



# ALLOY

## THE COMPLETE FRANCHISING SOLUTION







## WELCOME!

Welcome to the most comprehensive global franchising system. We are the only organization on the planet that has all the in-house franchising resources you need to grow your brand under one roof to help you achieve your vision. Our platforms have been built and perfected to seamlessly enable the entire franchising process. From start to finish. Step by step. Just like your franchisees will expect when they buy the franchise you are creating. We have the resources you need, at the right time, at the right price. We can help you choose the right path no matter where you are in your franchise development process. All with a single point of contact and absolute accountability for quality results.

Our business is predicated on one simple premise:

**We deliver what we promise.**



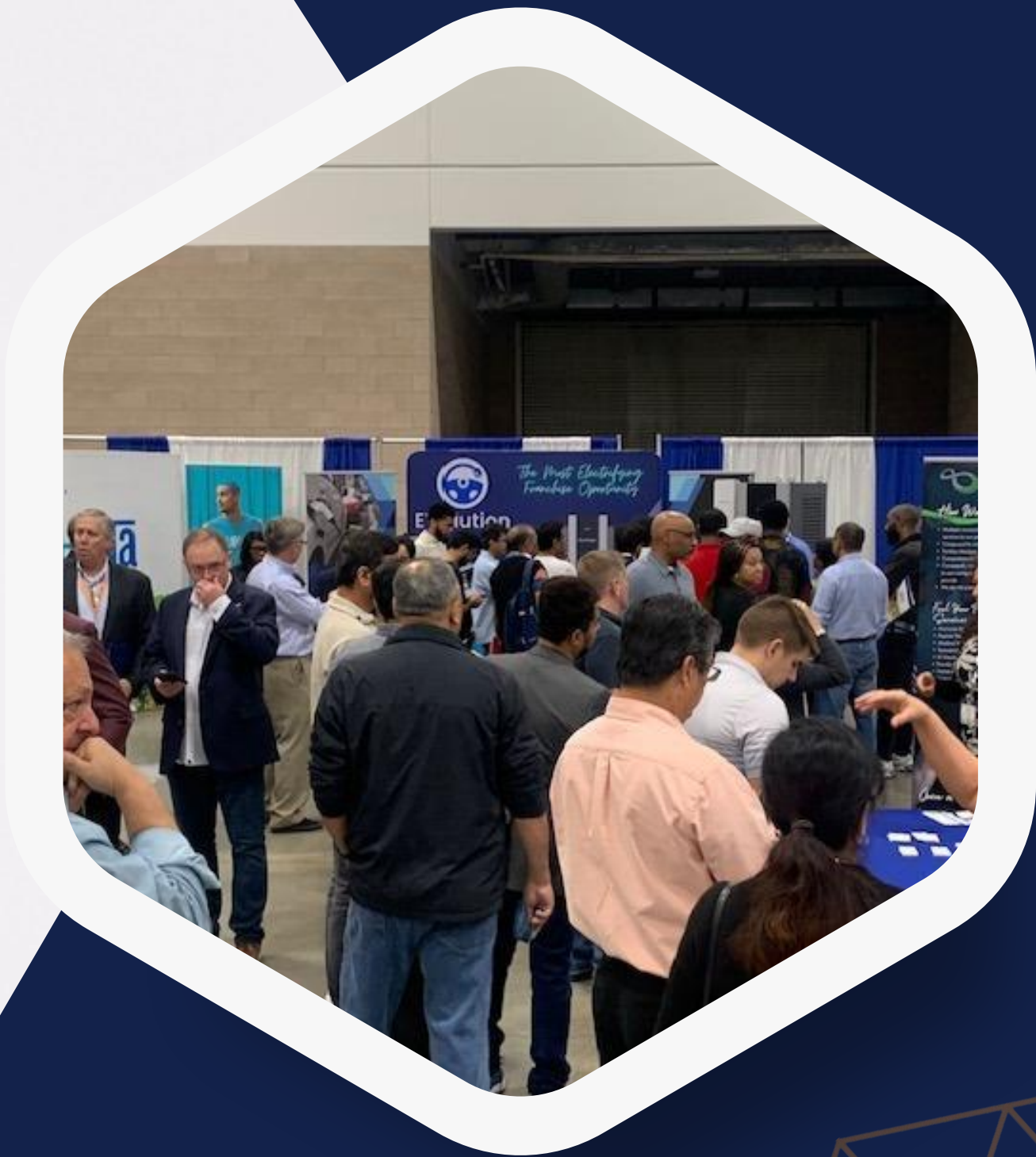






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# STEP 1

BUILD THE FRANCHISE ...







