TeamLogic IT®
Your Technology Advisor

Franchise Information Report

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What is a TeamLogic IT Franchise?

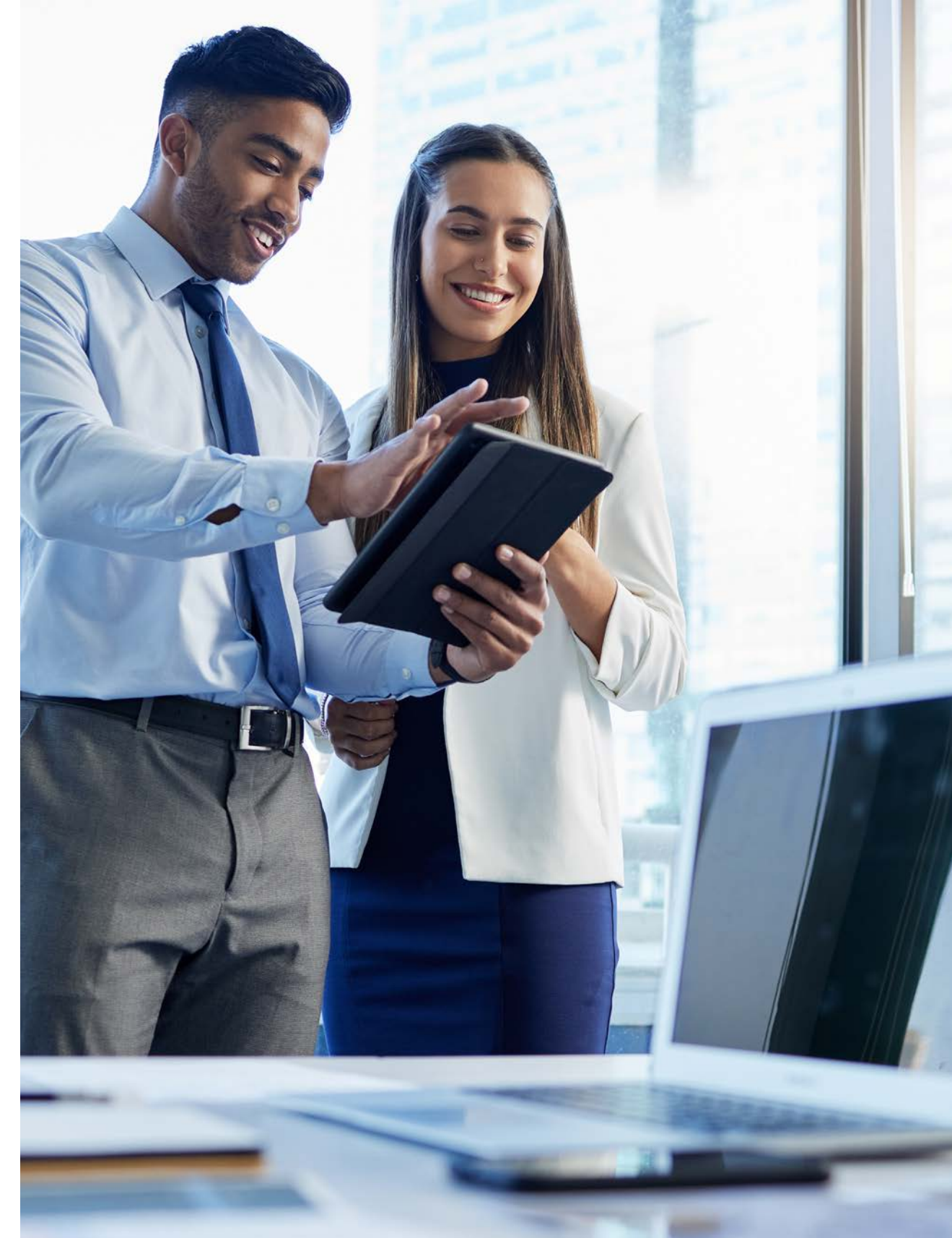## Why Investing in a Top-Rated IT Franchise is a Wise Choice

When you're in the IT business, staying ahead of the curve is of the utmost importance. TeamLogic IT is the leading IT franchises in the nation and has been a vanguard of the industry since our founding in 2004 because of our focus on a comprehensive, solutions-based approach to IT services for small- and medium-sized businesses.

More than Fixing what's Broken

Before managed IT services became the norm, the industry was overrun by a break-fix model, meaning 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 make technology solutions easier for businesses. Our franchises offer fast responses to IT challenges, but more importantly, our franchise owners act as an IT advisor to customers, monitoring vital IT systems to prevent problems and eliminate downtime. Franchise owners also analyze businesses to recommend specific technology solutions that can help clients grow. TeamLogic IT is not just the brand business owners call when something breaks, we are business partners who provide guidance and access to new technologies that can help make clients more efficient, more secure, and ultimately more profitable.

