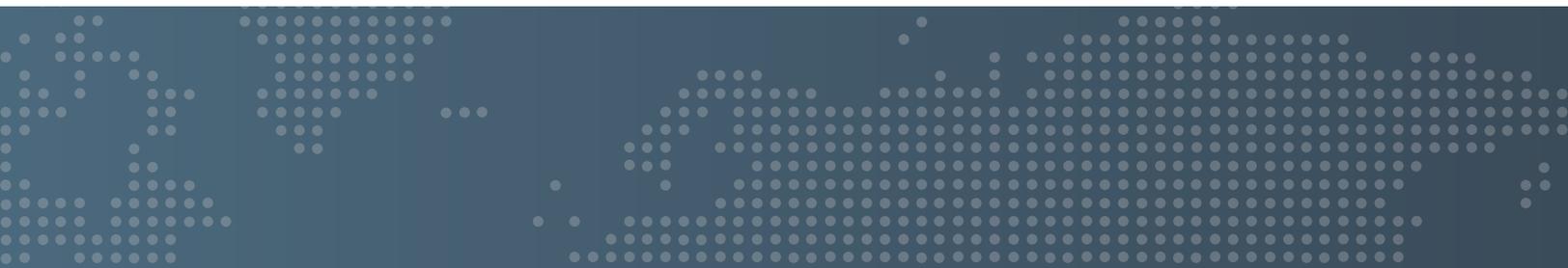




ADVANTAGE

The **MRINetwork**
Franchise Opportunity





So you're thinking about the recruiting and staffing industry. If you're like most people you might not have thought about the model until now. We help companies grow by finding the right talent in a specific niche focus to help them solve their talent needs, whether small or complex.

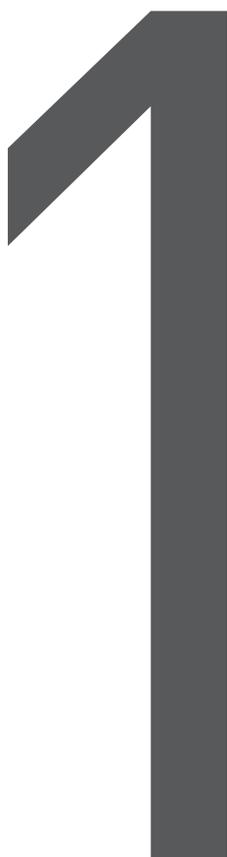
It's a good time to reflect upon the path that led you to where you are today, considering business ownership with **MRINetwork**. Whether it's lifestyle, control, money, creating a legacy for your family, etc., when you make the decision to go into business for yourself, you experience many emotions – excitement about the opportunity, determination to succeed, and above all, fear about the unknown. Fear is normal and with the **MRINetwork** developed programs and tools, we will alleviate that fear and help you achieve your goals.

So let's get started.

You can become an independent business owner, but you are not alone. You have tremendous assistance beyond general guidance, you can expect – training, technology, marketing, coaching and mentoring, recognition programs, industry knowledge and thought leadership. An added benefit is unparalleled support from other owners – all designed to support our proven methodology.

As part of
MRINetwork
you . . .

LEARN
OPTIMIZE
PROTECT
INTEGRATE
GROW
COLLABORATE
MANAGE
SIMPLIFY
INNOVATE
DIFFERENTIATE
COMMUNICATE



The care and nurturing of franchisees

The Field Service team saves you time bringing you new ideas, keeping you informed on offerings from Corporate and providing industry insights. They will share your accomplishments and promote your value to other owners for best practice opportunities and franchisee peer advisory committees. They help you grow and advance in your own leadership role, and when the time comes, they're with you to plan for retirement and succession.

The fact is that this team is with you every step of the way – from the day you open your office until the day you leave it. You can't put a price on that kind of loyalty.

MRINetwork
offices save up to
\$24,000 per year
on consulting services.²



Partner, coach, developer, mentor, cheerleader ...

The seasoned people who make up the Franchise Field Service team are your biggest supporters. They've seen it all, they've heard it all, and they know how to deal with it all.

