

# FRANCHISE

# INFORMATION

# REPORT



 **TeamLogicIT**<sup>®</sup>  
Your Technology Advisor

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# What Is a TeamLogic IT Franchise?

## Why Investing in a Top-Rated IT Franchise Is a Wise Choice

When you're in the IT business, staying ahead of the curve is of paramount importance. TeamLogic IT, one of the leading IT franchises in the nation, has been ahead of the curve since our founding in 2004. By focusing on a comprehensive, solutions-based approach to IT services for small and medium-sized businesses, TeamLogic IT has helped usher in the concept of managed IT services into the mainstream.

Before managed IT services became the norm, the industry was beset by a break-fix model – meaning that IT companies were only called when something was broken. However, in the age of cyberattacks, and the rise in popularity of e-commerce coinciding with a commitment to data privacy, businesses cannot wait until something goes wrong, because if it does, the results can be devastating.

Managed IT services is where TeamLogic IT excels.

TeamLogic IT was created to become the go-to IT team for small and medium-sized businesses. We offer fast responses to IT challenges; but more importantly, we act as an IT advisor to our customers, monitoring their vital IT systems to prevent problems and eliminate downtime. We also analyze their businesses to recommend specific technology solutions that can help them grow.

We're not just the people that business owners call when something breaks; we are business partners who provide guidance and access to new technologies that can help make our clients more efficient, more secure, and ultimately more profitable.

And there are plenty of businesses to help. According to Fundera, there are more than 33 million small businesses in the United States. This means that in every market, from large cities to suburban areas, there is ample opportunity to provide a meaningful service that will help keep your local businesses healthy and your local economy strong.

"TeamLogic IT franchisees support a wide array of businesses in their communities, everything from medical offices and engineering firms, to local hotels and nonprofit organizations," says Chuck Lennon, Executive Vice President of TeamLogic IT. "Just about any business that depends on technology needs the help and support of TeamLogic IT. There are so many things that drive technology in small businesses, who are in turn struggling to find the right solutions for their company. This is what drives the growth of our business."

## TeamLogic IT Hits a Sweet Spot in the Market

According to CompTIA, "The United States is the largest tech market in the world, representing 33% of the total, or approximately \$1.8 trillion for 2022." Unsurprisingly, out of the \$1.8 trillion, the biggest spend is on IT, which accounts for 30%.







While managed IT services was once a niche segment of the larger IT Services industry, it is rapidly becoming a dominant force. According to a report published by Grand View Research, managed IT services is expected to reach \$120.44 billion by 2025. The firm reports that small- and medium-sized businesses are creating much of the projected growth:

“Small and medium enterprises (SMEs) are increasingly using these services to make use of its numerous advantages for instance, controlled IT costs, increased efficiency and competitiveness, and reduced risk, among others,” the firm writes in a press release.

This is exactly what TeamLogic IT franchise owners help their clients with everyday. As their managed IT services provider, they not only keep their networks running smoothly, but they also provide valuable assistance with data security, transitioning to the cloud, consultation on what software to buy, and more, in order to deliver a customer-focused experience that allows their clients to focus on growing their businesses. And because managed IT services contracts are long-term, this creates the opportunity for a lucrative, recurring revenue stream. It's a win-win.

“Our sweet spot, and where we do well, is in working with the companies that have outgrown their local IT service provider but are still too small to work with an enterprise IT company,” say Dan Shapero, President of TeamLogic IT. “In reality, every small business in the U.S. needs us to some degree. Business owners have never been more sensitive to their dependence on technology; IT drives productivity

and, ultimately, profitability. We tend to talk very little about technology with our clients and a lot about business. What happens when their technology fails? How much will business be affected? We help our clients leverage technology to run their businesses better and more profitably—this is a services business, and customer service is king.”

## You Don't Need IT Experience to Own a TeamLogic IT Franchise

In a business that is so tech-savvy, you might think that you need to be a hyper-proficient IT professional to be successful with TeamLogic IT. While a large percentage of our franchise owners do have significant IT experience, many of our franchisees did not have any before franchising with us.

The reason why both groups succeed is because we're extremely selective in who we award franchises to. We want to be sure that you have a passion for technology, your community, and are driven to run your business like a CEO.

New franchisees are supported from the moment they sign the franchise agreement, starting with TeamLogic IT University, a six-day, intensive training session on virtually every aspect of your new business that is held at corporate headquarters in Southern California.

“We are very hands-on with new franchisees,” says Patrick Spaan, Director of Franchise Development. “We require all TeamLogic IT owners to write a business plan annually. We teach our franchisees how to manage their businesses by looking at their financial statements, rather than using their checkbooks as a metric of how well their business is doing. We do one-on-one coaching sessions, we also host group sessions and members of our executive team routinely make trips into the field to assess our franchisees in their businesses. From a franchisee perspective, the expertise of our operational staff, training staff, product technology staff, sales staff and our marketing staff is only a phone call away. We're accessible, but more importantly, we're accountable.”

TeamLogic IT has leveraged its national franchise network to provide unique advantages to franchisees. One example: a 24/7 call center that end-users can use to get help. These solutions allow TeamLogic IT franchisees to offer amazing value to customers without having to be constantly on call.