There are plenty of businesses that need our help. According to Oberlo, 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.

"Managed services help reduce recurring IT expenditures by ensuring an organization's IT infrastructure is running at optimal efficiency at all times, while also automating business operations. This subsequently allows organizations to effectively achieve their business objectives, especially pertaining to strengthening the bottom line and increasing profitability."

Providing IT Services to People in Need

This is exactly what TeamLogic IT franchise owners help their clients with everyday. As their managed IT services provider, we not only keep their networks running smoothly, we 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 our 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 is working with companies that have outgrown their local IT service provider, but are still too small to work with an enterprise IT company," says 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

TeamLogic IT Hits a Sweet Spot in the Market

According to GoRemotely, the United States is the largest tech market in the world, approximately worth $1.6 trillion. Unsurprisingly, out of the $1.6 trillion, the biggest spend is on IT, which accounts for 33%.

While managed IT services was once a niche segment of the larger IT Services industry, it is now something most companies wouldn't go without. According to a report published by Grand View Research, managed IT services are expected to reach $731.08 billion by 2030. The firm reports that small- and medium-sized businesses are creating much of the projected growth.

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, where superb customer service matters."

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

In a business so tech-oriented, you might think 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. Ultimately, this is a business model that requires more interpersonal and sales skills than a background in IT. If you have the entrepreneurial spirit we're looking for, we can train you on the technology. We want to be sure that you have a passion for business growth, helping your community, and are driven to run your business like a true CEO.

Trained on Every Aspect of the Business

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 held at our corporate headquarters in Southern California.

"We are very hands-on with new franchisees," says Patrick Spaan, Vice President, Franchise Development. "TeamLogic IT owners are required to write a business plan annually, and 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 and also host group meetings. Members of our executive team routinely make trips into the field to support 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 Franchise History

The Brand Businesses Rely on

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 between 4-6% of their total revenue on IT services.

First Research reports that while the industry is booming, it is also highly fragmented. Of the 585,000 IT companies in the U.S., the largest players account for 40% of the revenue, which creates opportunities for small companies to thrive.

In the case of TeamLogic IT, which 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.

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 310 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:

- **The CRN Managed Service Provider 500**
- **The Franchise Times Top 500 Franchises**
- **Top Rated Technology Franchise from Franchise Business Review**
- **Franchise Gator Top 100 Franchises**
- **Entrepreneur Franchise 500**

How Big is the Demand for Managed IT Services?

Comprehensive IT Solutions for Small- and Medium-Sized Businesses

Businesses today are almost completely dependent on technology to function, prosper and grow. According to the U.S. Chamber of Commerce, 94% of small business owners report that technology helps them run their business more efficiently. 86% percent of small business owners in the U.S. believe that technology platforms have helped their business survive through COVID-19, and 87% believe technology has helped them grow in challenging conditions.

This reliance on technology has caused a surge in IT spending, and has helped the industry 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.

"There's no question that we're in the customer service business," says Dan Shapero, 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 the 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 technology consultants 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, Vice President, Franchise Development with TeamLogic IT. "Our managed IT services platform sets us apart: we don't bill a customer every time something breaks. We wake up and make sure that our clients are up and running—because if they aren't running, they are losing money. This gives our clients peace of mind because they know that our goals are aligned with their goals."

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 operating system patches that could make a business vulnerable to hackers. The security and antivirus 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 life-cycle 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?

Low-Cost Investment with Long-Term Growth Potential

TeamLogic IT exists to help as many entrepreneurs thrive in business as possible, with no previous tech or IT experience required! This commitment is reflected in our low barrier to ownership. A new TeamLogic IT franchise is an affordable service franchise that costs much less than the average cost to open a franchise. These costs include access to our proven and time-tested business model, a robust support platform, and ongoing coaching from visionary leadership passionate about your future.

The US tech industry is worth around
$1.6 trillion

The IT sector holds a
33% market share

Because we believe that U.S. veterans are uniquely qualified for business ownership, we're proud to offer $9,500 off the initial franchise fee through our partnership with VetFran. This offer helps to make the top-rated TeamLogic IT franchise 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.

Cost and Fees Breakdown

The total investment cost to invest in a TeamLogic IT franchise is broken up into three categories:

FRANCHISE FEE:

Our standard franchise fee is $49,500

If you are a veteran, you qualify for a $9,500 VETFRAN discount and the fee is $40,000

COSTS TO START UP

You will need an additional $8,950 - $17,150 to create your business entity, secure insurance, buy equipment, lease a space, travel to training, and start pre-launch marketing. These fees are detailed in our Franchise Disclosure Document, which we share with all candidates after our initial interview call.