They have insights into the desk specialties you are working and into the disciplines, industries and geographies that are heating up. They know who would make a good Inter-Office Referral partner for you. They work with you to put together killer RFPs, RFIs and RFQs.

They review your business plan, market segmentation and your portfolio mix of both professional search and contract staffing revenue streams. They will conduct a financial review to make sure you have a sound fiscal plan to support your growth strategy and protect you against unforeseen economic burdens. They find places where you can cut costs and they share what other offices are doing to be more profitable. They help you develop compensation plans. They pour over your metrics to analyze the performance of your team, to determine the strength of your client relationships, and to identify areas for improvement and training.

The Field Service team will aid in staff consultation and employee performance. When you interview potential new team members, they will provide a "Hiring Toolkit." They can conduct an interview and provide advice as to pros, cons and fit because they know the roles and expectations of each role, but the decision is yours. They will also help to develop training plans and performance metrics for your teams.

CONSULT.

ADVISE

COACH

TEACH

LISTEN

LEARN



TRAINING: It's free, it's unlimited and **it's yours**

And it's a huge component of your success – not only the proprietary TRACS (Training Rookies About Core Skills) onboarding training program you participate in as you open your office but also the ongoing reinforcement and advanced skills development programs designed for both you and your team.

As the owner of your business, you will know how much it means to be relieved of the basic responsibility for training. We want you to focus on coaching and retaining your employees so that you can concentrate on growing the overall business.



The average cost of turnover
for one employee ranges from
50-150% of their annual salary.¹

KNOW.

I KNOW I KNOW YOU KNOW EVERYBODY KNOWS

How much would training cost if you were not part of the Network? A lot:

- Factoring in an average 30 hours from a live facilitator, the cost for a similar program would run at least \$50 per hour and up to \$3,000 per new hire.
- The training resources that you have with the click of a button would run anywhere between \$129 per month to access content to \$119 for a single recording.

And don't forget every owner's biggest nightmare – turnover. According to recruitingblogs.com, the contingency recruiting industry reported a 90 percent turnover rate within the first year. But when your associates feel part of a global professional organization with peer support, they're less likely to leave. In fact, as of 2013, associates who attended facilitator-led TRACS training have a retention rate of over 50 percent the first year.

HOW IMPORTANT IS TRAINING TO YOUR BOTTOM LINE?

Associates who completed the TRACS virtual training averaged **66 percent higher cash-in** than those who did not.

Those who attended the follow-up in-person training averaged **74 percent higher cash-in** than those who did not attend.

Face-to-face training yielded associates over **200 percent higher cash-in** than those who did not complete TRACS training.



MRINetwork offices don't need to budget the **\$40,000 plus** that marketing and PR manager's salaries generally cost – you have your own corporate marketing team.⁴

3

The Ins and Outs of Marketing

The Marketing team at **MRINetwork** has you covered. They do the work of an ad agency, a PR firm, a marketing company. They provide easily customizable marketing and public relations tools, taking a time-consuming and distracting job off your plate. You could spend thousands on these services with outside firms that simply don't know our business like this team does. At the same time, they provide the insights and expertise to the end users – our clients – to position your office worldwide as subject matter experts within your niche. This can turn into revenue as you come to be recognized as an industry expert in your space on hiring and recruitment.

MARKET.

EMAIL SOCIAL MEDIA PUBLIC RELATIONS WEBSITE



Without the Marketing Department, you wouldn't have access to the multiple vehicles in which to communicate with clients and candidates in a professional, consistent manner. With **MRINetwork**, your clients see you as a strong company backed up by dedicated marketing, graphic design, video production and public relations professionals. We keep our finger on the pulse of the industry for you so you can see a clear direction for the future. We know you don't have the time or the resources to do it right on your own, so we give you what you need for success.

