



November 26, 2018

Letter of Testimony

To Whom It May Concern:

I have been a Schooley Mitchell Franchisee for just over two years and discovered the business when I was working as a Franchise Consultant. The reason I bought into the system in the first place was because of the support I noticed from head office. Looking at over 400 franchises every day on behalf of my clients, it was my job to make sure the people I was helping were looking at franchises that matched their needs. At the top of this list was finding a franchise with outstanding central support. Schooley Mitchell had everything needed for my clients who were well suited to this kind of model. After looking at many franchises on a daily basis, it became clear to me that Schooley Mitchell would be a great fit for me too.

In addition to the amazing support, I was attracted to Schooley Mitchell's model of helping business owners manage the minefield of costs and services in our specialist areas: telecom, courier shipping, and merchant services. I love approaching business owners with a 100% guarantee that unless I increase their bottom line, there is no charge for my services. I also genuinely love helping people. Schooley Mitchell gives me a vehicle to help people in business, as I already do in my personal life. My experience thus far is that I am operating in an area of expertise that every business owner needs, whether they know it or not. It is my job to teach them that every business, large or small, should be keeping on top of their costs.

Schooley Mitchell's head office is always available for any concern or question I have. The ongoing support from within the network of franchisees (it is truly ongoing) is phenomenal, and we have a compelling offer to our clients. The yearly conference is invaluable – you learn lots of new techniques while practicing and brushing up on older ones. Collaborating with franchisees from around North America is a unique learning experience on its own, as we share important ideas and practices.

If you are prepared to work hard and fully engage in the Schooley Mitchell system, there is a good chance you will generate success as I am doing. Great system; great support.

Sincerely,

William McKissock
Optimization Specialist
Schooley Mitchell