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Mr. Wade Messer

Mr. Messer is the founder and President of Messer and Company, Inc., a management, marketing and training services practice headquartered in San Diego.

Wade is the chief consultant to thousands of businesses worldwide. He understands areas such as cash management and projections, human resource, strategic planning, succession planning and marketing. He has trained thousands of professionals in management and marketing techniques who are currently experiencing success in their business.

Wade attended the U.S. Military Academy at West Point, and the University of Colorado. He has served in numerous trade organizations, corporate Board of Directors and is a nationally recognized speaker and innovator in business management.

A practical business man who has served as a controller and vice president of finance for two large corporations and has managed the consulting divisions of large public accounting firms in Phoenix, Arizona, Los Angeles, California and in Tennessee. With over 35 years experience in management and marketing, innovation and effectiveness are common elements in his achievements.

He knows where you are in your business.

Messer & Company, Inc.

MANAGEMENT

Management services include: strategic planning, human resource services, process improvement, succession planning, executive coaching and implementation.



MARKETING

Marketing services include: marketing plan development, market research, collateral design and development, branding, online and social media marketing.

TRAINING

Training services include: useful, practical and educational topics that help you enhance teamwork, improve profitability and stimulate growth. We offer customized management development and sales training that is designed fit your needs.

We have assisted companies in various industries including Banking, Law, Accounting, Construction, Manufacturing, Distribution and Technology.

An Alternative Business Strategy for Clients

Franchise BIZ Experts

- Oldest & largest Franchise Brokerage firm
- 26 years experience
- Represent 500+ Franchises
- Affiliated with 90+ Industries






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Franchise Statistics

- Franchising is a 2.3 Trillion dollar industry
- 97% of franchises opened in the last 5 years are still open for business today

Source: US Chamber of Commerce study

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Long Term Franchise Success

Businesses still operating after **10 years**

90% of franchise businesses

vs.

Only **18%** of non-franchise businesses

Source: Chamber of Commerce



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Job security is uncertain

Average length of employment
in the U.S. is **2.5 years**

Out of work average of **40 weeks**

Source: US Dept of Labor



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About Franchising

- Perception: Franchising is a very narrow opportunity
- What is the reality?
 - 3000+ different franchises in the US
 - 90+ business categories
 - Children, Pets, Senior Care, Healthcare & IT

Source: International Franchise Association



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Investment Options

Over the past 75 years the stock market has typically performed, at best, 11% or 12% per annum



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Investment Options

Type of Business	Success Rate	Return on Investment
Start Business	20-25%	10-40%
Buy a Small Business	55-65%	40-75%
Buy a Franchise	92%	113-143%



Source: Dan Olson, Founder – Franchise Growth Systems

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Franchise As a Business Opportunity

From January, 2000 to December, 2010 the index that tracks the performance of the **top 50 franchisors increased 34.5%** compared to a **drop of 20.1% in the S&P 500** over the same period



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Franchise As a Business Opportunity

Why would an owner of an existing business consider a franchise?

- Add new products or services
- Expand your business model by becoming a franchisor and selling franchises



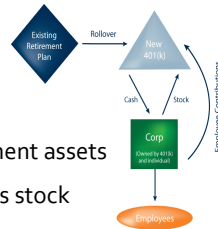
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Franchise Financing

- 5 Simple Steps
- New corporation formed
- Specific 401(k) created
- Roll up to 100% of retirement assets
- 401(k) invests in business's stock



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Formation Requirements

- Corporation
- Qualified Plan
- Adequate Consideration



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Operational Requirements

- Employee of Business
- Ongoing contributions to the plan
- Non-discriminatory benefit
- Operating company selling a product or a service
- Form 5500 filed annually



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Franchise Revenue Options

- Owner Operator (Single Unit)
- Territory Owner (Multiple Units)
- Master Franchise
(Royalty Revenue Stream)



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Path to Success

- Profile Consultation Questionnaire review
- Define client goals, objectives and lifestyle
- Identify specific industry interests
- Recommend franchises options
- Introduce client to Franchisors
- Discovery Day



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Why Us?

- We represent your client at **no cost to them**
 - The Franchisor pays us when a client purchases a franchise
- Represent 400+ Franchises
- Affiliated with 90+ Industries
- 100+ years of combined business experience



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What's in it for you?

- You continue to be a hero to your clients!
- Alternative investment strategy
- You create additional revenue sources for your business



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Thank You!

