_\_\_\_ (each individually, and collectively, “Broker”). In connection with Broker’s introduction of the Franchise to Franchisee, the undersigned certifies to Broker as follows:

1. Franchisee has received a franchise disclosure document containing a franchise agreement and certain other agreements relevant to the Franchise.

2. Franchisee has read this disclosure document and all agreements carefully.

3. Other than as written in the disclosure document and applicable agreements, there have been no representations or warranties made by Broker with respect to the Franchise or with respect to Franchisee’s ability to be successful, earn income or otherwise benefit from Franchisee’s association with or purchase of the Franchise.

4. Franchisee acknowledges that Broker represents the Franchise and its franchisor and not Franchisee, and that Broker may earn income from Franchisee entering into a relationship with or related to the Franchise.

5. Franchisee acknowledges that it has not relied on any statement made by Broker in Franchisee’s determination of whether or not to become a franchisee or enter into any relationship with the Franchise. Franchisee has conducted or will conduct, prior to signing any agreement with respect to the Franchise, its own due diligence on the Franchise and has not and will not rely on any representation whatsoever of Broker.

6. Franchisee acknowledges that while Broker may have suggested to Franchisee certain resources through which Franchisee may obtain industry specific information including industry specific financial information. Franchisee represents and warrants to Broker that Franchisee conducted its own due diligence and verification of all such information and did not rely on any information or resource provided by Broker without Franchisee’s independent verification of the accuracy of that resource and all information obtained from that resource.

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_