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Business Snapshot

Year Business Started:	2002	Year Started Franchising:	2018
Number of Company units open:	2	# of Franchise Units Open:	17
Franchise Fee:	\$54,450 - \$145,000	Investment Range:	\$187,425 - \$324,250
Required net Worth:	\$400,000 <i>*\$600k for Empire Builder</i>	Required Liquid Capital:	\$85,000 - \$130,000
Royalty:	4.5%	Item 19:	YES
SBA Registry:	YES	Available in Canada/ Internationally:	NO
Veteran Discounts:	YES, \$6,000 off initial Franchise Fee	Passive/Semi-Passive Ownership:	Owner-Operator & Semi-Passive (Empire Builder ONLY) Ownership Available
Industry Size:	\$2+ Trillion <i>** in the United States</i>	Average # of Employees:	0 - 3
Home-Based:	YES	B2B:	YES
Territories:	Exclusive Territories Awarded	Scalable:	YES

Business Description:

SUPPLY POINTe™ is a supply chain management and logistics provider that has developed a host of services that address fundamental issues facing manufacturers and operations managers every day. Our team is dedicated to helping customers lower their total procurement costs through improved efficiency, better design, and enhanced productivity, all while providing the best customer experience possible.

The **SUPPLY POINTe™** franchise opportunity offers a chance to become part of an industry critical to our nation's economy. With the support and credibility of our well-established and extensive resources, you will be a welcome and valued addition to your local business community. Our franchise program has been designed to get you trained and up and running quickly, with full confidence in the support we provide behind the scenes.

SUPPLY POINTe Offers 3 Different Territory Options:

Standard:	Franchise Fee: \$ 54,450	Size: Minimum 1,200 targeted businesses
Premium:	Franchise Fee: \$ 75,000	Size: Minimum 2,500 targeted businesses
Empire Builder:	Franchise Fee: \$145,000	Size: Minimum 5,500 targeted businesses

(The Empire Builder can be an Investor Model with a Sales Manager hired and trained at the onset of business)

Core Values:

Do the Right Thing | No Excuses | Help First | Grow or Die | Dream Big

We are a family owned and operated business that truly believes in the value system of treating others the way we want to be treated. Our core values are descriptive of the kind of people that help make **SUPPLY POINTe™** be the successful business it is today!

Features of Business:

- 1. Revenue Streams:** Multiple Revenue Streams including: Industrial Packaging Supplies (Pallets, Shipping Crates, Corrugated Boxes, Steel Drums & more); Transportation Services (air, rail, ocean freight, LTL, Freight Forwarding & more); Wood Waste Removal, Storage Solutions & more
- 2. Business Model:** The **SUPPLY POINTe™** business model is the culmination of years of industry experience, with a team of specialists offering manufacturers and distributors a single solution for their packaging and shipping needs.
- 3. Flexible Schedule:** Far and away this is one of the biggest draws for **SUPPLY POINTe™**. There is nothing more rewarding than feeling the freedom to make time for your family or travel while still giving time to your business. Our franchisees enjoy being able to make their own schedule—and changing it when they need to.
- 4. Low Overhead & Quick Ramp Up:** The **SUPPLY POINTe™** business model requires only 1 part time employee to start and no storefront to invest in. This is not a niche business. We are entrenched in the manufacturing and distribution aspect of all industries.
- 5. Unique B2B Model:** **SUPPLY POINTe™** is a B2B business (business to business) which places it in a unique position among franchises.
- 6. Scalable Franchise:** **SUPPLY POINTe™** is a scalable opportunity! Adding a Sales Manager and a Virtual Operations admin is all you need to grow!
- 7. Franchisor Support & Training:** When you invest in a **SUPPLY POINTe™** franchise program, you will receive support from people with years of experience and success.



Some highlights of the training and support offered include:

- Onboarding Guidance
- 60+ Hours of training
- Sandler Sales Training
- Business Coach and Sales Coach for your first year
- Specialized Technologies
- Ongoing Support

Elevator Pitch:

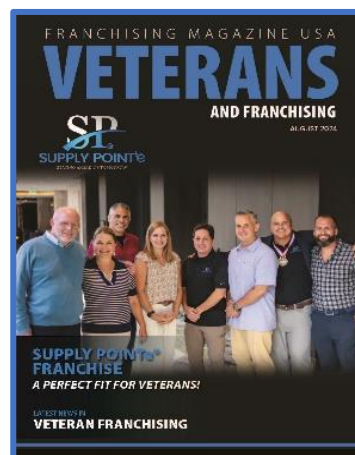
The **SUPPLY POINTe™** franchise opportunity is a wealth-building, B2B franchise concept. Providing industrial America with pallets, packaging supplies, logistics and shipping services for decades, we offer our franchisees a wealth of industry knowledge. With multiple revenue streams available, the **SUPPLY POINTe™** business model is easy to scale! Our franchisees provide manufacturers and distributors with a single solution for their packaging and shipping needs. Embedded in the \$13+ TRILLION, global Logistics industry, this recession-resistant opportunity is continuing to grow!