# FRANCHISE GENESIS

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The Genesis of It All. The first step in your journey – taking your business and turning it into a franchise system. It all starts with a rock solid Franchise Disclosure Document (FDD). Our attorney partners construct an FDD that is built for the long term. The most effective and successful franchise system launches are done with complete support and guidance along the way. With a well known and experienced team in building and developing franchise brands, we will use our experience to build your franchise expansion program.

**THE MOST COMPREHENSIVE  
FRANCHISE CREATION PROGRAM**





# MEET THE TEAM



**RICK ROBINSON**  
**President**

Rick is a franchise veteran with 40+ years of experience, having led five brands and overseen 230 franchisees. A Certified Franchise Executive, he's sold over 1,000 franchises and served on the IFA Board.



**MONIQUE PELLE**  
**Vice President of Operations**

Monique has 15+ years of international business experience, including leadership roles in marketing, sales, and operations. As VP of Operations, she helped grow a new franchise brand to over 100 locations.



**STEVE PHELPS**  
**Vice President of Franchise Development**

Steve is a sales veteran with 30+ years of experience, including 16 in franchise development. He owns a Master Territory in Southern California and is a certified Franchise Consultant.



**PRIXZEL VILLAR**  
**Marketing Coordinator**

With 8+ years of experience, Prixzel specializes in graphic design, digital marketing, and virtual assistance. She supports brands with creative content, efficient systems, and strong attention to detail.





## International Franchise Development

Works with international franchise programs from Europe to Canada to the Middle East. If your franchise organization is considering expansion into other parts of the world, we can help develop an international franchise program that would allow for this type of growth.



## Franchise Sales

Oversee the review and audit of a franchise sales program for a franchisor.



## Feasibility Study

Works with businesses considering change in strategy or mission to develop feasibility studies and market analysis.



## Franchise Advertising Research

Conduct research on franchise industry-specific advertising practices for different franchise industries.



## Legal Consulting

Disclosure Documents, Franchise Registrations, and Renewals. Franchise Genesis works with third party, experienced franchise attorneys who represent the Franchisor.



## Retail Strategy and Positioning

Retail price comparison and positioning study for a multi-billion-dollar retailer looking to refine retail strategy.



## Unit Valuation and Unit Sale

Selling company operations with the valuation of existing operations and the development of a company-unit sales strategy.



## Franchise System Valuation

Work with franchisors to develop and build valuations for existing franchise systems.



## Expert Witness

Serve as an expert witness and in franchise litigation for franchisors and franchisees.







# STEP 2

FRACTIONAL SALES SUPPORT ...







# GenDev

GenDev is an outsourced Franchise Sales Organization comprised of the best sales developers in franchising. Franchising is a unique business with a steep learning curve. Emerging franchisors must learn to create a growth strategy, generate and recruit new franchisees, build an outstanding support, training and infrastructure offering while launching new locations and more.

Our team provides insight and guidance with a turn-key solution to franchise growth and development. You will acquire a team of seasoned franchise professionals to handle the marketing and sales arm of the business while utilizing our expertise and industry partnerships. We help with each step in the franchising process, from launching and growing your franchise business both nationally and internationally, to the successful sale and exit.





# MEET THE TEAM



**KYLE BAILEY**  
**CEO**

Kyle Bailey, CEO of GenDev, brings over 20 years of experience in the franchising industry. He has successfully developed and scaled franchise systems across multiple sectors. His deep knowledge of franchise development, legal compliance, and expansion planning makes him a trusted advisor in the industry.



**JEFF MATHEWS**  
**Senior Vice President**

Jeff Mathews, Senior Vice President of GenDev, brings over 20 years of experience in the franchising industry. Jeff's hands-on approach and deep understanding of what drives franchise success make him a highly respected leader and a valuable resource for emerging and established franchisors alike.



**GLENN GORDON**  
**Senior Vice President**

Glenn Gordon, Senior Vice President of Franchise Development at GenDev, brings more than 15 years of franchising experience across major industry categories from hotels to automotive to fitness. He has worked with thousands of entrepreneurs looking to expand through franchising with confidence and clarity.



**DARKO VASIC**  
**Senior Vice President**

Darko has 20+ years of experience in franchise development. He has had senior roles at Burn Boot Camp, 9round and HIITFIT Training, Snap Fitness and Aussie Pet Mobile. He brings a wealth of knowledge to the development process.





