

# ***FRANCHISE AND THIRD PARTY NETWORK MARKETING***

## ***Board Presentation***

### ***SAMPLE***

***INTRODUCTION TO STRATEGIC INITIATIVES TO GROW REVENUE,  
ENHANCE BRAND EQUITY AND INCREASE MARKET SHARE***

***THEODORE H. SPRINK***

# Marketing Initiatives

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- *National Initiatives for Local Network Member Success*
- *Drive Revenue, Enhance Brand, Increase Market Share*
- *New Customers, New Channels, New Revenue*
- *Existing Customers, Current Channels, Incremental Revenue*

- *Low Cost/Rapid Implementation*
- *SWOT Correlation*
- *Integrate national national network sales with local members*
- *Integrate Franchisor and Franchisee Sales efforts to TPAs*
- *Increase network footprint by increasing membership*
- *Multiple services value-add to contractor membership*

- ***Consolidation, Bundling, Multi-Product Cross-Selling, Outsourcing***
- ***Opportunity: Broadening Products, Services and Coverage from Residential to Commercial in Targeted Verticals***
- ***Examples: Banks, Hotels, Office, Insurance, Food Service, Senior Housing, Multi Family***
- ***Execution: Cleaning-Restoration-Reconstruction-Maintenance***
- ***Multiple Services Accessed by Franchisor and Franchisee to Third Party within Network***

## Integrated Growth Strategies

### Recognizing Complementary Strategies

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**National Franchisor/Third Party member “Dis-Intermediary” as End User: Costs/Cycle times**

**Local Franchisee/Third Party as “Intermediary” to End User: Agents/Adjustors**

- ***Differentiation***
- ***Components of Value Proposition***
- ***Competitive Comparison***