YOUR MARKETING TOOLBOX

Marketing Consultation/Training	Employment Situation Report
Overview and Bios	Thought Leadership Content
Client and Candidate Tips	First Friday Preview
Newsletters	Recruiter Sentiment Study
Case Studies	Global Talent Update
Presentation Tools	Promotional Videos
Public Relations	Social Media Solutions



4



TECHNOLOGY: maximizing your business' productivity

Our company came into existence long before computers were the norm, but as manual methods were innovative at that time. We were early adopters to change to keep our organization in the forefront of the industry and technology.

Sometimes it was through trial and error, but our IT professionals grew to understand the complex, changing technology environment. And today they continue to combine their knowledge of the recruiting industry with their technical expertise to provide you with tools designed to make you more productive and efficient. They go beyond today's challenges to anticipate future needs and deliver real value to your business. They take on the role of technology consultant, providing services and products that you would have to find on your own, removing a major distraction and allowing you to focus on revenue-generating growth activities.

COMPUTE.

NETWORKS DATABASES APPLICATIONS SECURITY

Applications

-  Central Directory
-  Inter-Office Referral Connect
-  Learning Mgmt. System
-  MRINetwork.com
-  PC Recruiter ATS / CRM
-  PTWeb+ Metrics & Goal Setting
-  Job Board

You're never on your own – MRISupport, our in-house technology applications team, gives you on-demand support for the entire suite of tools. They'll even recommend best practices for database management software, your applicant tracking system (ATS) and customer relationship management tools, in addition to your office technology infrastructure.

You also have access to The Resource, an online source for everything you need to effectively run your business. It is truly a repository of **MRINetwork's** institutional knowledge garnered over more than 50 years of mastering the recruitment industry.

The average small business
in the United States has

18-25 applications

(on premise or in the cloud) that process orders, manage a customer database, or track finances.³

9 of the top 15 offices
in MRINetwork offer contract staffing.⁹

5

Capitalize on contract staffing

Offering multiple revenue streams to your clients is a key to increasing your revenue and profitability. Plus, this allows you to offer your clients a solution-based approach to solving their human capital needs.

So what is contract staffing? It's interim (temporary) positions within a professional skill set. When you work in professional skill sets the terminology is contractors or consultants. Not all clients need to hire a full time candidate, they may have a project or short term need. Thus, you place people on an assignment basis where the contractor is paid hourly and the client billed hourly. It's typical to have contractors on assignment for 6-12 months or more, so it's a great recurring revenue stream that you can forecast – like an annuity.

We provide complete support: consulting and back office administration. You determine rates and margins and we will pay the contractor and bill the client. That eliminates your need to provide the cash flow to cover the contractor until the client pays. One of the best features - you get paid every month for what you billed the prior month even if the client doesn't pay.