## Franchise Sales

Our sales team is dedicated to your brand. They work with you on a daily basis and become an integral part of your team. We work to find, guide and bring through the sales process the most qualified franchise candidates for your brand.

## Franchise Strategy

We have successfully awarded thousands of franchises.. We utilize our experience to help you see over the horizon as you grow domestically and internationally.

## Franchise Growth

Your franchisees must be successful, happy and aligned. We have the experience to help you deliver sustainable growth.





# ONGOING EDUCATION

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The best way to learn is from those who have done it before. In the classroom and through virtual events, we connect the brands we work with together for CEO to CEO learning. Facilitated by executives who have built and exited successful franchise brands.

We build franchise brands. Our passion is wherever we go to help franchisors be better, do better and live better. We bring franchisors together multiple times every year to engage, interact and share best practices. This community of franchise CEO's is based upon the YPO Forum model that forms groups that work with each other and then as a whole to become better franchisors.....together.





**FCC**<sup>TM</sup>

THE FRANCHISE CONSULTING COMPANY<sup>TM</sup>

# STEP 3

**CONSULTING AND BROKERAGE  
SERVICES ...**

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**FCC**<sup>TM</sup>

THE FRANCHISE CONSULTING COMPANY<sup>TM</sup>

# THE FRANCHISE CONSULTING COMPANY (FCC)

FCC refers entrepreneur clients who want to purchase a franchise with businesses that fit the criteria the client is looking for. With 174 offices in the USA and 16 countries, FCC works as a single united team to give our clients the highest quality advice possible as to what franchises they should investigate for ownership. We help clients structure a franchise strategy based on the uniqueness of their situation and what they find most compelling as to brand, culture and operating models in order to attain their goals.

Franchisors benefit from the aggregate efforts of the largest number of experienced franchise experts in the space. We will help find franchise candidates across the country and worldwide. With offices around the world, our reach is the most extensive in franchising.





**FCC**  
CANADA

**FCC**<sup>TM</sup>  
THE FRANCHISE CONSULTING COMPANY<sup>TM</sup>

**FCC**  
MEXICO

**FCC**  
DOMINICAN REPUBLIC

**FCC**  
COLUMBIA

**FCC**  
BRAZIL

**FCC**  
PARAGUAY

**FCC**  
IRELAND  
UNITED KINGDOM

**FCC**  
FRANCE

**FCC**  
SCANDINAVIA

**FCC**  
TURKEY

**FCC**  
EGYPT/ MENA

**FCC**  
ISRAEL

**FCC**  
SAUDI ARABIA

**FCC**  
CAMBODIA

**FCC**  
VIETNAM

**FCC**  
ANZAC

**FCC**  
THE FRANCHISE CONSULTING COMPANY<sup>TM</sup>

**FCC INTERNATIONAL**



# THE FCC COMMUNITY



**FIRST RESPONDER  
FRANCHISE INITIATIVE**



**LATINO  
FRANCHISE COUNCIL**



**AAFC  
AFRICAN AMERICAN  
FRANCHISE COUNCIL**



**ISLAMIC AMERICAN  
FRANCHISE COUNCIL**

**FCC**

THE FRANCHISE CONSULTING COMPANY™





## THE CLIENT PROCESS

### What we do before we refer a client to a franchisor

We help our clients navigate through the complexities of modern franchising. The end results are sustainable goals that meet their needs and help them avoid costly mistakes.



## DEFINING YOURSELF

We have the experience and knowledge to help our clients find the business that fits what they want to achieve. We will walk them through what being a franchise owner really means, and we help them cut through any red tape they may face along the way.



## EXPLORING THE SYSTEM

Once we determine their capabilities and the orientation that fits their lifestyle, the next leg of their journey is exploring the industry. With over 3,000+ registered franchise companies available in the marketplace, determining the right one can certainly seem like an intimidating task.



## REFINING THE PASSION

Working with us as their guide our clients will understand what to look for in evaluating their options and making what could be a difficult process much more manageable. Working together, we will determine the best ways to articulate their interests and how they would mesh with potential franchises.



## LAUNCHING YOUR DREAMS

The final part of our journey together gives our clients a chance to dive further into franchises that we end up picking as their finalists. We will then determine which one is their best choice by interacting with a multitude of industry experts from legal advisors, financial advisors, other franchisees, the franchisor, and even the competition.