# TeamLogic IT Franchise History

## How TeamLogic IT Became the Brand Small- and Medium-Sized Businesses Rely on for Managed IT Services

Almost every business relies on technology to some extent, and when that technology fails, it creates a huge disruption that can cost businesses time, money and reputation. That's why businesses are eager to invest in IT. In the United States, businesses spend more than \$410 billion on IT services annually.

Among businesses planning to boost tech spending in 2022, IT budgets are expected to grow by 26% (31% in North America vs. 21% in Europe), on average.

First Research reports that while the industry is booming, it is also highly fragmented. Of the 142,000 IT companies in the U.S., the largest players account for 40% of the revenue, which creates opportunities for small companies to thrive by focusing on niche segments.

In the case of TeamLogic IT, who serves the important and growing niche of small- and medium-sized businesses, the opportunity continues to grow. The vast majority of our competition comes from independent computer repair firms or individuals that offer varying levels of expertise and service.

Hiring an IT professional is challenging for a small- to medium-sized business owner. The vast number of tools that are available, both hardware and software, can lead to a great deal of confusion. Getting those tools to work together in an integrated way is a challenge. Compounding the challenge is the fact that business owners and computer technicians often struggle to communicate effectively.

TeamLogic IT was formed to overcome this barrier by communicating with business owners in language they understand and helping them comprehend how technology can empower their businesses. The company was started to create a trusted national brand capable of delivering consistent service, handling the IT needs of businesses that operate offices in multiple cities, and pooling the knowledge of hundreds of talented technicians operating at franchises throughout the country.





## TeamLogic IT Becomes the Premier Technology Services Franchise

In 2004, Franchise Services, Inc. (FSI) CEO Don Lowe realized there was a huge opportunity to serve business customers by creating a national IT franchise, and ever since, FSI poured resources into developing the TeamLogic IT brand, investing several million dollars to create a world-class organization capable of supporting hundreds of franchise owners nationwide.

*"This is the future of business services," Don says. "It's something that every business needs, and as technology continues to become more ubiquitous, it will become even more important. We are establishing a reputation as the brand companies can trust."*

TeamLogic IT operates independently from FSI's other brands, but it is able to tap into the experience, infrastructure and resources of FSI. Those resources allowed TeamLogic IT to quickly develop strong marketing and operations teams that are capable of providing support generally associated with a franchisor 10 times the size of TeamLogic IT.

With network-wide sales growth for TeamLogic IT franchises increasing by double-digits for several years, TeamLogic IT is ready to help entrepreneurs capitalize on the growing demand for managed IT services across the country.

## A Bright Future for a Worthy Brand

With more than 250 franchise locations open across the country, TeamLogic IT has become the premier technology services franchise and is well-positioned to capture a significant share of the growing managed IT services market.

*The industry agrees. In fact, Entrepreneur magazine has named us to their prestigious annual "Franchise 500," list for several years, and the accolades keep coming:*

- Kaseya honored the company as the fastest-growing MSP in the industry.
- TeamLogic IT has been named to the *Orange County Business Journal's* annual list of fastest-growing private companies, ranking No. 10. This is the third time the growing MSP has made the impressive list, including 2015 and 2016.
- Channel Futures ranked the company as one of the leading MSPs in the world in its MSP501 listing. TeamLogic IT has ranked in this prestigious list for six consecutive years.
- MSP of the Year by Channel Futures two years in a row.



# How Big Is the Demand for Managed IT Services?

## TeamLogic IT Franchise Excels in Providing Comprehensive IT Solutions for Small- and Medium-Sized Businesses

Businesses today are almost completely dependent on technology to function, prosper and grow. According to SmallBizGenius, “85% of small business owners report that the use of technology aids success,” and 99% out of 1,000 small businesses surveyed “report using at least one digital tool in their day-to-day operations.”

This reliance on technology has caused a surge in IT spending, and has helped the industry to evolve beyond the break-fix model into the far more comprehensive managed IT services model. For small- and medium-sized businesses, this approach makes sense. By outsourcing their IT needs for a predictable price, business owners have access to a partner that they trust to make sense of the ever-changing technology landscape, while also staying safe from network outages and cyberattacks, and becoming more efficient and profitable in the process.

*In an article written by Deloitte UK, entitled “The Rise of Managed Services,” the benefits for business owners outsourcing their IT to a managed services provider go far beyond cost-saving:*

- Improved operational efficiency and quality over a long-term basis.
- Helps business owners take advantage of scalable, innovative technology and expertise too time-consuming and expensive to build in-house.
- Predictable pricing and less exposure to financial risk.

Arguably, the most important facet of managed IT services to the business owner, is the fact that you get ongoing consultation by an expert. Let’s face it, most business owners aren’t technically savvy, and by outsourcing their IT needs, they get to benefit from a level of customer service they expect and deserve.

“There’s no question that we’re in the customer service business,” says Chuck Lennon, Executive Vice President of TeamLogic IT. “What makes us successful is that we talk the language of business, and not the language of technology. If a customer wants to reduce their overhead costs or become more efficient, we help them find the right solution to fit their needs. By hiring us as their managed IT services provider, we give them peace of mind necessary to focus on their business, knowing that they have someone who is watching out for their best interest.”

