

Avoid the transactional

Experience the Transformational



Franchise System Development
Operations Services & Hospitality Management
Growth Strategic Planning & Execution

SLC is the first and only franchise consulting firm with true end-to-end industry specific services.

Industry Leading Service Model

SLC Franchise Group is an industry leading franchise consulting firm that creates category leading franchise startups, restructures and repositions existing franchise systems, provides expert business operations management and executes highly effective franchise recruiting services.

End-to-End 3-Pillar Approach

SLC Franchise Group's end-to-end franchise consultancy that helps franchise systems navigate the complexities of the franchise world. SLC has a fully customized 3-Pillar advisory service approach that covers all major categories of premium design, development and ongoing franchise system management.

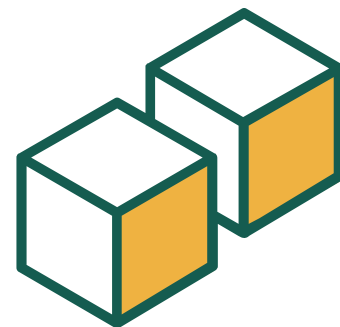


SLC Primary Service Pillars

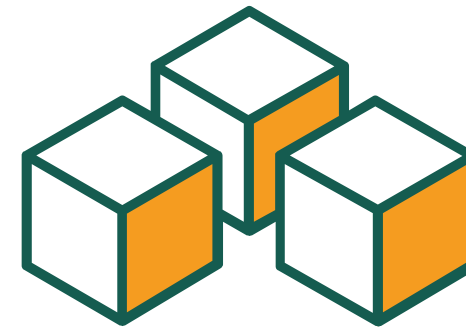
- Create and restructure franchise systems
- Create, refine and enhance franchise operations
- Evaluate and enhance hospitality systems and management
- Accelerate franchisee growth and franchisee recruiting



**Franchise System
Development &
Restructuring**



**Operations Services
& Hospitality
Management**



**Franchise Recruiting
Strategic Planning
& Execution**





PILLAR 1:

Franchise System Development & Restructuring

Unequaled industry experience, insight and practical solutions to successfully franchise your business.

Industry Leading Market Ready Strategists

Franchise System Development

- Market ready infrastructure
- Well-defined brand positioning
- Professional franchise operations standards
- Franchise marketing
- Franchise sales and development
- Integrated franchisee financing solutions

SLC's premium development services positions a franchise for the most selective of institutional investors.





PILLAR 2:

Operations Services & Hospitality Management

Execution of operations systems development, hospitality management, and implementation of franchise recruiting.



Decades of expertise in franchise development and management

Our services provide emerging and established franchise brands solutions to meet operational necessities:

- Brand development and implementation
- Effective franchisee onboarding
- Industry leading franchise training programs
- Professional nationwide real estate systems
- Buildout and construction management
- System wide supply chain management
- Operations development and support
- Quality control procedures



Experienced Operations Executives

Unit expansion, financial performance and positive franchisee validation are essential contributors for successful franchise sales and system growth.

We develop and direct expert franchise operations management

A franchisor is only as successful as their franchisees.



Hospitality assessment, development and execution

SLC conducts a complete evaluation of unit level operations, advises our clients then executes approved:

- Standard operating procedures
- Quality control
- Purchasing and supply chain
- Unit economics and cost structure
- Development costs and capital requirements
- Menu engineering
- Financial controls
- Brand positioning
- Marketing strategy and initiatives



International Franchise Consulting

The challenge

- Established international franchise brands look to enter the U.S. — the largest franchise market in the world!
- U.S. franchisors look to reposition their franchise systems to meet international market requirements.

Our solutions

- SLC works with International brands to prepare them to do business in the U.S
- With strategic partners worldwide, we comprehensively support domestic franchisors with global aspirations.

Even the most experienced find the U.S. to be the most competitive and complex market worldwide.





PILLAR 3:

Franchise Recruiting Strategic Planning, & Execution

Providing the integral link to successful brand development through franchisor to franchisee cohesion, cooperation, and development.

Recruiting & Strategic Planning

Our executive team designs and executes an end-to-end franchisee recruiting process from initial point of contact through execution of the agreements.

We have the resources, experience and track record to facilitate long term growth.

This attracts like-minded, well-qualified franchisees ideal for the specific franchise model.



Senior Leadership Team



Larry Schwartz
Partner
Consulting Services
Tel: 678.456.5157

Larry Schwartz has more than 25 years of corporate and business development experience and has held executive level positions in the ancillary healthcare and franchise industries. During that time, he has been instrumental in developing and managing new business ventures and has spearheaded the growth of several startups, early and middle stage companies.

Larry began his career in franchising as a Master Developer for a multi-brand organization in Southern California. Shortly after, he was asked to help lead the company's national franchise development efforts as well as assist in the launch of a new high-profile brand. He also served as Regional Vice President for a 1500-unit international franchise company where he was responsible for the development of several brands in the Southwestern U.S.



Vince Blumetti
Sr. Franchise Consultant
Development Services
Tel: 678.456.5157

Vince Blumetti is a highly-experienced franchise marketing and sales executive has had a diverse background in business development within multiple consumer and business-to-business industry segments. His adept approach to strategic brand positioning and franchise sales is in part due to his corporate accomplishments in similar business segments.