## OUR CONSULTANTS

The Franchise Consulting Company's consultants have experience where it counts the most – from the franchise side. With many years of expert knowledge they bring significant insights to the investigation process. Their main focus is the client and helping them achieve their goals.







## MAIN WEBSITE

[www.thefranchiseconsultingcompany.com](http://www.thefranchiseconsultingcompany.com)

Click on the "Consultant" tab – click on the consultant to access their bios. The most experienced consultants in the world at The FCC.



## REGIONAL SEMINARS

[www.thefranchiseseminar.com](http://www.thefranchiseseminar.com)

We help you geotarget. The US is split up in 10 regions. Each region does an event twice a year.



## ANNUAL CONFERENCES

[www.thefranchiseconvention.com](http://www.thefranchiseconvention.com)

Twice a year we bring hundreds of franchisors and consultants together to exchange ideas and learn.



## VIRTUAL REALITY

[www.thefccvr.com](http://www.thefccvr.com)

We are pioneers in using VR in franchising



## SEO/SEM

We have dozens of websites that support our consulting efforts such as:

[www.TheFranchiseYellowPages.com](http://www.TheFranchiseYellowPages.com)



## CREDIBILITY

The Franchise MBA is the #1 Bestseller in the US on franchising and the highest reviewed book in Amazon in the franchise category

[www.thefranchisemba.com](http://www.thefranchisemba.com)



## OUTREACH

We reflect the communities we serve. They are our constituencies, and we help them in an authentic and meaningful way through the consultants who are from these communities:

[www.latinofranchisecouncil.com](http://www.latinofranchisecouncil.com)

[www.indiafranchisecouncil.com](http://www.indiafranchisecouncil.com)

[www.womensfranchisealliance.com](http://www.womensfranchisealliance.com)

[www.firstresponderfran.com](http://www.firstresponderfran.com)

[www.theafricanamericanfranchisecouncil.com](http://www.theafricanamericanfranchisecouncil.com)

[www.diversityfran.com](http://www.diversityfran.com)

[www.theveteransfranchisecouncil.com](http://www.theveteransfranchisecouncil.com)



# STEP 4

## FRANCHISE TRADE SHOWS ...

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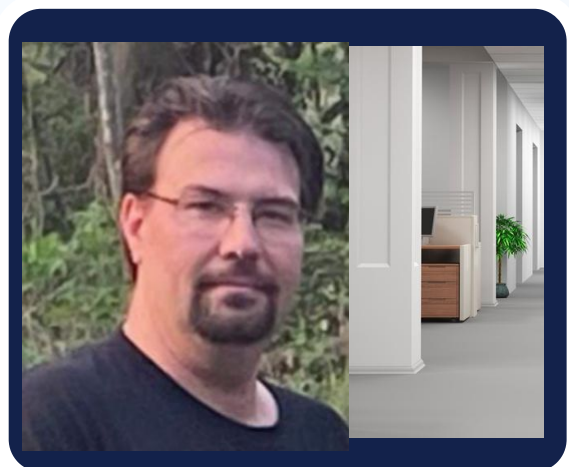






**TED O'SHEA**  
**General Manager**

Ted, Director of the Great American Franchise Expo, transitioned from a successful logistics career to franchising, helping dozens of companies grow. "Franchising is a path to financial freedom—the Expo connects you with the experts and opportunities to get there.



**JASON WISER**  
**Director of Operations**

Jason grew up in the show business and has over 20 years experience in producing trade shows. He oversees all technical and logistics for the Expo as well as managing our subsidiary American Spirit Logistics at our 15,000 sq ft facility in Houston, Texas where we produce over 100 other shows each year..



## **GREAT AMERICAN FRANCHISE EXPO (TGAFE)**

There is no better way to meet clients than face to face. As the only American owned franchise trade show in existence the Great American Franchise Expo produces trade shows in major markets in the US, along with bi-weekly online trade shows that attract a global audience.

The Great American Franchise Expo connects hundreds of franchise businesses with potential owners. We provide education through seminars from industry experts on topics including franchise law, financing, and other critical business concepts. Attending these expos provides potential franchisees with the opportunity to network with leading industry executives and franchise developers.



# MARKET YOUR FRANCHISE



## EXPLORE

Franchise Concepts  
Choose from hundreds  
of concepts in dozens  
of industries.

## UNDERSTAND

Franchise Law Meet  
franchise law experts  
to guide you through  
the legal process.