## How Does TeamLogic IT Get Managed IT Services Right?

TeamLogic IT provides outsourced managed IT services using a team of certified technicians. We solve IT problems for our clients; and, more importantly, by acting as advisors and putting the right IT solutions in place, we can help our customers become more efficient and ensure that their business data remains secure and accessible from anywhere.





For the customer, managed IT services mean there will be virtually no downtime. Potential IT challenges are identified and often fixed before they have time to become major problems. Maybe it's a piece of hardware that is starting to show signs of wear and tear. Or a piece of software that needs a critical security patch. Or an employee who needs training to efficiently use software. In all those cases, TeamLogic IT technicians can help. Since the help is covered under a long-term contract, there aren't a lot of extra charges, which makes IT expenses predictable and easy to budget.

For the TeamLogic IT franchise owner, the advantage of managed IT services is a predictable, recurring revenue stream, which gives you peace of mind as you manage and grow your business. Managed IT services also offer greater potential profit margins compared to the typical repair work that most independent IT businesses rely upon. Averaging about \$150 per month for each employee a company has on payroll, our average managed IT services contract brings in about \$2,300 per month.

"There aren't a lot of managed IT services providers out there," says Patrick Spaan, Director of Franchise Development with TeamLogic IT. "Our managed IT services platform sets us apart: we don't bill a customer every time they break something. We wake up and make sure that our clients are up and running—because if they aren't running, we are losing money. This gives our clients peace of mind because they know that TeamLogic IT has an incentive."

## TeamLogic IT Franchise Owners Enjoy Multiple Revenue Streams

In addition to our growing managed IT services segment, TeamLogic IT franchise owners benefit from offering an array of services that help diversify their businesses, increase profitability and foster growth.



*The full range of services includes:*

### TeamLogic IT Managed Services System

We use a software platform to remotely monitor our clients' systems and alert our franchisees and technicians about network, server, hardware, security, or software issues. The monitoring and management solution detects and applies missing software and operating system patches that could make a business vulnerable to hackers, and can be used to secure and protect against the latest threats. The security and anti-virus solution scans for viruses and malware and prevents incidents or breaches before they cause havoc. The monitoring and management solution will also keep data and statistics on the overall health of a client's network infrastructure.

### Data Backup and Recovery

TeamLogic IT can set up local and cloud-based backup solutions for customers, so that if a server goes down, the business can typically keep running with minimal downtime or disruption. By creating a cloud-based version of a customer's network, we can provide them a safe and functioning IT environment that can help them keep their business going even in the event of disaster. Fire? Tornado? Earthquake, Flood or Hurricane? Even if the building is gone, the business can still function and continue operations. For newer customers who might not yet have a managed IT services contract, TeamLogic IT can also repair computers and can often recover critical data from machines that have failed.



### Computer Assessment and Purchasing

TeamLogic IT does more than fix things when they break. We also study customers' existing IT infrastructure and offer advice about changes or additions that can make their businesses more efficient, productive and secure. We can advise them on equipment investments and infrastructure lifecycle while using our nationwide network of vendor relationships to provide a competitive quote on equipment that appropriately meets the needs of the client.

### Installation of Systems, Hardware and Software

We will make sure clients' network and infrastructure systems are properly set up and running at the highest level of performance. Sustainment and support is maintained through continuous managed IT services. That includes solutions to help employees access key files conveniently and securely.

### Email Management

We can install and configure various email solutions, optimize the email systems for high performance, filter and secure email spam, and archive and administer email systems with client's storage and retention policies.

### Troubleshooting

TeamLogic IT technicians can solve many problems remotely, but we can also make on-site visits to the businesses we serve. Additionally, customers can take advantage of a 24/7 help desk.

### Attention to Detail

When was the last time you looked at the web of wires behind your home entertainment center? Does it look like a mess of knots and confusion, or is it neat and tidy, with every cable labeled and secured? TeamLogic IT makes sure the cabling connecting your business technology looks as great as it runs. That's important, because it makes upgrades and troubleshooting simpler later on.



# What Are the Startup Costs for a TeamLogic IT Franchise?

## Top-Rated IT Franchise Is a Low-Cost Investment with Long-Term Growth Potential

Owning a top-rated IT franchise doesn't have to break the bank. TeamLogic IT's low startup cost is the reason why *Forbes* magazine ranked us as the fourth-best franchise to buy in the low investment category in its 2019 list of Best Franchises to Buy.

*The total costs to invest in a TeamLogic IT franchise range from \$118,218 to convert an existing business to \$145,309 to launch a new franchise.*

This includes a **\$40,000 to \$45,000 franchise fee** that pays for the rights to operate as part of the brand, as well as a host of other benefits, including:

- Six days of intensive training at TeamLogic IT University.
- The creation of marketing, advertising and collateral material, a local website for your business and other marketing programs.
- Access to a vetted list of 1,500–2,000 businesses within your territory that match the criteria for a target client.
- Access to our Business Management Software System for accessing a library of technical and business knowledge, and reaching out to other TeamLogic IT owners and technicians for troubleshooting support.

Because our veterans have already proven their capacity for leadership and following systems and processes, TeamLogic IT is pleased to offer, through our partnership with VetFran, \$5,000 off the initial franchise fee for any honorably discharged or retired military veteran who desires to fulfill their dream of entrepreneurship.

