



**WE MEAN
BUSINESS**

**WE GROW
EXISTING
FRANCHISORS
BY
SELLING
FRANCHISES!**

Do you get the feeling that launching a franchise business is tough?



To succeed in the franchising world, you have to mean business. You may have the best concept in the world, but unless you have the experience and knowledge needed to grow a successful franchise, you'll soon discover that inevitable pitfalls and costly mistakes are part of the terrain.

We call ourselves Rhino 7 because we mean business. We've been in this for a long time, and we know the ins and outs of making a brand successful.

Sure, you can go it alone, but you'll discover a bewildering list of moving parts that must be tamed as you find your way to success.

Among other things, we offer:

- Business model evaluation & consultation
- Brand analysis and modification
- FDD development/legal
- Franchise sales (turnkey)
- Site identification & build-out systems
- Franchisor Consulting

TRY GOING IT ALONE.

WHO WE ARE

Rhino 7 was founded in 1999 by Doug Schadle and John Cohen, who both have extensive backgrounds in franchisor development, franchise sales, and franchisor royalty revenue generation. We have earned an excellent reputation — a reputation earned by doing our homework, providing excellent customer service, and working our hearts out for our franchisor clients. Rhino 7 is a full service franchise sales & development firm, Franchisor, and we are Franchisees.

WHAT WE DO

Franchisor brand growth (adding franchisees) is Rhino 7's primary focus. We help existing franchisors to sell franchises, and we help create new franchisors out of existing businesses. In both cases, we start by helping our clients to strengthen their brand and enhance their franchisee support systems. We then leverage our knowledge and experience within the franchise industry, providing full-service capabilities and excellent follow-through and support for our franchisor partners.

**Are you ready to wade
through the
THOUSANDS
of decisions it takes to grow a
SUCCESSFUL
FRANCHISE
on your own?**

RHINO 7 CAN AND WILL HELP.



Are you a candidate for Rhino7?

Rhino 7 doesn't work with just any brand. Like you, we perform extensive due diligence. We thoroughly evaluate your business concept, financial model, competitive landscape, market potential, and much more before we know if we can successfully grow your brand. If we do work together, your brand will stand out in the franchise industry because everyone knows that Rhino 7 only works with the concepts we truly believe we can build into "home runs."

How We Work

Rhino 7 will become your full-service partner in franchise sales and development. We'll help you grow your brand and sell franchises. We'll tap into our network of more than 2,000+ franchise consultants/brokers across the U.S., and we'll build a sales pipeline for your brand like no other. And, because of our solid reputation as a well-respected full-service sales and development team, Rhino 7 will be your gateway to accessing this network and building direct relationships. We'll manage all of the franchise sales leads and we'll close sales with the right franchisee prospects.

Why We Need Each Other

You're great at what you do. But are you prepared to tackle the world of franchising on your own, making costly mistakes and limiting your chances for success? We wouldn't. Trust our 20+ years of franchise sales experience to shepherd you from startup to star franchisor faster and more cost-effective than you ever could have imagined. Together, we'll enjoy explosive (but controlled) growth.



We'll build an exclusive franchise sales team to sell your brand.

OUR FRANCHISOR ASSISTANCE PROGRAM INCLUDES:



FRANCHISE SALES

Rhino 7 has helped thousands find the right franchise. Rhino 7 grows Franchisors.



FRANCHISOR CONSULTING SERVICES

Rhino 7 can and will help you in all aspects of being a very successful franchisor.



PRESENTATION DEVELOPMENT

We'll develop high-quality sales presentations to attract prospective franchisees, present your brand, engage them in the process of learning more, and close franchisees.



FRANCHISE LEAD CULTIVATION

We'll provide you with full, national exposure by leveraging our stellar reputation to market and sell your brand to new franchisees.



FRANCHISE CONSULTANT NETWORK & BUSINESS BROKER LEAD GENERATION EXPERIENCE

We are widely known in the franchise industry as the leader in consultant/business broker relationship building, lead cultivation, and sales. Rhino 7 has over 20 years of experience working with all franchise consultants and business broker groups.