Industry Info:

Shipping and logistics have been around for decades, and as you might imagine, it is here to stay. U.S. logistics is a \$2+ TRILLION industry. Logistics services comprise of air, rail, road, ocean freight, storage solutions, packaging supplies and so much more. We know that having top-quality transportation partners can make or break a company's bottom line which is why at **SUPPLY POINTe™** we aim to be the number one solutions provider for our customer's needs. At **SUPPLY POINTe™**, we are that partner.

Collateral:

- Check out some of our **Media Spotlights** [HERE](#)
- Featured Podcasts / Webinars [HERE](#)



Ideal Franchise Owner Candidate:

- Wealth-builder mentality
- Experienced in sales, outside sales is a plus
- Outgoing, sales & service-oriented personality
- Desire to work from a home-based office in a B2B industry
- Owner-Operator to start, can become semi-passive
- Has a strong work ethic; honesty and integrity



Typical Day in the life of Franchise Owner:

What franchisees love is that we leverage technology so you can take your office with you anywhere you go. What that means is that when you keep your phone and computer close by, you are able to connect your **SUPPLY POINTE™** CRM and business software programs anywhere in the world while you do business!

There is nothing better than meeting with customers and getting opportunities to provide pricing and closing a deal! During the first 12-18 months, you will spend 80%+ of your time out in your territory meeting with both customers and vendors to build your business.

Unavailable Territories:

Registration States: HI, MN, ND, RI, WA

Franchisor Support Details:

SUPPLY POINTE™ offers a relatively simple, streamlined business model which is designed to get you up and running quickly and cost-effectively with minimized overhead, staffing, and inventory.

We will help you develop effective marketing efforts to keep you at the top of your potential and current customers' minds.

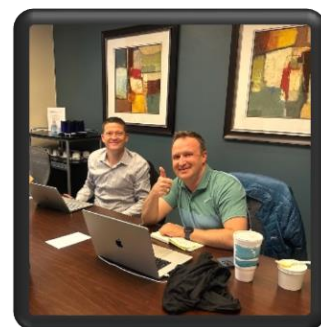
SUPPLY POINTE™ franchise owners will benefit from our state-of-the-art software applications that you will use to manage all your office operations. By using tools that we have identified and vetted over the years, you can minimize your desk time and maximize your customer & business development time

We will be in touch with you by phone, text or email when you need us and we will be in constant communication. You will NEVER feel alone!

Discovery Process:

Once a client has engaged with **SUPPLY POINTE™** - this is the typical cycle they will follow:

- Introduction/Welcome Call
- FDD introductory call
- Review of the FDD
- Territory Review
- Validation Calls
- Founder's Call
- Confirmation Day - Sign the Franchise Agreement!



About the Owners / Founders:



CEO: Matthew Cahill

Matt Cahill is the founder and managing member of **SUPPLY POINTE™** and owner of **SUPPLY POINTE™** in Cincinnati, Ohio, with more than 30 years of experience in freight transportation and various packaging solutions. Prior to opening **SUPPLY POINTE™**, Matt spent 16 years at FedEx working with local, national, and global clients, showcasing a knack for international sales while acquiring more than 1,500 hours of various sales and negotiation training. Matt also has training and experience in the corrugated industry including time with a Toronto-based operation.



President/COO: Adam Cahill

Adam Cahill is owner of **SUPPLY POINTE™** in Charlotte, North Carolina, and the son of company founder Matt Cahill. Prior to joining the family business, Adam taught high school social studies and coached football, baseball, and track. After watching his father build his business for years, Adam was fascinated by the relationships Matt had developed and loved the idea of being a solutions provider to those customers.

Adam was attracted to the independence and expansion potential **SUPPLY POINTE™** had in the Carolinas and now takes immense pride in having a business of his own. Utilizing the communication tools he developed as a teacher, Adam takes a deliberate approach to educate his clients about the benefits to using a one-stop, solutions provider for all their logistic needs.

Franchise Development:



Vice President of Franchise Development: Vicktoria Healy

Vicktoria Healy is the Vice President of Franchise Development for **SUPPLY POINTE™**. Vicktoria is a solutions-focused franchise development professional with 25+ years of experience in franchising. Including experience as the Franchisor of a home care company; Franchise consultant; VP of Franchise Expansion for one of the largest franchise consultant groups; trainer and mentor for new franchise consultants. She is passionate not only about helping people achieve their personal, professional, and financial goals and expectations through franchise ownership, but also about improving the lives of the people she works with.