This offer helps to make TeamLogic IT an especially affordable opportunity for our country's brave men and women, who have given so much in the way of service to our nation.

## What Are the Minimum Requirements for Ownership?

To start a TeamLogic IT franchise, you should have at least \$50,000 in liquid capital and \$300,000 in net assets. That will provide you the financial base to get the business started and support yourself through the ramp-up period. If you have any questions or would like to discuss your options, please fill out an application on this website to begin a conversation.

Want to take a deeper dive into the cost and fees associated with owning a TeamLogic IT franchise?

Here is a look at other startup costs, as outlined in the Item 7 section of our Franchise Disclosure Document:





INVESTMENT	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS MADE
Initial Franchise Fee	\$40,000 to \$45,000	Lump sum	Upon execution of the franchise agreement	Us
Advertising Cooperative Association Fee	Ranges from \$0 to \$500 monthly.		Defined by local Advertising Cooperating Association	We cannot form, change or dissolve an ACA without a majority vote of the ACA's members
Marketing	\$2,000 to \$5,000	Monthly, paid to various vendors	Monthly, paid to various vendors	Pay to various vendors
Help Service Desk Fee	\$1,200 (subject to change by vendor)	One-time set up / on-boarding fee	One-time set-up fee if no lapse in use	Pay to vendor directly
E-Mail Hosting	Ranges from \$3.36 to \$16.80 per email user	Monthly	Monthly	To approved outside vendor
Software License	\$2,100 to \$3,500 (subject to change)	Monthly lump sum	Prior to opening for business	Us and approved outside vendors
QuickBooks Online	\$100 - \$150 per month	Per vendor's direction	Prior to opening for business	Pay to vendor directly
Vehicle Lease and Graphics Package (Optional)	\$0 to \$350 (lease) / \$100 to \$3,000 (graphics package)	Lease payment/ lump sum	As agreed	Approved outside vendor
Initial Equipment	From \$4,425 to \$7,000	Lump sum	Prior to opening for business	Various outside suppliers
Real Estate Leasehold Improvements	\$750 to \$1,500	As incurred	As agreed	Lessor
Additional Funds 6 to 8 months	\$55,140 to \$85,397	As incurred	As agreed	Various
<b>TOTAL ESTIMATED INITIAL INVESTMENT</b>	<b>\$118,218 TO \$145,309</b>			

## How Do You Finance a TeamLogic IT Franchise?

TeamLogic IT franchises have relatively low startup costs and low overhead, which makes them much easier to finance than many other franchise concepts. Here's a look at some of the financing options that are available.

### Retirement Account Rollovers

You can tap retirement funds penalty-free to start a business, as long as you do it the right way. The process can be tricky—it involves forming a corporation and a special type of retirement account, then rolling over your old 401(k) or IRA—we can help you through the process. Several TeamLogic IT owners have worked with financing companies to tap their retirement accounts to start the business.

### SBA Loans

TeamLogic IT is an approved franchise on the SBA National Registry. The registry offers a list of franchises that have had their Financial Disclosure Documents vetted by the Small Business Administration, and inclusion on the list saves several steps in the SBA lending process, which allows franchisees to access funds more quickly.

### Home Equity Loans

Thanks to the housing recovery, which has pushed up the value of homes, many homeowners can once again tap into the value of their homes to finance a business. A home equity line of credit may be the least expensive way for you to finance your business.

# Marketing and Business Development Support

## TeamLogic IT Provides Its Managed IT Services Franchise Owners with Marketing Support, Sales Training and More

The key for growing a successful TeamLogic IT business is to get in front of potential customers and help them understand the services you can provide. TeamLogic IT franchisees are trained on an integrated marketing and sales approach which encompasses the use of multiple media to build local brand awareness and generate and nurture lead opportunities. The integrated marketing system includes:

### A Local Website

TeamLogic IT provides you with a local website that is optimized for the search terms that potential customers use when they are looking for help. Franchisees can customize portions of their local sites to reflect the personality of their business and add customer testimonials that build the trust of sales prospects. The website also provides a resources section that allows customers to download trending technology articles, case studies, whitepapers and other materials, and the site serves as an ongoing marketing piece for your business.

### Digital Advertising

Along with the website, you will have access to paid search advertising campaigns, local business listings, social media and other online resources for promoting your business.

### Brochures and Collateral

A variety of high-quality brochures help position your business as a professional IT services firm. Combined with sales support flyers and presentation templates, you'll make a lasting impression on the prospects you meet with, assuring them that you are the right choice for their IT needs.

### Direct Mail

TeamLogic IT develops a verified list of approximately 1,500–2,000 potential business customers for you to market to when you launch your business. Direct mail postcards are an ideal way to build brand awareness and deliver targeted messages to your intended audience.

### Email Marketing

Email is another great way to target specific industries with tailored messages, and it works especially well alongside direct mail. Monthly email newsletters and a variety of pre-built templates also build client loyalty and can keep you top-of-mind with qualified prospects.

### Marketing Programs

We offer several programs designed to enhance your local marketing efforts. Four key programs include: paid search marketing campaigns, local listings management, lead generation, and lead nurturing through an automated marketing platform.