Vince has held Director, Vice President and Regional Director level positions in operations, sales and marketing including a 200-unit restaurant chain based in Atlanta, GA. Later he co-founded and operated a successful advertising agency in Atlanta Georgia where his agency working with more than 7,000 diverse franchise locations and their company headquarters in franchise positioning, advertising and sales.

Senior Leadership Team



Mark Bailey
Sr. Operations Consultant
Consulting Services
Tel: 805.298.0108

For over 35 years Mark has been a Franchise Consultant & Franchise Company Executive with numerous successful full-service, fast-casual and QSR brands. Mark has created, organized, and managed numerous franchise systems throughout the world. His career achieved international scope and executive accountability for over 250 locations, \$300M annual revenue, direct and indirect reporting and oversight of all field operations, training, marketing, construction, risk management, contract negotiation and supply chain development.

Signature achievements include international expansion of Taco Maker into Saudi Arabia and the Caribbean/Latin America; developing the turnaround strategy for Mr. Gatti's Pizza, the fifth largest pizza chain in the country into a new, viable and modern concept Gattiland; developing new training programs for Subway Sandwiches that achieved national recognition and implementation:



Sarah Conroy
Franchise Development &
Project Manager
Tel: 269.372.2205

Sarah has applied her BA in Marketing to the start-up of internet companies and the growth of emerging franchise brands since her graduation. Now with over 20 years of in-depth marketing and sales experience, Sarah has established herself as a significant business development asset to dozens of emerging and mid-size franchisors and their brands.

Sarah has an outstanding ability to contact, assess, educate and excite franchisee candidates and pair them with the appropriate franchise concept and investment. She prides herself in providing outstanding customer service and conscientious follow-up in order to secure business and growing the profitability and market share of her clients. Most notably Sarah has an extraordinary work ethic, interpersonal communication skills that is indispensable to our executive sales team ability to exceed our client's growth plans.

Integrated Strategic Partners



David Abes
Sr. Hospitality Consultant
Consulting Services
Tel: 404.643.6364

For more than 30 years David has pursued his passion for fine dining and fast-casual restaurant operations. Beginning with Morrison’s, L&N Seafood and Silver Spoon. David’s skills sets and steady demeanor placed him into General Manager, Director of Operations for Here To Serve Restaurants in Atlanta for more than 14 years where his leadership from 3 to 14 restaurants.

More recently he has held positions as Regional Director of Operations for LDV Hospitality and COO for the Buckhead Life Restaurant Group overseeing 13 restaurants in Georgia and South Florida including Chops Lobster Bar at \$16.60 million and Atlanta Fish Market at \$13.95 million in annual sales. To this day David maintains a passion for business and community with active roles with Juvenile Diabetes Research Foundation and a position on the Board of the Atlanta Community Food Bank.



Joel Berman
ALA, LEED-AP, NCARB
Sr. Architecture Consultant
Tel: 773.275.5968 X103

Joel Berman is a licensed architect, a designer, with work focusing on hospitality, bars, restaurants, breweries, commercial kitchens, athletic facilities, adaptive reuse, recording studios, alternative care facilities, and franchise system retail prototypes.

Joel is a registered architect, and he is a member of the Association of Licensed Architects (ALA). He is NCARB certified (allowing simple licensure reciprocity in all states and provinces of the U.S. and Canada) and is designated by the City of Chicago as a Self-Certified Architect.

He has extensive experience as a teacher of architectural sketching to licensed architects, artists, and school children at Columbia College Chicago, The Chicago Architecture Center, The Royal Architects Institute of Canada, The Ontario Association of Architects, and The Alberta Association of Architects.



Barry Kurtz
National Bar Register
Preeminent Lawyers

“SLC provides the back-office administrative, organizational and sales materials and financing sources that every franchisor needs to be successful. SLC is my first choice for franchise consulting services because of their deep knowledge, experience in the franchising industry and dedication to their clients.”

Barry Kurtz

Chair, Franchise & Distribution Law Practice Group, Lewitt Hackman



“SLC’s strategy and advice on international development is robust, uncomplicated and effective – and they are a pleasure to work with.”

Andrae Marrocco

Partner & Co-Chair of the Franchise & Distribution Law Group
McMillan LLP Toronto



Andrae Marrocco
Co-Chair 2019
Canadian Franchise

mcmillan



Peter Yang
Pokeworks Co-founder
Forbes 30 Under 30 2018

“SLC is a valued partner and resource for Pokeworks. The team’s remarkable experience and knowledge in franchising has helped us to grow exponentially.”

Peter Yang

Pokeworks Co-founder



Select Clients

Benefiting from one or more of our primary services





SLC Los Angeles Office
Warner Center Towers
21550 Oxnard Street
Suite 1000
Woodland Hills, CA 91367



SLC Atlanta Office
Piedmont Center North
3565 Piedmont Road
Building One, Suite 400
Atlanta GA 30305

Experience the Transformational

Speak with the firm with end-to-end, industry-specific expertise.

Client Services Contacts

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