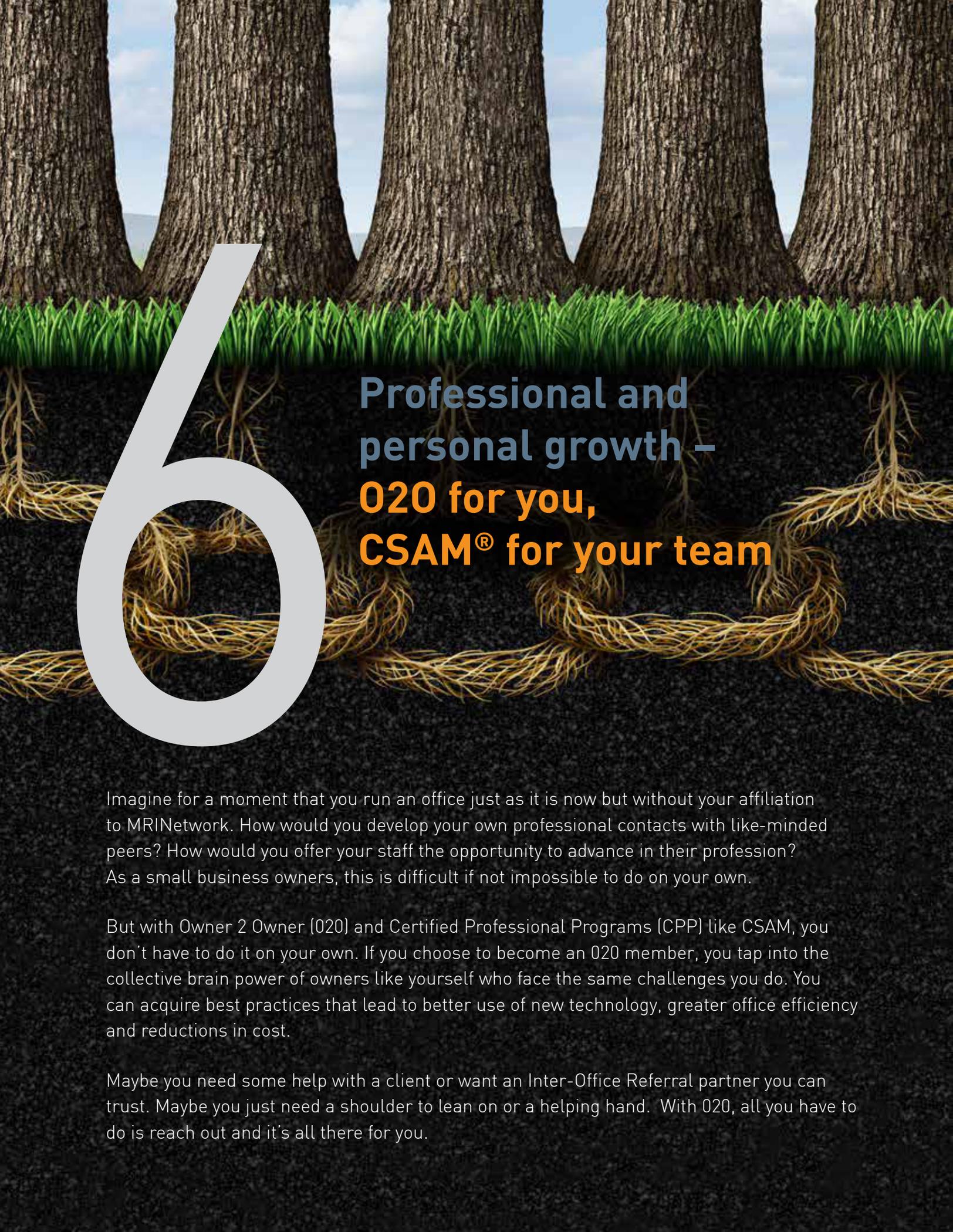


CAPITALIZE.

FLEXIBILITY

OPPORTUNITY

SCALABILITY



6

Professional and personal growth – 020 for you, CSAM[®] for your team

Imagine for a moment that you run an office just as it is now but without your affiliation to MRINetwork. How would you develop your own professional contacts with like-minded peers? How would you offer your staff the opportunity to advance in their profession? As a small business owners, this is difficult if not impossible to do on your own.

But with Owner 2 Owner (020) and Certified Professional Programs (CPP) like CSAM, you don't have to do it on your own. If you choose to become an 020 member, you tap into the collective brain power of owners like yourself who face the same challenges you do. You can acquire best practices that lead to better use of new technology, greater office efficiency and reductions in cost.

Maybe you need some help with a client or want an Inter-Office Referral partner you can trust. Maybe you just need a shoulder to lean on or a helping hand. With 020, all you have to do is reach out and it's all there for you.

CONNECT.

NETWORK

MENTOR

SHARE

LEVERAGE

“When I joined MRINetwork, one of the important things to me was the training this company could offer me. My owner described all of the great things Corporate offered, and CSAM was one of them. I knew from day one that I wanted to become a CSAM. As soon as I was eligible, my owner signed me up for the exam.”