WORKING CAPITAL AFTER YOU LAUNCH

Once you are ready to open for business, you'll need working capital to launch and ramp up the business. We estimate this range to be $60,500 – $78,000, and will help you cover payroll and other marketing costs as you acquire your first clients and scale the business. It is important to understand that any business you start won't be profitable on day one. The startup costs for TeamLogicIT are very reasonable. The actual amount of working capital will vary depending on your personal situation, other sources of income during your first year, etc.

The above costs are for items such as these:

- **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 list of up to 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**
- **Access to other TeamLogic IT owners and technicians for troubleshooting support**

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. This will provide you the financial base to get your business started and support yourself through the ramp-up period.

Financing Options

TeamLogic IT franchises have relatively low startup costs and low overhead, which makes our business model 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 their 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.

Take a Deeper Dive

To understand the investment breakdown further, the chart to the right shows a simplified breakdown of the Item 7 section of our Franchise Disclosure Document (FDD).

TYPE OF EXPENDITURE	AMOUNT
Initial Franchise Fee	$40,000 to $49,500
Help Desk Service Fee	$1,200 one time set up/on-boarding fee; monthly
Software & Technology Fees	$2,100 to $3,500 (total annual cost)
Vehicle Lease and Graphics	$0 to $450 (monthly lease) / $100 to $3,000 (graphics)
Initial Equipment	$6,750 to $10,600
Real Estate Leasehold Improvements Monthly Rent	$900-$1,900
Additional Funds – 10 to 12 months	$60,540 to $78,092
TOTAL INITIAL INVESTMENT	**$109,490 to $144,742**

Marketing & Business Development Support

Marketing Support, Sales Training, and More

The key for growing a TeamLogic IT business is to get in front of potential customers and help them understand the services you can provide. TeamLogic IT franchisees need no prior experience, as they 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 marketing support system includes:

LOCAL WEBSITE

TeamLogic IT provides you with a local website 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, white papers, and other materials. The site serves as an ongoing marketing hub for your business.

DIGITAL ADVERTISING

Along with your website, you will have access to paid search advertising campaigns, local business listings, social media resources, and other online tools 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 fliers 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 list of up to 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 provided 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, 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 manager 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. We also send direct mail postcards for four months to a prospect list of companies in your area.

NATIONAL ADVERTISING

The TeamLogic IT advertising fund allows us to invest in national advertising campaigns to help build brand awareness across the country. Typically these include a website retargeting campaign and digital ads on media such as Facebook, LinkedIn and YouTube and will vary year to year based on budget and other factors.

MUCH MORE

The tools mentioned above represent just a fraction of our integrated marketing support system. By combining these resources 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.

TeamLogic IT offers coaching and tactics to help you win more customers and introduce new services to clients 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 310 '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

What TeamLogic IT Franchise Owners 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 gets stronger and more dynamic, and this will continue as we grow and expand across the country.