### Content Marketing

One of the best ways to build your reputation is by sharing useful information to educate your prospects and clients about emerging IT issues. By establishing yourself as a





thought leader, you gain credibility, which helps you earn business. TeamLogic IT's corporate staff produces a blog located on your local website that provides articles on trending technology topics that position local franchisees as experts in all areas of IT support and consultation.

## Networking

TeamLogic IT franchisees are encouraged to join organizations that will allow them to connect with other business owners in their community. It's an invaluable way to learn about local businesses, get referrals and earn the interest of people to whom you have been marketing.

## Business and Vehicle Graphics

TeamLogic IT businesses use vehicles wrapped in promotional graphics, which serve as mobile billboards for your services and increase brand awareness. Over time, they can generate millions of impressions on potential clients.

## 12-Month Initial Marketing Program

To help new franchisees get a good start, we provide a dedicated marketing coordinator to assist with key marketing activities in the first year of their business. This allows you to focus on community marketing and, most importantly, leads and sales activity.

## More, Much More

The tools mentioned above represent just a fraction of our marketing system. By combining these tools and others, you will generate a steady stream of leads that you can then convert into clients.



## TeamLogic IT Sales Training and Coaching

Generating sales leads is great, but it's critical to know how to evaluate those leads and convert the best potential clients into customers. TeamLogic IT provides franchisees with ongoing sales training and sales coaching to help franchisees manage their sales pipelines and get better results.

We offer coaching and tactics to help you win more customers and introduce new services to customers you are already serving. It's especially useful for franchisees who may not have done a lot of sales in the past, or for franchisees who have established a strong business and are eager to take it to the next level.

Sales can be intimidating to some people, but it shouldn't be. It's about having confidence in the value that you can offer clients, listening to them and then finding ways to meet their needs.

If you are willing to reach out and engage with potential customers, TeamLogic IT's support team can provide coaching to hone your skills and help you evaluate your sales pipeline.

*"The marketing assets are huge. The go-to-market strategy and overall marketing plan is critical. We could try to reinvent that wheel, but it would take a lot of time and our method wouldn't be proven, and you wouldn't be able to tell customers that there are 250 'Dwight and Allison' shops all across the country. And the road map for the business—what works and what doesn't—has helped us grow."*

– Allison Blankenship, TeamLogic IT, Columbus, OH

# TeamLogic IT Franchise Reviews

## TeamLogic IT Franchise Owners Open Up About What They Love About Their Businesses

TeamLogic IT is lucky to have some of the most intelligent, forward-thinking entrepreneurs in our franchise network. Day in and day out, they help strengthen their local economies by providing their small business clients with the IT expertise and resources necessary to thrive. In turn, our franchise owners are rewarded with long-standing relationships with their clients that result in multiple recurring revenue streams.

While our winning business model and ongoing support helps our franchise owners thrive, TeamLogic IT is also unique in how supportive, collaborative and open our franchise owners are with each other. With every new franchise owner, our brand continues to get stronger and more dynamic, and this will continue as we continue to grow across the country.

This is what our franchise owners have to say about their businesses:

*"The leadership team of TeamLogic IT are good partners. As you grow and change, and get larger, your needs differ from those of a startup franchise. You change and grow and ask for different things. They know that, and they work alongside you as you develop to provide the support you need."*

– Todd Harrell, owner of four TeamLogic IT franchises in Fairfield, Morristown, Short Hills and Union, New Jersey, and Franchisee of the Year for 2019

*"The ceiling is what we make of it. The ability to create a business that I can pass on to my children, and the ability to own a business that makes a difference helping small businesses in my community was extremely attractive to me."*

– Sandeep Kaushal, owner of a TeamLogic IT franchise in Hartford, Connecticut

*"In Frisco, Texas, we are growing like crazy but there is a LOT of competition around this area. With technology being one of the main industries in the area, there is no shortage of companies. So far we have taken to supporting the construction businesses, but have a diverse client portfolio. Building a brand takes a lot of time and TeamLogic IT has already done that. With the TeamLogic IT brand, new owners can focus on the business and rest assured that the brand and the support will be there for them."*

– Tony Wheeler, owner of a TeamLogic IT franchise in Frisco, Texas, and Rookie of the Year for 2019.

*"The most successful TeamLogic IT franchise owners share several qualities in common: persistence, organizational skills, interest in helping small businesses leverage technology to meet business objectives and protect them from cyberthreats. You also need to have strong people skills and the ability to build trust. In the early stages you need to make good hiring choices for your technical team and stay laser-focused on sales and marketing. This can be a successful opportunity if you stay focused on the right things and hire the right people."*

– Bob Roloff, owner of a TeamLogic IT franchise in Fort Myers, Florida and part of TeamLogic IT's Million Dollar Club

*"What I'm good at doing is understanding what a business owner's problem is, and meeting that need on our end. I rely heavily on my technicians to come up with a solution. I'm the conductor of the orchestra, I keep the clients happy, and I keep my employees happy. That's really an important part of the job."*

– Andy Hackett, owner of six TeamLogic IT franchises in the Greater Boston, Massachusetts area and Franchisee of the Year for 2012



# How Do I Hire Techs?

## TeamLogic IT Assists Franchisees with the Hiring Process

TeamLogic IT franchise owners do not provide the technical support they deliver to their clients—their technicians do. Instead, our franchise owners act as the CEOs of their businesses, and spend the majority of their time interfacing with their customers, driving sales, and networking in their communities to build their book of business.