Wade Messer - Messer and Company &
Franchise Biz Experts
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A Few Words from Our Clients:

Your insight and Strategic Planning skills have given us an exciting vision and road map for future success for years to come.

— *Kortman Electric*

Both training programs were very well received. They were professionally presented, clear and concise, were fact-based and applicable to our company's specific needs and concerns. We look forward to our follow-up sessions.

— *Image Craft*

One can only judge the effectiveness of an event like this by long term results. I am pleased to report that the outcome has far exceeded our expectations.

— *Hewlett Packard*

The interaction that both Wade and Dean had with the class was professional, no non-sense and practical. The class helped me to truly assess and modify my current sales practices... The homework they issued helped me understand the steps learned and digest it all. I appreciated the workbooks for a quick reference and the little cheat cards they provided us... on a recent sales call we tried to implement the sales steps we learned, suffice it to say we were successful.

— *Torrey Pines Bank*

Mr. Messer is a tremendous teacher and encourager, helping our company realize even more than we expected. It is my opinion that the firm of Messer & Company will add much to any company's efforts to invest time and resources into achieving greater financial stability with their markets.

— *Scotter Lift Manufacturing*

Your level of professionalism, impartiality, and no-nonsense approach were instrumental in developing a very practical & useful plan.

— *CORE Construction Services*

Your insight & experience provided tremendous benefit in working through all the issues we identified. The program you assisted us in outlining will be very successful in bringing us new business relationships to our bank.

— *National Bank of Arizona*

Some of the Clients We Have Assisted:

Hewlett-Packard Company, Ft. Collins, CO
Five Elements, San Diego, CA
Singer Lawak, LLC, Los Angeles, CA
Kortman Electric, Inc., Phoenix, AZ
Gambell, Lauer & Murphy, San Diego, CA
Torrey Pines Bank, San Diego, CA
Image Craft, Phoenix, AZ
Capital Growth Properties, San Diego, CA
Turner Construction Company, San Diego, CA & Phoenix, AZ
Cumberland Electric Membership Corporation, Clarksville, TN
CORE Construction Services of Nevada, Inc., Las Vegas, NV
NOBEUS Property Management, Phoenix, AZ
R.C. Thornton Financial Group, P.O. Phoenix, AZ
Swinerton Inc, San Diego, CA
Rowan Electric, San Diego, CA
Colorado East Bank & Trust, Lamar, CO



Taking Business To
The Next Level



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MANAGEMENT

Our management services help our clients increase profits by setting the direction & achieving the goals of their organization.

STRATEGIC PLANNING

- A Strategic and Tactical approach to planning.
- Research:
 - Client interviews or focus groups.
 - Competitive analysis & market research.
 - Management interviews.
- Planning session.
- Regular review.

HUMAN RESOURCE SERVICES

- Job descriptions.
- Employee handbooks.
- Assessment tools.
- Employee review systems.
- Policy & procedure manuals.

OPERATIONAL EVALUATION AND DEVELOPMENT

- Tactical operational and systems review.
- Process improvement plan.
- Documentation of procedures.

SUCCESSION PLANNING

- Exit plan development.
- Leadership development.

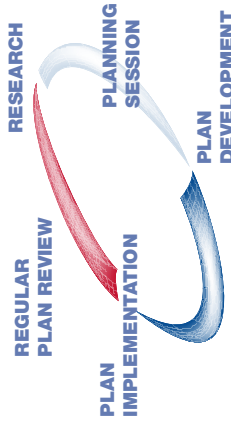


MARKETING

A good reputation is no longer enough to attract new business. Generating new revenue begins with developing a marketing strategy that will produce results.

MARKETING PLANNING

We help our clients develop a systematic approach to generating leads through research and planning.



MARKETING SERVICES

- Marketing plan implementation.
- Market research.
- Competitive analysis.
- Marketing collateral development.
- Social media and online marketing.

TRAINING

Training your employees improves their productivity which increases company profits.

We take the time to listen to you & customize each training module to meet your specific needs.

TOPICS INCLUDE:

- Effective Management.
- Communication - Making it Work for You
- Managing Time & Having Fun Doing It
- How To Deal With Those Difficult People
- Hire Right - Hire Once
- The Employee Review - A Motivational Tool
- Marketing For Success - What You Need To Know
- The Psychology Of Buying - Sales Training
- Outrageous Customer Service - "Kiss Em TI Their Lips Are Chapped"

"Stop Complaining & Start Training!"



ANALYTICS
BUSINESS
MARKETING