## Integrated Growth Strategies

# Charting Primary Competitive Factors (24)

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***Years in Business***

***Client Base***

***Number of Locations***

***National Advertising***

***Business Model***

***Systems***

***Retail/Carrier***

***File Scrub/Audit***

***Core Services***

***Social Media***

***Customer Service***

***Call Center***

***Dispatch***

***Service Levels***

***Technology***

***Training***

***CE Classes***

***Management***

***Reporting***

***Accounting***

***Key Accts***

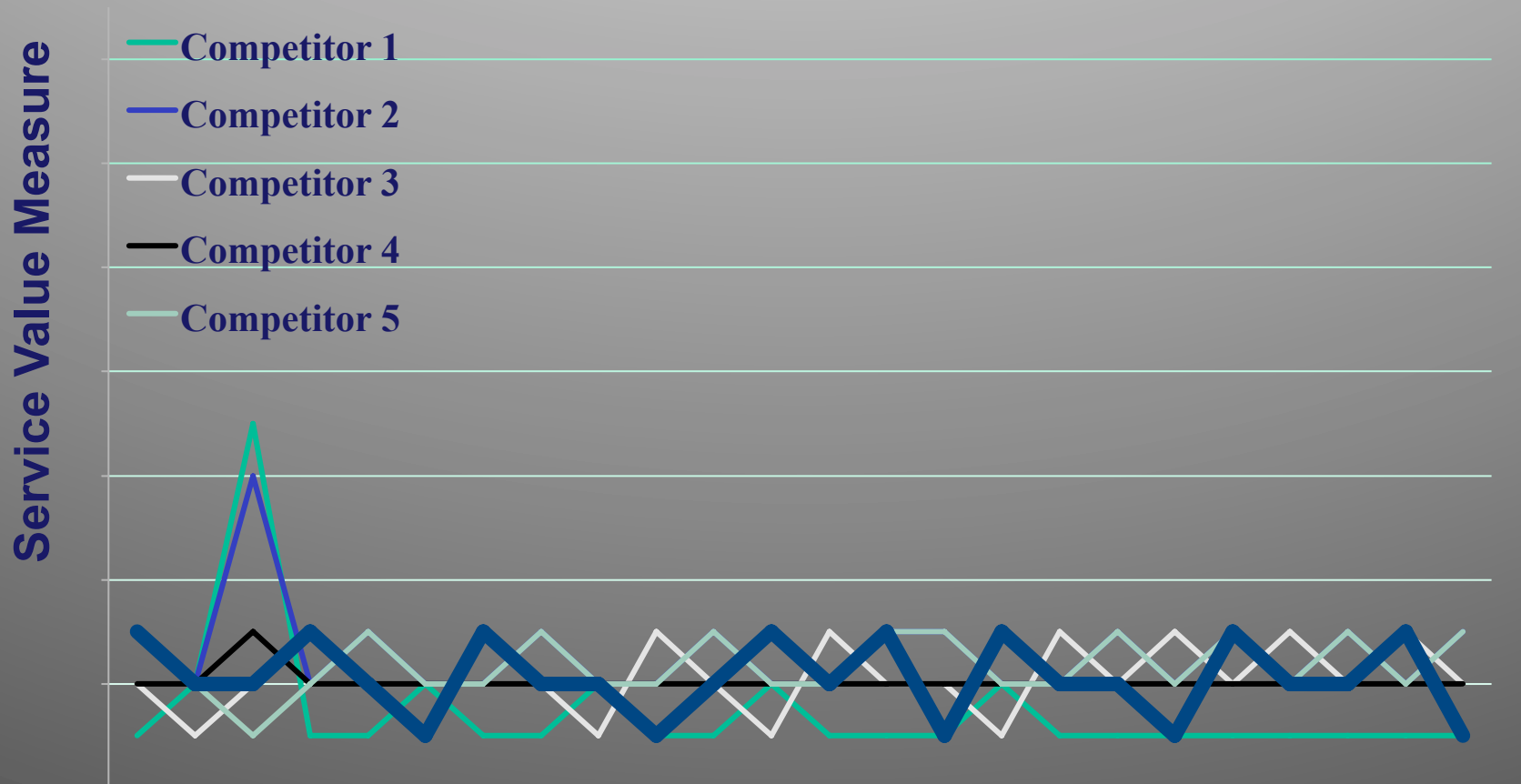
***TPAs***

***CAT Loss***

***Certifications***

# Integrated Growth Strategies

## Limited Market Delineation of Competitors



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## Integrated Growth Strategies