"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

"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

"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

"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.
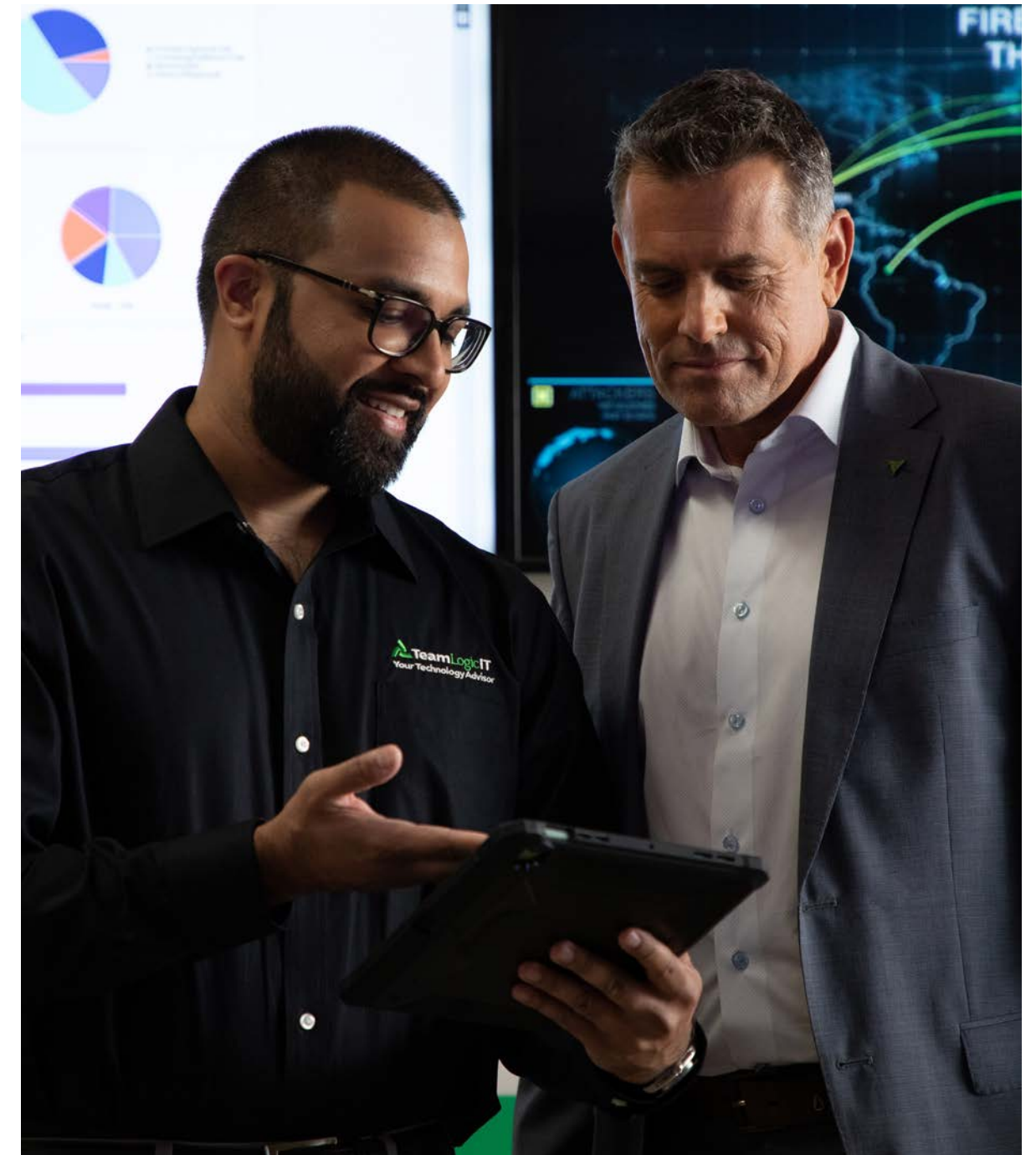
How Do I Hire Techs?

TeamLogic IT Trains Franchisees in 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 is how you can run a popular tech business with no prior tech experience. However, your business growth depends on a strong team.

This means hiring the right technician is key to the future of a TeamLogic IT business. As the owner, you will 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.

The TeamLogic IT support team can help you in this area.

Building a Team that Represents Your Business

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?

Serving Small-and Medium-Sized Businesses

According to Oberlo, there are 33.2 million small businesses in the US. Of those, 1 million are ideal managed IT services clients for TeamLogic IT. What makes those 1 million special?

These businesses 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 department. 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

There are **33.2 million** small businesses in the US, which account for **99.9%** of all US businesses

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.

PUBLIC RELATIONS 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?

Out of all of these different business types, one thing remains true for all: they cannot afford downtime. They cannot afford to lose data and cannot afford major disruption. The value of managed IT services is crystal clear and compelling.

This is only a tiny slice of our customer base for managed IT services. Our customers also include biotechnology firms, engineering and construction companies, manufacturers, retailers, hotel chains and many, many others.

What Kind of Training is Offered?

Extensive Comprehensive Training

TeamLogic IT provides new owners with a combination of classroom training (48 hours), pre-opening training (44 hours) and post classroom training (61 hours). Some of the training is conducted online or through webinars and phone consultations. 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. Franchise owners will also learn about all the resources 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.

"I've started and sold several businesses," says Jim Hackett, owner of six TeamLogic IT offices. "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 now do annual business plans because of the great strategic advice and tactical help I've received from TeamLogic IT."

The Time is Now

With more than 310 franchise locations in 39 states, 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.

"We've been in business since 2004, and we have been in the B2B space since we started," Dan 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."

Businesses spend between
4-6% of their revenue on IT

FAQs

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.
- Franchisees 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 – $49,500
- Vehicle Lease and Graphics Package: $100 – $3,000
- Initial Equipment Package: $6,750 to $10,600
- Software Licenses: $2,100 to $3,500
- Additional Funds*: $60,540 to $78,092
- Required Liquidity: $50,000

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. Our franchise owners come from a wide range of backgrounds, from IT executives to entrepreneurs with no IT experience whatsoever.

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 also offer support to assist you with solving problems on-site at a client location.

* 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 setup, 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.

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 benefits 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.

DO YOU OFFER FINANCING?

While TeamLogic IT does not offer direct financing, we do have relationships with third-party lenders, as well as the experience to help you navigate financing. Get in touch with us today to learn more about your financing options.

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. Read here for the next steps for owning a TeamLogic IT franchise:

Step 1: Let Us Know You're Interested

Now that you've received this report, we will contact you to introduce ourselves and, most importantly, to get to know you. We will 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!