CONSTRUCTION PROJECT MANAGEMENT

We'll work with you to define your franchisor brand standards and create the documents you need to enact those standards consistently across locations. We work with architects and contractors on the franchisees' behalf to ensure locations are built to specification, within budget, and on time. We'll establish programs with suppliers of your critical store items for streamlined ordering, predictable pricing, and consistent fulfillment.



REAL ESTATE

We'll leverage our relationship with a leading national real estate brokers to establish a program for your brand, and provide resources and support for your franchisees throughout the site selection process.



FDD DEVELOPMENT

We'll assist you in the development of an effective FDD (Franchise Disclosure Document) that aids the franchise sales process as well as your operations department staff.



FRANCHISOR POLICY & PROCEDURE RECOMMENDATIONS

We understand brand development and will help advise your team on how to handle the growth of your business by recommending policies and procedures that will help you stay ahead of your growth.



FRANCHISOR ADMINISTRATIVE SUPPORT

Rhino 7's large support team will strengthen your brand in the eyes of the consultant/broker networks and prospects by managing your brand support system, lead flow, and implementation processes.



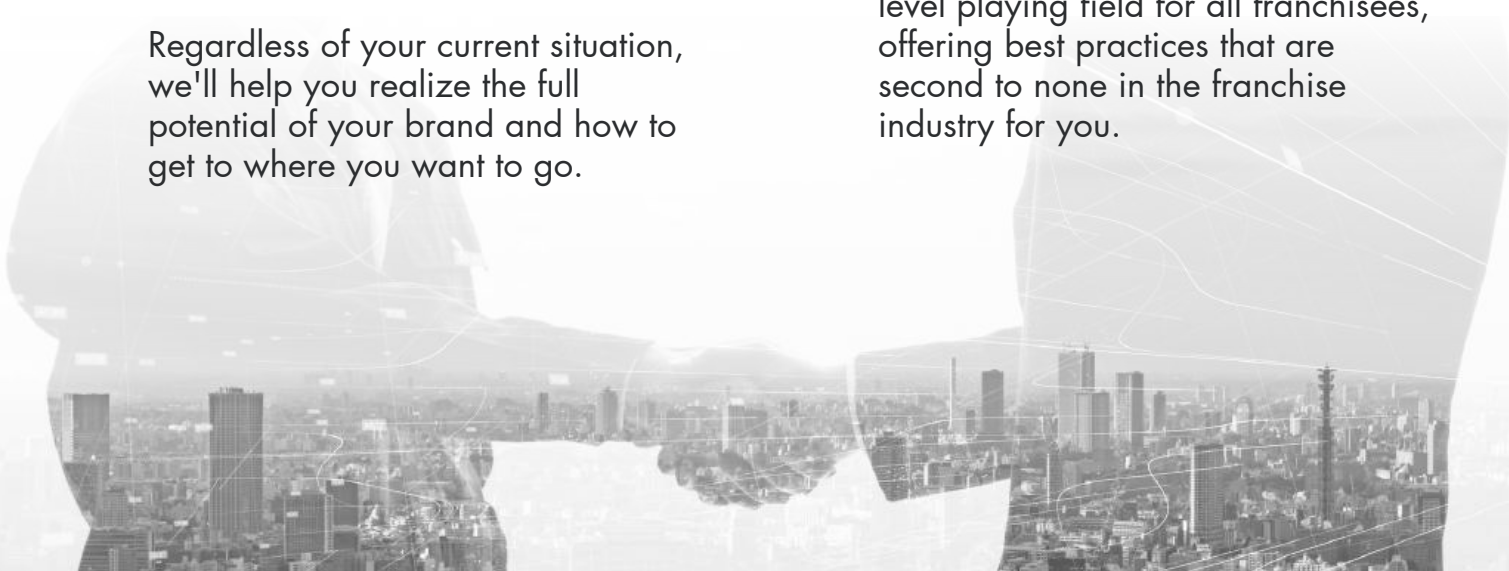
FRANCHISE BRAND EVALUATION, DEVELOPMENT OR MODIFICATION

Regardless of your current situation, we'll help you realize the full potential of your brand and how to get to where you want to go.