This means that hiring the right technician is key to the success of a TeamLogic IT business. You'll need someone with the right combination of skills to serve most of your customers' needs. As you grow, you'll want to bring on more technicians who have additional skills and can expand your capabilities.

How do you make sure you are hiring the right person? We help. TeamLogic IT's corporate office has developed employment ads and job descriptions that will help you attract the right candidates, and we will participate in the interview process to help identify the technicians with the best technical and personal skills.

For Ryan Mann, owner of a TeamLogic IT Franchise in Mountain View, California, it's important to develop a set of core values and hire technicians who share them.

"When I invested in this business, I recognized that it was important to develop core values and implement them in the hiring process," Mann says. "Our business is guided by our values: honesty and integrity, customer service, teamwork, hard work and technical proficiency. Technical proficiency is a value that you can teach, but the rest need to be instilled in the individuals. You need a team that has each other's back, and if you have a good team that shares your values, you're going to thrive in business."

Technicians like working for TeamLogic IT because we allow them to use their core skills without having to focus on sales. This is a highly-skilled position that is well compensated, and TeamLogic IT franchise owners are proud to provide good jobs to people in their community.

For Mann, who worked as a technician in the same TeamLogic IT franchise he now owns, it's all about creating a culture that allows technicians to thrive.

*"I've worked in some of the largest MSP firms and from the technician's perspective, working in a TeamLogic IT franchise is much better," He says. "It's large enough to have the buying power and the support, but it's also small enough to be known and meet your career goals. In my office, we've established a culture of 'we're in this together,' and we all share the same vision for the company."*



# What Type of Customers Do We Serve?

## Professionals Who Rely on Technology to Deliver Their Services Are Ideal Customers

According to Zippia, there are 32.5 million small business in the US. Of those, 1 million are ideal managed IT services clients for TeamLogic IT. What makes those 1 million special?

They generally have high revenue per employee and rely on technology to deliver services to their customers. They also have between five and 50 employees—they are big enough to need strong systems that allow them to collaborate effectively, but not big enough to have their own IT staff. These industries include non-profit organizations, manufacturing and distribution, transportation, education, construction and contracting, and professional- and practice-based service companies such as these:

### Healthcare Providers

Physicians' practices and dental offices rely on technology to deliver patient care, keep track of patient records, handle billing, make appointments and coordinate with other healthcare professionals. If their systems aren't running smoothly, and they are forced into downtime, they can quickly lose thousands of dollars. If their data is not secure, they can be liable. By providing stable systems, security and backup solutions, TeamLogic IT franchises are able to eliminate expensive headaches.

### Law Offices

Lawyers generally make their living through hourly billings, and if their systems prevent them from working, they also prevent them from billing. That means computer problems can quickly cost a law office significant revenue. At the same time, lawyers handle sensitive information for their clients, so data security is critical. Accessibility is also important, and providing both security and accessibility requires strategic deployment of IT solutions.



### PR and Advertising Agencies

Communications professionals maintain vast troves of information that is used to craft marketing campaigns for their clients. If image files and background data are missing or hard to find, precious time is lost. Like a lawyer, if a PR agency isn't pitching for a client, they aren't billing.

### Financial Services Providers and Boutique Investment Firms

Wealth management is big business, and wealth managers rely on secure data and responsive systems so they can adjust portfolios quickly while keeping track of every penny. A system outage can cost their clients tens of thousands of dollars in lost opportunity, and it doesn't take too many outages to send high net-worth individuals shopping for a new investment firm.

## What Do These Companies Have in Common?

They cannot afford downtime. They cannot afford to lose data. They cannot afford major disruption. The value of managed IT services is crystal clear and compelling.

That's a tiny slice of our customer base for managed IT services. Our customers also include biotechnology firms, ambulance providers, trucking companies, manufacturers, retailers, hotel chains and many, many others.

# What Kind of Training Is Offered?

## TeamLogic IT Franchisees Receive Six Days of Training at Headquarters and Ongoing Coaching

TeamLogic IT provides new owners six days of classroom training for two people at our headquarters in Mission Viejo, California, and an additional 27 hours of pre-opening training that is conducted online or through webinars and phone consultation. The training focuses on the company's four operating systems: Employee Management, Financial Management, Sales & Marketing Management and Technical Management. Operations manuals are provided to support and reinforce the training and serve as an ongoing reference.

The training provides an overview of sales and marketing, the technology that powers the business and how to provide oversight, business and financial management and human resources. They also learn about all the resources that are available through the Business Management Support System, which provides a database of knowledge as well as a message board that connects all TeamLogic IT owners and technicians. It allows you to get quick answers to any tricky questions—assuming the corporate office doesn't answer you first.

Jim Hackett, who co-owns six TeamLogic IT offices in the Northeast Massachusetts area with his son Andy Hackett, says the expertise offered at the corporate level is invaluable.

"I've started and sold several businesses, but there are things to learn every day, and it's great to have other bright minds in the room saying, 'Have you thought about this? Have you thought about that?' I'm a creative guy, not a numbers guy, and I've received a tremendous amount

of help. I do annual business plans with TeamLogic IT Executive Vice President Chuck Lennon. He has provided great strategic advice, as well as tactical help."

