



EXECUTIVE RECRUITMENT  
SYSTEMS

TRADITIONAL FRANCHISE MODEL  
VS  
EXECUTIVE RECRUITMENT SYSTEMS

TRADITIONAL FRANCHISE MODEL	EXECUTIVE RECRUITMENT SYSTEMS
7-10% of Revenues back to Corporate	No percentage of Revenues ever paid to ERS
25 year contract of paying big bucks	Not locked in or tied down
Independent franchisee must use Corporate brand and is harmed by misuse of other owners	All owners independently branded
Franchisees pay big bucks for insufficient support and training	All training and support is chosen by the owners – freedom and flexibility to make own decisions
Good initial training and systems	Even better initial training – one on one with someone who is currently operating
Franchisees pay for large corporate overhead	ERS has very little overhead

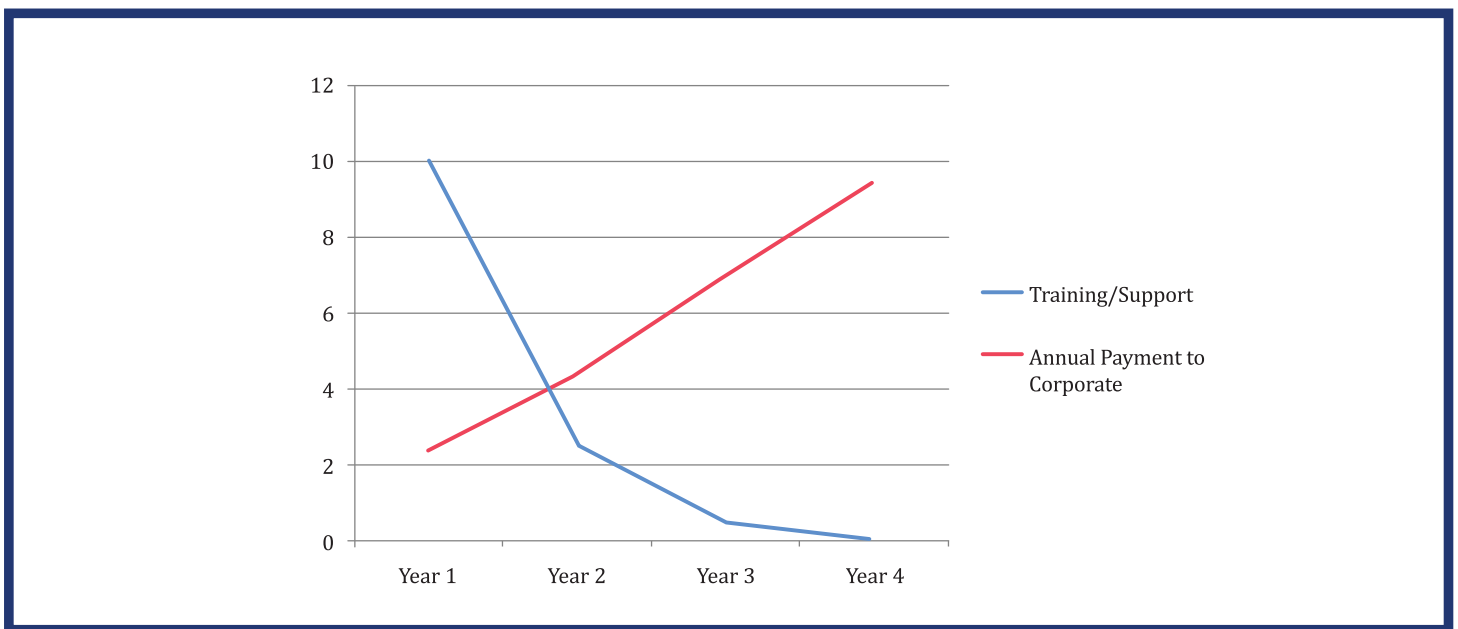
WHY AN ERS CONSULTATIVE  
BUSINESS MODEL VS. TRADITIONAL  
FRANCHISE ARRANGEMENT?

- No royalty or % of revenue paid to us – ever.
- You are not locked in for any length of time – if at any time, you feel you no longer need our support and your business is running at an optimal level, you simply do not request any support. If you ever want more support, coaching or training you simply opt back in, everything is ‘cafeteria style’
- All meetings, executive focus groups, coaching and training are relatively inexpensive and none are mandatory (apart from initial training)
- We uniquely brand your business – so you don’t run into issues with public perception, with client companies, or with candidates based on the actions of other owners
- You get all of the positives of a proven business system, peer group and corporate support, and buying power.
- We are always there for you when you need us and in the wings when you don’t



## EXECUTIVE RECRUITMENT SYSTEMS

### TRADITIONAL CONSULTING FRANCHISE MODEL



In our industry, traditional franchise agreements are set up for conflict from day one. The franchisee is locked into a 25 year agreement of paying a set percentage of revenues back to corporate. The problem is that the franchisee also receives a declining level of training and support. In year one, the franchisee knows little about the Recruitment/Consulting business and needs a great deal of training and support. As the franchisee gains experience and becomes more successful, he/she requires less and less support. In effect, because of the percentage system, you end up paying more and more for less and less.