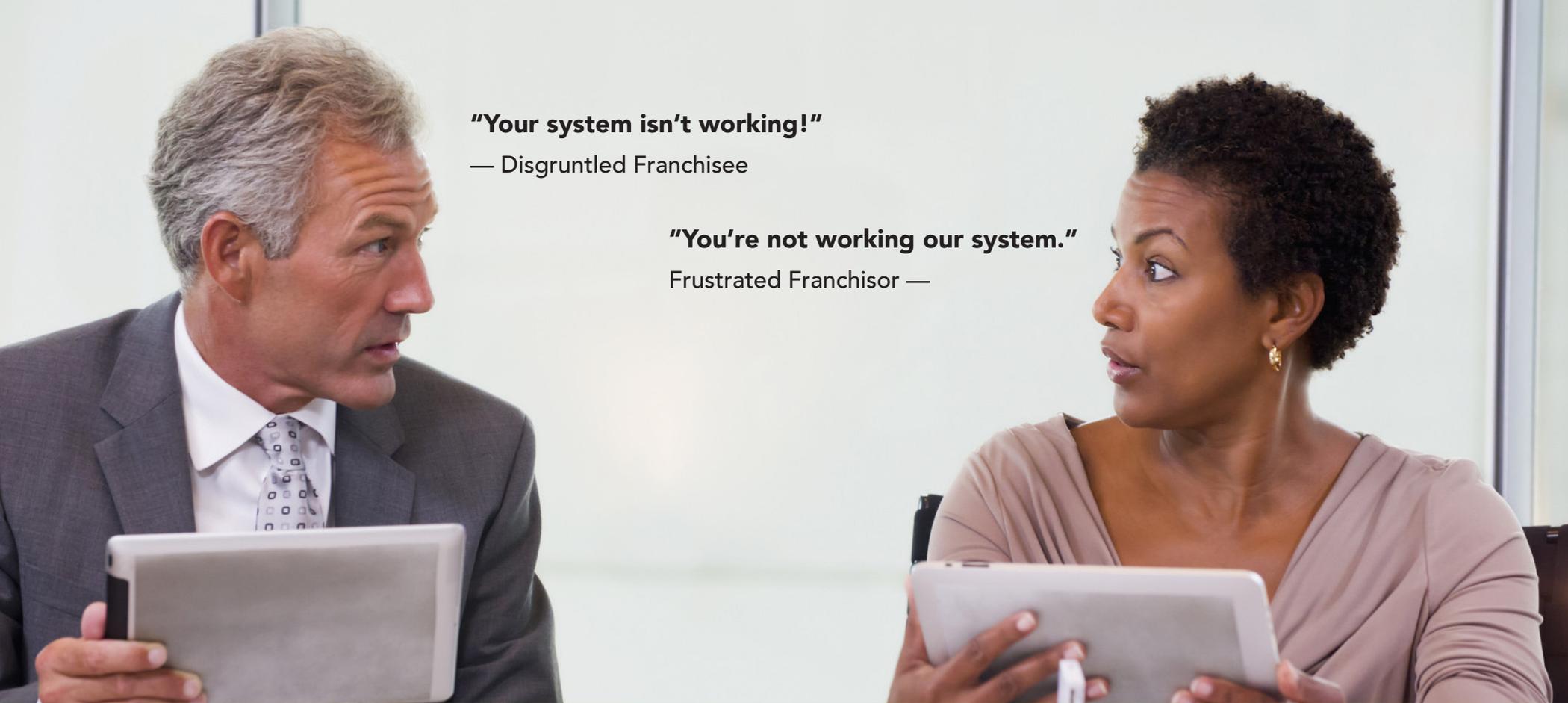


Powers Agency

Franchise Performance System

POWERS
agency



"Your system isn't working!"

— Disgruntled Franchisee

"You're not working our system."

Frustrated Franchisor —

Our program helps your franchisees succeed.

All of them, from high performers to those who struggle —
even owners who refuse to follow the plan.

Powers Franchise Performance System

We know all the complaints. We solve the issues.

"More people need to know about us!"

Brand Power

We get the word out about your amazing brand.

"Your local marketing toolkit doesn't work!"

LeadEase

We bring customers to your franchisees.

"I can't find enough responsible employees!"

Employee Match

We give your franchisees a work force similar to their best employee.

"My new locations don't open strong!"

JumpStart

We give grand openings the boost they need for stores to succeed.

And if you're really tired of rogue franchisees...

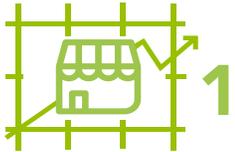
Franchisee Finder

We help you find the *right* franchisee prospects for your system.

"Who said what to whom" is no longer an issue. Our fully transparent and trackable **Client Care Center** handles your system's multilayered needs. We make sure everyone knows what they need to know — quickly and with full accountability.

Powers Franchise Performance System

Our Proven Process



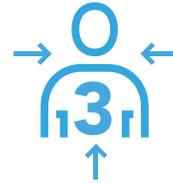
Unit Life Stage Assessment

We audit your system to see what franchisees need which programs.



Customized Program Plan

We recommend a tailored mix of our proven FranchisEase Programs.



Franchisee Engagement

We introduce the programs and train franchisees to create enthusiasm and gain support.



Execution

If some franchisees are unwilling or unable to carry out programs, we do it for them.



Show Value

We communicate exactly how much unit-level financial ROI we've created.

What Makes Powers Unique?



We are uniquely structured to serve franchise systems.

Unlike a typical ad agency, we have staff in place to work on everything from system strategy to warming up customer leads to feet-on-the-street field teams.



We ensure unit-level execution of marketing programs.

Franchisors measure operations compliance, not sales/marketing. At any point in time, up to 60% of your system is failing to execute some part of your marketing programs. If they can't or won't implement a plan, we do it for them.



We increase franchisee satisfaction to grow your system.

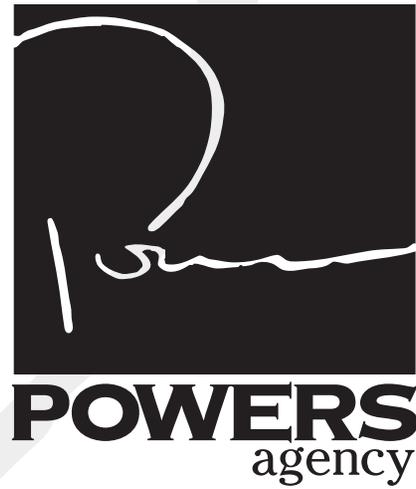
A dissatisfied franchisee can ruin your reputation with potential new owners. We help franchisees across the revenue spectrum build their businesses and understand the value of the franchisor.



We provide clear, trackable bottom-line results.

If it's not getting results, you'll know it. We can reallocate immediately. Seems like common sense to us. Our clients really appreciate it.

thank you



Thank you.

We appreciate your consideration. If you wish to discuss this, please contact Lori Powers at 513.721.5353.