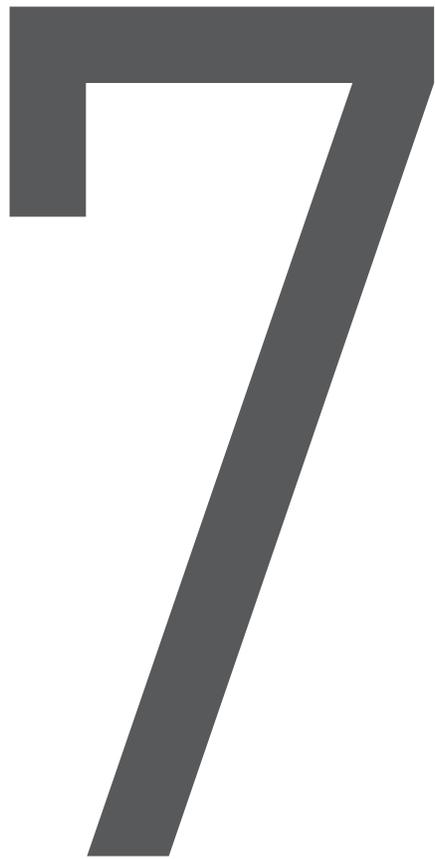
CSAM®

The CSAM Program does the same thing for your Account Executives. It demonstrates their commitment to their profession. It gives them evidence of a professionalism that sets them apart. It allows them to command a premium in the marketplace. It makes them leaders and mentors in your office and in the MRINetwork and it helps them develop strong Inter-Office Referral relationships.

O2O

“My O2O experience has provided our office with a platform for growth. We constantly look for ways to improve the working environment for our employees and the quality of our services to our clients. Through the sharing of ideas and goals in our group, our office has achieved significant growth over the last three years. We have a good bottom line, happy employees and very satisfied clients. We look good to all our stake holders.”

Certified employees **stay 49% longer** than eligible, non-certified members. Over 50% of CPPs have **tenure greater than 10 years**.



7

VENDORS: You have to have them, but you can have them for less

Our partnerships with global organizations do a lot for your business: Streamline your operations and processes; market your opportunities; source candidates; build your brand. In fact, our pre-negotiated contract rates can save your business up to 93 percent off retail rates on the solutions you need. There's power in numbers. The more offices that leverage our preferred partners, the better the pricing and support become.

PURCHASE.

PARTNERS

VENDORS

SUPPLIERS

SERVICES

MRINetwork offices
save up to **93%**
on goods and services.⁵

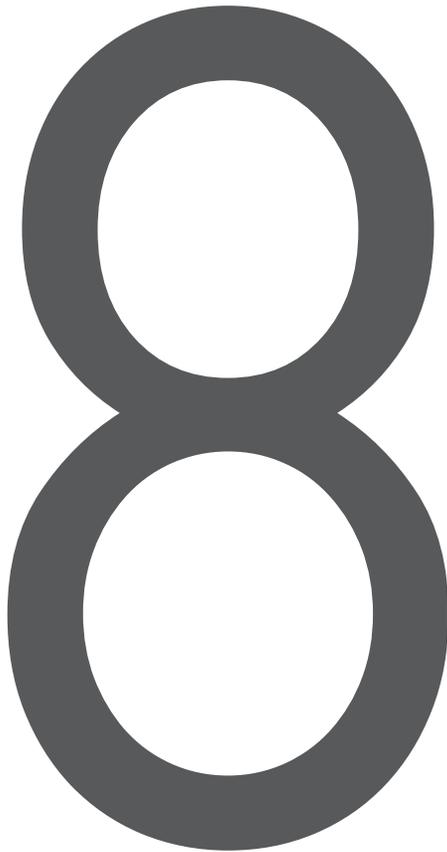
How does it work? A team of subject matter experts and franchise owners source, vet, evaluate and approve our products and services so that you can focus on running and growing your business. Many of our partners offer exclusive **MRINetwork** packages and dedicated account representatives who know our business and understand your needs. We make sure that these partners are strategic business resources and not just suppliers. We also provide corporate mediation and support should you need it.