## The Time Is Now to Open Your TeamLogic IT Franchise

With more than 250 franchise locations in 38 states, TeamLogic IT has become the premier technology services franchise, and it is well-positioned to capture a significant share of the growing managed IT services market.

"We've been in business since 2004, and we have been in the B2B space since we started," Chuck says. "Our franchisees have not only the full support of FSI, but also the proven TeamLogic IT business model and the expertise of our executive team, which helps our franchisees run profitable businesses. We remain earnestly invested in continuing to add value to our franchisees in their businesses over the long term."





# Meet The TeamLogic IT Management Team

## Find Out More About the Leaders Who Will Support Your TeamLogic IT Franchise



### **Dan Shapero**

*President and Chief Operating Officer*

Dan Shapero has served as president of TeamLogic IT since March 2018. He has held executive positions at Ingram Micro Cloud, Kaseya, Avamar (EMC), Vicinity (Microsoft), State of the Art (Sage) and Platinum Software Corporation (Epicor). He founded and owns KlikCloud Digital Marketing. Dan is a past member of the CompTIA Board of Directors and is a frequent speaker on topics including managed IT services, cloud, cybersecurity, business transformation and digital marketing.



### **Chuck Lennon**

*Executive Vice President*

Chuck has played an integral role at Franchise Services, Inc. since the inception of TeamLogic IT in 2004 as president. Previously, he was vice president of marketing for New Horizons Computer Learning Centers, Inc. a global franchise training company providing technical training to businesses around the world. Lennon also served as vice president of marketing for Sir Speedy, Inc. and held a variety of advertising positions in the greater New York City area, and was a small business franchise owner early in his career. Lennon is a past board member of CompTIA and their Creating IT Futures Foundation.



### **Lee Dye**

*Vice President, Franchise Support and Training*

Lee joined TeamLogic IT in February 2018. He is responsible for franchisee training and support. Lee has 25 years of operations experience and previously worked for franchise startup, MWGMedia as Vice President of Operations and Development, GNC as Director of US Franchise Stores, Hollywood Entertainment as District Manager and District Operations Manager for CSK Automotive.



### **David Robidoux**

*Chief Marketing Officer*

David was appointed CMO in January 2018. He joined the company in 2008, as Vice President of Marketing, bringing with him more than 35 years of sales and marketing expertise in both offline and online strategy including integrated marketing, branding, web, mobile, search (SEO/SEM), direct and content marketing. Previously, David was responsible for marketing at several public and private companies including overseeing marketing communications and online/ecommerce strategy at First American CoreLogic and, prior to that, marketing communications at New Horizons Computer Learning Centers.



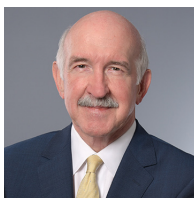
**Denise Denton**  
*Vice President, Marketing*

Denise Denton was appointed Vice President of Marketing in January 2018. Prior to this she was the Assistant Vice President of Marketing Communications since March 2015. She is responsible for the development and training of all marketing programs and materials as well as all internal and external communications. Denise first joined Franchise Services, Inc. in 2004 as a Marketing Communications Manager and then Director of Marketing. Earlier in her career she worked in software development, art publishing and hotel casino industries.



**Richard Lowe**  
*President and Chief Operating Officer, Franchise Services, Inc.*

Richard Lowe has more than 30 years experience with all Franchise Services brands and oversees executive management of Sir Speedy, PIP, Signal Graphics, and TeamLogic IT. Previous positions held include Director of Copies Now, Vice President of Franchise Support, and Senior Vice President of the print management group. Lowe started his career in the printing industry as a copy products sales representative for Eastman Kodak.



**Don F. Lowe**  
*Chief Executive Officer, Franchise Services, Inc.*

Don Lowe oversees all Franchise Services, Inc. companies as CEO. Lowe's nearly 50-year career in franchising started as Senior Vice President for Kampgrounds of America (KOA). He then served as President of Sir Speedy from 1981 to 1996. Under his leadership, Sir Speedy was recognized as a Franchise of the Year by the IFA (International Franchise Association). Lowe has been inducted into the Sales & Marketing Executives International Academy of Achievement Hall of Fame and was featured as "Man of the Year" in Quick Printing magazine. He also plays an active role in the printing industry.



# FAQ

## How Is TeamLogic IT Different from Other IT Businesses?

Most IT providers don't hear from a customer until something breaks—and at that point, the problem is often critical and is having a huge negative effect on the customer. We will jump into critical situations and help resolve them, but our goal is to build an ongoing relationship with a customer and become an advisor who provides routine maintenance of their systems so that major problems are avoided.

## What Are the Primary Responsibilities of a TeamLogic IT Franchise Owner?

- TeamLogic IT business owners focus on building the business and managing day-to-day operations.
- They are responsible for acquiring and developing clients and maintaining customer relationships. This activity is aided by an integrated marketing and sales system.
- They hire and manage technicians who will perform the work.
- They manage all financial, purchasing and other operational aspects of the business.

