FRANCHISE REOPENING BLUEPRINT

WEBINAR SERIES

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Allison Townsend
Vice President/Sales and Marketing
allison.townsend@enspireforenterprise.com
770.940.7360
Speakers

- Suzanne Beall, CFE, VP, Government Relations & Public Policy, IFA
- Michael Isakson, CFE, Merry Maids – Ohio, Iowa, Arkansas
- Saunda Kitchen, CFE, Owner, Mr. Rooter of Sonoma County, CA
- Charlie Chase, President & CEO, First Service Brands
Building the Blueprint

- IFA membership spans 300+ different lines of business
- Blueprint roughly divided into 9 business verticals
- Working groups with each vertical
- Worked to identify areas each will need to reexamine
  - Enter/exit
  - Ordering/queuing
  - Interreacting/transacting
- Franchising is well positioned to implement new safety measures based; model is built on successfully implementing brand standards
Deploying/Evolving the Blueprint

- Blueprint sent to the President’s Task Force
- Distributed to all members of Congress and their staffs
- Circulated to all 50 Governors and their staffs
- Deploying locally as needed across the country
- As states continue to reopen in various stages/ phases, the Blueprint is meant to be a living document and will be updated as needed
- As we learn what is working and what needs refinement, that information will be included
Michael Isakson, CFE

➤ Merry Maids – Ohio, Iowa, Arkansas
2021 Brand Re-Opening - Driving Consumer Confidence

MERRY MAIDS:
- Deemed Essential Service
- Never closed
- Ohio, Iowa, Arkansas
- IFA Support

March 10
PPE, Fear, Revenues -50%, Cash Flow, New delivery model

March 14
FFRCA

March 26
CARES PPP Signed
IFA Guidance
April 7 Loan Number

April 16
PPP Funding
- Training - Social Distancing
- Protection of the Work Force
- Leadership Focus on New Model
- Heroes Service
- Customer Win Back / Loyalty
- Work Family Care & Culture

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2021 Brand Re-Opening - Driving Consumer Confidence

**April 18**
PPP Funding start 8 WKS

**June 3**
Revenue Trend 2020 -20%
Pre COVID 2019 -40%

**June 13**
End PPP 8 WKS

**December 31**
- 2020 Cash Flow Breakeven
- Return historical Operating model

- Forgiveness Worksheet
- Matching Demand to Capacity UI rate- 10%?, $600
- Operating Model Change
  - VE 50%, FE 30% to
  - VE 55% FE, FE 40%
- 8 PPP WKS GM generated--- Cash Flow

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2021 Brand Re-Opening - Driving Consumer Confidence

- Confidence of Protection for my family/home
- Workforce Image, Process, Training
- Proven Efficacy
- Retention

THE WAY FORWARD
- CDC
- Research to Retention
- Franchisee / Franchisor
  - LEADERSHIP
  - RESPONSIBILITY
  - PARTNERSHIP

- TRUST
Saunda Kitchen, CFE

- Owner, Mr. Rooter of Sonoma Country, CA
CAT Team Event Response

• Shelter In Place
• Secure Team Safety
• In Person Team Meetings
• Freeze Payments
• Hiring
• Company Culture Gatherings
Protect The Culture

- Over Communicate
- Hazard Pay, Every Team Member
- Share Purchasing Power
- Implement Real Time CDC Protocol
- Build Team & Consumer Confidence
- Gain Access to Capital
- Increase Marketing Spend 40%
- Gather Intel: IFA, Mr. Rooter Zees, Corp.
Strategic Success

- Capture Labor Market
- Brand Awareness
- Capital Investments
Charlie Chase

- President and CEO, First Service Brands
- First Vice Chair, IFA Board of Directors
Webinar Questions

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Thank you for attending!