US TERRITORY MAPPING

Rhino 7's pre-mapping procedures optimize territories and create a level playing field for all franchisees, offering best practices that are second to none in the franchise industry for you.





WHAT PEOPLE ARE SAYING

"Why does FranServe value our relationship with Rhino 7 as much as we do? Because they are fran-tastic! We are both about changing people's lives through franchising, and Rhino 7 is a first-class organization. They build and respect their relationships with us and others, and above all, they work with integrity. Our franchise consultants love referring their candidates to Rhino 7 because they know their candidates will be treated with respect. Thank you, Doug and the entire Rhino 7 Team, for all you do for FranServe and franchising!"

Alesia Visconti, CFC, President & CEO, FranServe

"The team at Rhino 7 is a group you can trust with your franchise development. They were able to sell 330 units for us in an 8-month period. We wouldn't be where we are now without Rhino 7. If you want to grow fast, look no more, Rhino 7 is the way to go!"

Justin Crowell, CEO & Co-Founder, QC Kinetix & QC Franchise Group

"FranNet enjoys an excellent working relationship with the Rhino 7 team. We have always found them to be very responsive to our associates and the needs of our clients."

Jania Bailey - CEO, FranNet

"The team at Rhino 7 is very professional and provided the results that turned our organization into one of the fastest-growing franchises in the US. We couldn't have done it without the team at Rhino 7."

Peter Ross, CEO & Co-Founder, Senior Helpers & Former CEO, Doctors Express

"Rhino 7 assisted Great Clips with our franchise development efforts for over 10 years. During that time, I found that Doug, John, and the entire team were professional, effective, and they conducted business with a high level of integrity."

Charlie Simpson, Former President, Great Clips, Inc

"Our business is all about relationships and trust. With Rhino 7, we know our clients will be taken care of as they validate a model. They keep us informed of our client's progress during the entire validation process, enabling us to be better coaches. Working together as a team ensures a great experience for our clients, which leads to more placements. "

Jim White, Alternative Career Coach, The Entrepreneur's Source

FOUNDERS

DOUG SCHADLE

CHIEF EXECUTIVE OFFICER

Doug has been in franchisor development and sales for more than 20 years. A co-founder of Rhino 7 in 1999, Doug has an extensive background in:

- Franchise brand infrastructure and development systems.
- Franchise consultant/business broker lead development and cultivation.
- FDD (Franchise Disclosure Document) development assistance.
- Franchisor operational systems for franchisees.
- Franchisor growth strategies and territory development.
- Franchise sales systems and management.
- Creating franchisor brand growth and royalty operation.

Doug graduated from Western Carolina University with a Bachelor of Science Degree in Industrial Engineering. Doug grew up in Cedar Rapids, Iowa, and now resides in Cary, NC. Doug is married to Kris Schadle and has two children, Joe and Alexandra.



JOHN J. COHEN, JR.

PRESIDENT

John is a franchise industry veteran of more than 20 years. He has held positions ranging from entrepreneur to senior-level executive, all of which have given him a unique insight and perspective in building, operating, and growing successful brands.

In 1999, John co-founded Rhino 7 to assist franchise start-ups and existing franchisees in developing and growing their brands. In addition to starting up several successful companies, he has held top-level positions in franchise sales in large organizations. John has also been extensively involved in franchise consultants' training and professional development for more than 20 years.





SOME CURRENT AND PAST CLIENTS



Great Clips



**ONCE WE MAKE A COMMITMENT TO YOU
AND YOUR BUSINESS, WE GO ALL-IN.
WE MEAN BUSINESS.**





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SCAN ME