## What Will It Cost to Open a TeamLogic IT Franchise?

The start-up costs to open a TeamLogic IT business break down as follows:

- **Initial Franchise Fee: \$40,000 – \$45,000**
- **Vehicle Lease and Graphics Package: \$100 – \$3,000**
- **Initial Equipment Package: \$4,425 – \$7,000**
- **Software Licenses: \$2,100 – \$3,500**
- **Additional Funds\*: \$55,140 – \$85,397**
- **Required Liquidity: \$50,000**

*\* Additional funds reflect an estimate of the working capital you will need on hand during the initial phase of business operations including but not limited to: initial employee wages, utility deposits, insurance, advertising, legal and accounting fees, permit costs, dues (i.e., chamber of commerce), apparel, recruitment, miscellaneous training expenses, high-speed Internet connection set-up, initial inventory of computer supplies as well as additional operating capital for other variable costs (i.e., rent, electricity, telephone and heat), cleaning and other supplies.*

## What Type of Franchise Candidate Is TeamLogic IT Looking For?

If you have the entrepreneurial spirit and a desire to create your own future, then TeamLogic IT may be an excellent business opportunity for you. Many of our franchise owners were once IT directors for small companies, executives in corporate America, engineers or technology consultants. Today, they use their personal experience in combination with TeamLogic IT's four operating systems to advance toward their dream of economic independence. If you have ambition, the will to work hard and the exceptional franchise foundation of TeamLogic IT, you'll be on your way toward achieving your entrepreneurial goals.





### What Type of Training Does TeamLogic IT Provide?

You receive six days of hands-on training at TeamLogic IT University in Mission Viejo, California. The focus is on our four operating systems followed by our proprietary online technical training. This provides someone with little or no IT experience the ability to communicate and market the services of a TeamLogic IT business.

### What Type of Assistance Is Provided After Opening a TeamLogic IT?

The support team at Franchise Services, Inc. and TeamLogic, Inc. are committed to our franchise owners' success. We provide ongoing assistance with our four operating systems. Our marketing team is dedicated to the development and implementation of a wide array of online and traditional marketing tools and programs. We offer technical support to assist you with everything from hiring technicians to solving problems on-site at a client location.

### Can I Be an Absentee Owner of a TeamLogic IT Franchise?

No. While you will hire technicians to serve your clients, it is critical for you to spend time with your customers as an advisor, learning about their businesses and helping identify ways to use technology to make their business more efficient and secure.

### How Much Are the Royalties?

TeamLogic IT franchisees pay 7% of their gross revenues in royalties, which supports ongoing R&D for the brand and the development of new tools and systems to help franchisees build their businesses.

### How Many Employees Will I Need?

You will need to hire a technician when you start the business. As you grow, you will add technicians to serve more

customers. One of the beauties of TeamLogic IT's managed IT services model is that it allows a single technician to properly serve more customers, allowing your business to generate more revenue per employee.

### How Do I Get a Copy of TeamLogic IT's Franchise Disclosure Document?

You will receive TeamLogic IT's FDD during Step 3 of our sales process, after we have had a chance to discuss the business and learn about one another, and you have submitted some preliminary information to determine whether you qualify for the franchise investment. The FDD outlines TeamLogic IT's business partnership with franchisees in great detail.



# Next Steps to Open a TeamLogic IT Franchise

TeamLogic IT's process of awarding franchises is designed to ensure that we partner with people who have a high likelihood of success and will enjoy running the business. A big part of the process is giving you a chance to get to know us, and giving us a chance to get to know you. Here's what to expect:

## Step 1: Let Us Know You're Interested

Fill out a form on the website to let us know you are interested in learning more about TeamLogic IT. We will contact you to introduce ourselves and, most importantly, to get to know you. We have a conversation regarding your interest in a TeamLogic IT franchise, answering your initial questions about the business model, the investment requirements and the franchise selection criteria.

## Step 2: Web Conference

After our initial phone call, we will send you a Request for Consideration (RFC), which is a preliminary financial qualification and eligibility requirement for ongoing consideration. By completing this document, you are

expressing your interest in owning a franchise and becoming part of our network, but you are under no obligation.

From there, we will host a web conference to provide an in-depth look at our franchise business model, discuss our corporate training and the demand for managed IT services, and we will discuss your goals and answer any additional questions you may have.

## Step 3: Franchise Disclosure Document

Once we have received your RFC and have agreed to move forward, we will provide you a copy of our Franchise Disclosure Document (FDD), which provides details about the franchise opportunity. It is a large document with a lot of legal language that is required by federal and state regulators. If you've never seen one before, it may seem complicated. We can answer any questions you have about the contents of the FDD.

## Step 4: Franchisee Validation

This is where you call several TeamLogic IT franchise owners and pick their brains about the business model, financial performance, tips and strategies for success, and ask any additional questions you may have.

## Step 5: Decision Day

By this point, you are knowledgeable about the TeamLogic IT franchise model and have made your decision to franchise with us. Your visit to our corporate offices in Mission Viejo, California, for a one-on-one Decision Day with the corporate team is the day that we welcome you into the TeamLogic IT family. After signing the franchise agreement on Decision Day, we schedule training and start you on the path to launching your business!

# Ready to Get Started?



**Contact Patrick Spaan**  
**Director of Franchise Development**  
**866.870.3729**  
**[pspaan@TeamLogicIT.com](mailto:pspaan@TeamLogicIT.com)**