**YOU WILL BE A
FULL-SOLUTION
SEARCH FIRM:**

- **Assessment testing**
- **Background screening**
- **Relocation assistance**
- **Resume consulting**
- **Immigration consulting**

MRINetwork offices and staff are recognized at events that cost up to 50% less to attend than other industry organization conferences.⁸



Celebrate achievement

We love celebrating the success of our owners and their teams. We have numerous opportunities for recognition and one of the most sought after is our Pacesetter annual incentive convention. It's a trip to a tropical destination for top producers that reach specific goals during the year.

Awards trips help you to attract, motivate and retain your top talent. Who doesn't want to qualify for a fabulous trip to a world-class resort and be recognized and celebrated for outstanding achievement among the very best of the Network.

Whether you are a rookie or tenured office, monthly rankings will also help you to gauge how your office performs and ranks against your peers. Competition is like a sibling rivalry at **MRINetwork**. Offices and teams want to be recognized but they are also thrilled when their peers are recognized .

WHAT AWARDS WILL YOUR OFFICE ACHIEVE?

Growth Awards by Office

Rookie Owner of the Year

Growth Awards by Role

Tenure & Anniversary Awards

Monthly Awards

Person of the Year

Pacesetter Awards

Office of the Year

MRINetwork Lifetime Achievement Award

Various "Pop-Up" Awards



RECOGNIZE.

ACHIEVE CHEER COMPETE ACCOMPLISH FLOURISH

COUNSEL.

ADVISE

INTERPRET

DRAFT

GUIDE

9

Legal-ease

Our legal experts have more than 40 years of combined experience handling issues specific to the recruiting industry and the modern workforce. While there is a wealth of information in the legal section of our intranet, The Resource, you have direct access to legal consultation. That expertise is available via phone or you can simply email a quick question.

You'll find tips and webinars available on the latest legal issues – whether it's a change in HR policies or a new law. You can count on our legal expertise for many business needs included:

- Contract Reviews and revisions
- Client and/or candidate problems
- EEO issues and requirements
- Employee matters, such as performance, discrimination, or termination
- Immigration

Although **MRINetwork** cannot represent our offices in court or in an arbitration proceeding, you will benefit from legal guidance that would come at a tremendous cost on your own. The best part is that you have the advice and counsel to manage a situation before it becomes a true legal problem.

**Legal aid outside of
MRINetwork could cost
\$300 or more per hour!**⁷



10



Where's the **money**

The primary purpose of most business ventures is to make money. You are empowered to make a lot of it with **MRINetwork**. How can that happen? Your hard work, leadership and dedication are givens – it will be your business after all and it's an activities drives results business. You can count on the expertise and collaboration of a lot of people who come together to support all areas of your operation.

We hope these pages prompt you to envision the help and support you will receive by joining, not just from the variety of corporate resources but from the colleagues, partners and friends you will make within the **MRINetwork** community.

It's time

Now that you've had the chance to review many of the benefits available to you with the **MRINetwork** Advantage, it's time to make the call to learn more. Decide to be successful. Decide to lead the next stage of your life as a respected business owner. Provide your new business with the foundation it needs to maintain the competitive edge gained from being an **MRINetwork** franchisee: from the camaraderie you'll enjoy with your colleagues, and the success you'll achieve in business helping other businesses grow through hiring the right talent.

Contact the **MRINetwork** Franchise Recruitment team today.

www.MRIFranchise.com



¹ William G. Bliss, President of Bliss & Associates Inc., isquare.com blog June 17, 2014

² Average cost per hour for business coaching, <http://consultants.promatcher.com/cost/>

³ Waterstone Management Group

⁴ Bureau of Labor Statistics <http://www.bls.gov/oes/current/oes112021.htm>

⁵ Calculated data, <http://theresource.mrinetwork.com/pages/alphalisting.cfm>

⁶ **MRINetwork** Revenue Reports

⁷ Amount non-**MRINetwork** clients are charged by **MRINetwork** counsel.

⁸ Convention & Exhibit Attendance Marketing Best Practices Study <http://www.red7media.com/researchandconsulting/PCVB%20EXPOR7M%20Attendance%20Marketing%20Study.pdf>

⁹ **MRINetwork** accounting reports



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