



Groupiehead

Rockstar Marketing for the Regular Joe

About



Groupiehead
Founder & President
Mark Rose

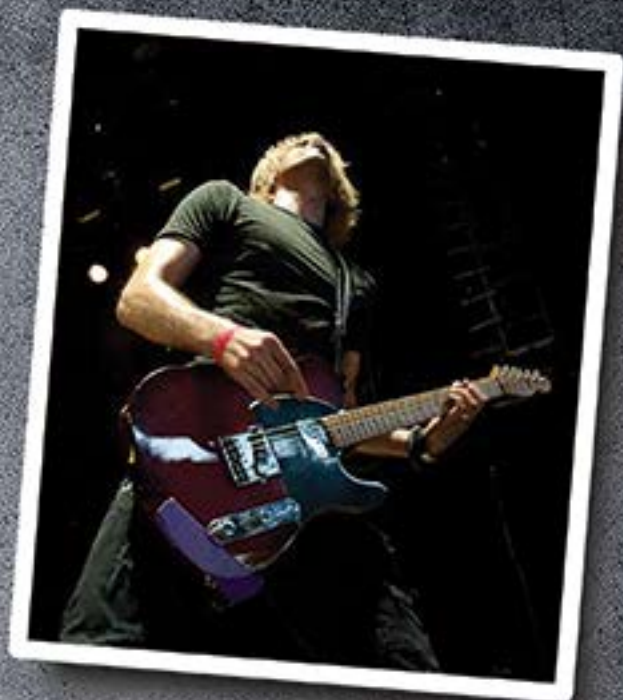
Groupiehead is a creative marketing team based in Albany NY. We have over 17 years of solid, hands-on experience working with a variety of clients with a wide array of budgets and projects. We've been programming websites since they were just boring sentences scrolling up a blank screen. You've seen (and heard) our work around town, in print, on television, on the radio, and on the Internet. From lawyers to rockstars, circus performers to restaurant owners, corporate real estate to state agencies... let Groupiehead guide you down the path to successful design and marketing.

We look at every project as a challenge... a chance to be more creative than the other guys and outwit the competition. We're big enough to get any job done, but small enough to give you personal attention... and our cell phone numbers! We've got enough experience to understand your needs and avoid potential problems - even when you don't see them coming. We're creative enough to give you options you hadn't thought of, and we're smart enough to give you better work in less time.

Join the Groupiehead team today and share in our success with a proven business model and outstanding support!

Why Groupiehead?

- **Operating Prototype** - Groupiehead has a strong operating system in place that has been proven through the existing sales and business development team.
- **Profitable Business** - Groupiehead has a strong potential ROI for a franchise owner. The concept is financially sound and has a proven demand in markets around the United States.
- **Operationally Sound** - The concept is a simple sales model and the system has been proven over 8 years of implementation and has benefitted many different businesses. The business, particularly when it first opens, is relatively simple and can be managed by a single organized and motivated professional.



- **Point of Difference** - Groupiehead is unique and presents a different way to do business and a different way to approach potential clients. The franchisees only focus on the sales aspect and let the back office handle everything else. This lets the franchisee focus each day on what is driving the

bottom line. Additionally, the Groupiehead franchise offers a professionally structured program without the associated overhead typically found in new franchise ventures.

- **Integrity & Commitment** - Groupiehead operates with a high level of integrity and a commitment to its clients.

Support

Groupiehead Marketing is excited to offer support in many areas

Areas of Support Include:
Operational Support
Production Support
Marketing Support
Accounting Support
Audit Support
Legal Support

Groupiehead continually carries out ongoing research and development, which will stream down to each franchisee. With these great areas of support, becoming a successful Groupiehead Franchise could not be easier!

Investment

Becoming a franchise owner will take some initial investment. The following chart showcases the initial investment needed to own a Groupiehead Franchise, including low and high cost estimates.

DESCRIPTION	LOW	AVG	HIGH
Market Introduction Program	\$4,500		\$9,000
Furniture, Fixtures & Equipment	\$1,000		\$2,500
Computer Systems	\$500		\$1,500
Insurance	\$300		\$1,200
Signage	\$0		\$1,000
Office Expenses	\$200		\$1,000
Inventory	\$100		\$200
Licenses & Permits	\$200		\$400
Dues & Subscriptions	\$150		\$600
Professional Fees	\$1,500		\$3,000
Working Capital	\$10,000		\$15,000
TOTAL BEFORE FRANCHISE COSTS	\$18,450	\$26,925	\$35,400
Training	\$3,000		\$6,000
Franchise Fee	\$25,000		\$25,000
TOTAL WITH FRANCHISE COSTS	\$46,450	\$56,425	\$66,400



Territories

Exclusive territories can offer a competitive advantage in the franchise sales and marketing environment. As a result, the Groupiehead franchise system will grant its franchisees an exclusive territory. The typical territory will include a defined area (and will be documented as a 100,000 population center). Each territory will be defined as an area on a map that will be based zip code and it will be decided by a number of factors including: population, median age, median household income, and existence of competition, among others.

Qualifications

Targeted groups include the following potential franchise candidates:

1. Existing sales professionals (particularly a well-established sales agent or professional with relevant business experience)
2. Entrepreneurs with experience in sales, networking, and/or business management

The best Groupiehead franchisees will have success with in dealing with business owners and decision makers. They will operate with complete integrity in the business and in all aspects of dealing with the client. They will understand and grasp the culture and the unique outlook that Groupiehead brings to the industry. The business model is based on short and long-term customer relationships and requires that the franchisee oversee and manage the business closely.

The qualities we will look for in a potential candidate for Groupiehead franchises are their comfort level and proficiency in sales, their ability to manage relationships with clients, and their ability to manage business elements effectively. Ultimately, the franchisee must have a strong network and be highly regarded in their local community.



Interested?



**Fill out the
evaluation
form to get
started in
this exciting
process!**



After the form is received,
the next steps will include:

1. Qualifying Call
2. Introduction to Groupiehead
3. Set the Appointment
4. Follow-Up
5. Close the Deal



Contact Us Today!
mark@groupiehead.com
518-369-8510

www.groupieheadfranchise.com