### Market Differentiation For Competitive Advantage

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*Technology and Tracking*

*Coverage and Footprint*

*Net Promoter Score*

*Expanded Verticals; Cross-Mktg*

*Multiple Services*

*Broadened Products and Services*

*Diversified Market Segments*

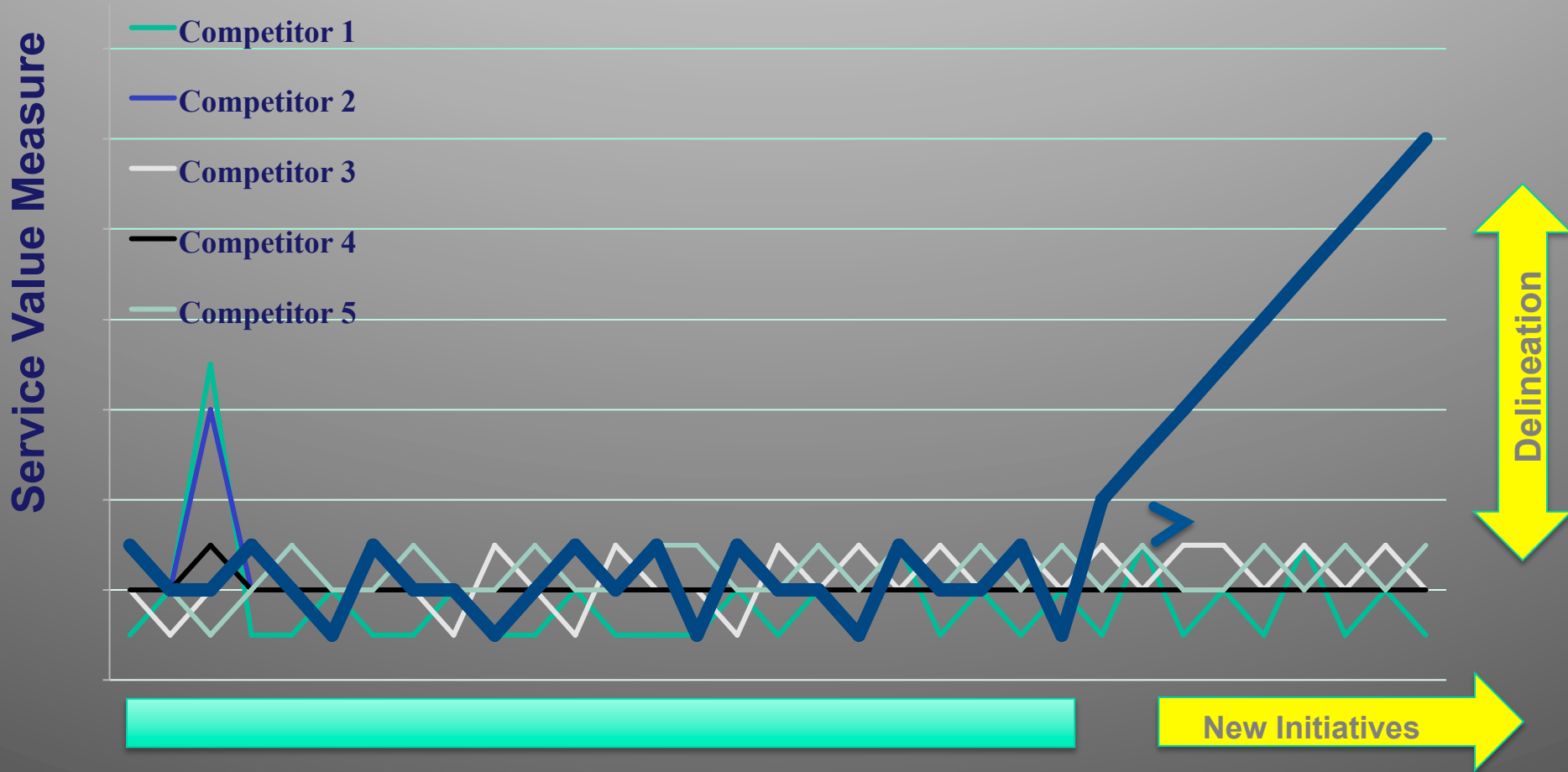
*Reduced Cost of Sale*

*Centralized Point of Contact*

*National Initiatives: Member \$*

# Integrated Growth Strategies

## Creating Market Delineation Through New Initiatives



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### **“TOWNHALL-ROADSHOW-ROUNDTABLE”**

***Designed for Customers and Prospects: Continuing Education***

***Travel Team Concept: Faculty of Independent Industry Experts***

***Agenda: Technology, Estimating, Costs, Cycle Times, Industry Trends***

***Navigating Emergency Mitigation Claims During a Time of Industry Changes. Legislation, Regulation (S500) Equipment/Procedures***

***On Trend, Sponsored by Franchisor, Franchisee and Third Party Network***

### *The Member's Network Private Label - "Preparedness Protection Program"*

*Provides the traditional disaster preparedness checklist; PLUS photo and video registry of building exterior, interior and contents; stored in THE CLOUD*

*The "Private Label Preparedness Protection Program" prepares your business for disasters with a secure, third party protected, offsite, digital photographic & video record of your building interior and exterior, contents, safety features, document location, food and survival tools*

*Designed to protect customers from disaster-related interruption due to storm, water, fire, smoke and bio-hazard emergencies.*

*Competitors Provide Common Industry and Government Templates*

### *“Member Referral Initiative”*

*A three tier “Award-Based” Program for Building a Pipeline of NEW Qualified potential Franchises, Third Party Network Members and Multi-Service Providers*

- *Award Level 1*

- *Award Level 2*

- *Award Level 3*

*Creates and fosters sense of membership “ownership pride”*

### *The Network Growth Initiative*

*Expand Zip Code Coverage via affiliation and membership opportunities for Independent service providers and their Trade Associations to formally expand coverage and footprint for the benefit of the Network.*

*Broader footprint rewarded with deeper customer relationships*

*Increases national sales opportunities and multi-service cross-marketing opportunities between Franchise and Third Party Network*

### *Use of Third Party Administrators*

- *Multiple sales channels aggregated by independent “administrators” serving multiple customers, including insurance carriers and other verticals, for a fee, in which the customer enjoys one-stop vendor selection, administration and management for a variety of essential services.*

*Orders are placed, managed tracked, completed and invoiced in a manner that saves the customer time related to claim cycle and money related to vetting and administrative functions.*

- *Varying Costs, Fees, Pricing, Specialization and Market Segments*

# Integrated Growth Strategies

## Sample TPA Candidates

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### *Partial List of Third Party Administrators and Sales Channels*

*Facility Source*

*Prism*

*Alacrity*

*Crawford*

*Code Blue*

*Innovations*

*FirstChoice*

*Nexus*

*BrightServe*

*Lions Bridge*

*SRS*

*Wardlaw*

*UDI*

*Compliance Depot\**

*Verify*

*RMIS*

*ASA Carlton*

*Davaco*

*Service Channel/FixxBook*

*IMACC*

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### *National Platform of Multiple Services in Diversified Markets*

- *Members of a Third Party network cross-market products and services related to residential and commercial facility management and emergency mitigation*
- *National Brand, Regional Strength, Local Expertise*

*Third Party network provides a single point of contact, multiple Points of Sale, across-the-enterprise platform and lower cost-of-sale to simplify and streamline bundling related multiple services*

- *Access to multiple services through one point of contact provides reduction in claim cycle, reduced cost of sale and enhanced asset value*

# ***CONTACT INFORMATION***

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