



May 23, 2016

Dennis Schooley
Schooley Mitchell
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Stratford, ON Canada
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Dear Dennis:

A little over 7 years ago, I was in the process of evaluating several different business opportunities when I began to investigate franchises. After being introduced to Schooley Mitchell and doing some in-depth research, I decided to purchase an SM franchise. It has been one of the best decisions I have made in my business career.

I chose Schooley Mitchell for a number of reasons. It was a good fit for my skill set. My lack of a Telecom background wasn't a limiting factor. There is no geographic restriction and I'm free to pursue opportunities wherever my relationships take me. There's a good support system in place and training that provides you with great flexibility in how you can build your business. This is not a cookie cutter approach and that really appealed to me.

Initial support was very good and head office staff provided the training and support needed to get me up and running. The tools provided were good and the continual improvement in the tools has increased their value to my business.

As I built my business, it became apparent that one of the biggest assets of the franchise is the network of offices around North America. You can choose to build your own staff or, as I have chosen, you can take advantage of the wide range of skills and expertise available through the other offices. There's vertical market and technology experience available whenever you need it.

When I began my business, I set some goals for myself and I'm happy to say that I've exceeded all of them. I also really enjoy what I do and my clients enjoy the value that we create for their businesses. With continued commitment to the right activities, and focusing on making clients happy, I'm confident that this will continue to be a great business.

Regards

Geoff Poli