

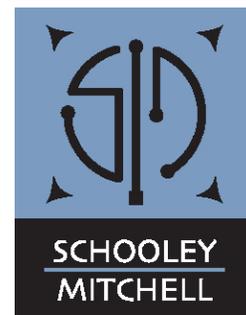
December 10, 2018

Back in 2015, I had spent the last several years working in the corporate world and had become increasingly frustrated with the instability of large organizations. The time it took to get changes approved was lengthy, having to go through so many parties to sign off on new proposals. I reached a point in my life where I decided I wanted to take control of my future, meaning I wanted to bet on myself versus potentially becoming a statistic as a result of a new regime coming into my workplace. I wanted to be able to make changes to my business plan without having to go through months of approvals. Furthermore, I wanted to be my own boss. I had mostly positive experiences with my supervisors, but I saw the potential for a very displeasing outcome watching others. All of these issues led me to take a leap of faith into an opportunity that gave me independence, along with the backing of a franchise system.

I wanted to pursue a franchise opportunity because I didn't want to start something completely from the ground up. I liked that marketing materials were available to me and there was a process to follow that would lead to success if I stuck to it. Visiting Schooley Mitchell during a Discovery Day was the clinching moment when I decided to join this franchise system. It was clear to me that the people at the corporate head office were dedicated toward making the franchisees successful. They realized the success of the franchisees ultimately led to their own success. What really stood out to me was that, at the end of the day, we went to a local establishment to get to know folks on a more personal level and it seemed the entire staff was present. I know from witnessing other corporate cultures in the past that this is something you cannot fabricate. The people from Schooley Mitchell's head office genuinely liked each other and were driven by a shared mission to help their franchisees succeed.

I enjoyed my week of training in Stratford, Ontario where I was given the tools necessary to hit the ground running. It was particularly useful for me because I did not come from a networking profession previously and I learned a great deal about how to be effective in these situations. The Quick Start team was wonderful in that I had a monthly call to assess my progress and adjust my business plan if needed. I really had much more than a monthly call. If I needed help, I could call head office every day and there would always be someone willing to assist me. This type of support has continued over my three years at Schooley Mitchell. I now have regular coaching sessions which help shape the future of my business.

Over the course of my time at Schooley Mitchell, I've benefitted from great relationships forged with other franchisees. The annual conference is the best place to facilitate these relationships. Other franchisees are always willing to offer advice and provide support, which can be very valuable when addressing various client situations. It took some time for me to build my practice, but that was expected as revenue earned is a cumulative process. I feel like I'm hitting my stride as I enter my third year.



If you are looking for a franchise where you get out what you put in, I would recommend Schooley Mitchell. If you follow the process and put forth the effort necessary, you will be in a good position for success. When you think about what we do at Schooley Mitchell, which is mainly save companies money and time by reducing costs and increasing their bottom line, our value proposition is a no brainer. You still need to communicate effectively for businesses to give you their time, but if you can do that well, the sky is the limit for your business.

One of the best aspects of this franchise is that you can literally do no wrong. You either help clients become more profitable or you give them peace of mind that their business is doing a good job managing expenses. It's nice to be a part of a system where only positive results occur. I recommend Schooley Mitchell to anyone that has the sales skills, drive and effort to become a thriving franchise owner.

A handwritten signature in black ink, appearing to read 'M Schwalb', is positioned below the text.

Marc Schwalb
Strategic-Partner
Schooley Mitchell of Pittsburgh