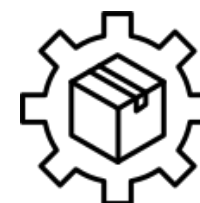
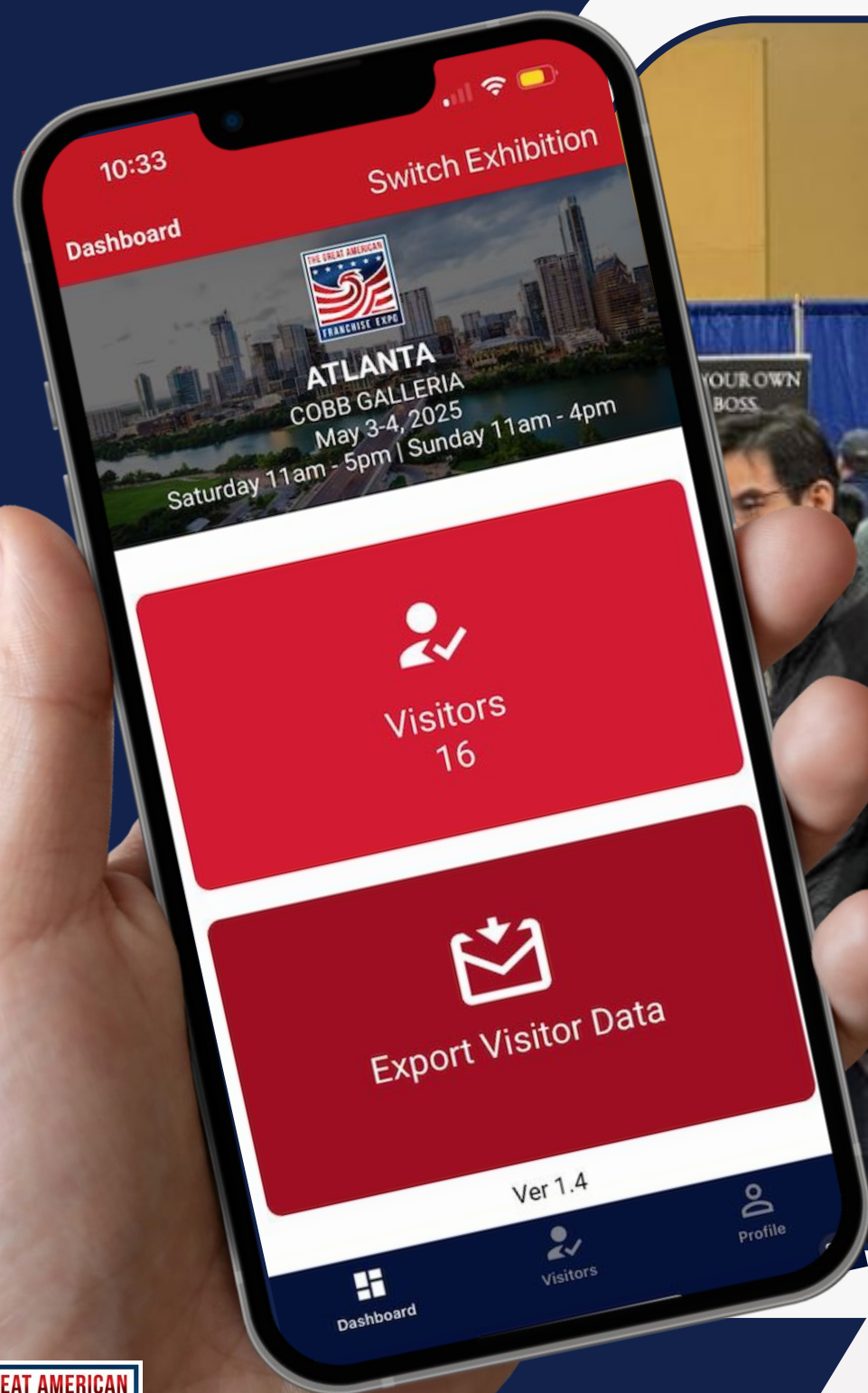
## DISCOVER

Financing Options  
Learn about financing  
options available to  
fund your new business.

## MEET

Franchise Professionals  
Interact with  
franchisors with  
decades of experience.





## MEDIA KIT

[www.franexpousa.com/media-kit](http://www.franexpousa.com/media-kit)





# MAJOR CITIES

# MAJOR SHOWS



**SCAN ME  
NOW!**

- ▶ **Las Vegas**
- ▶ **Denver**
- ▶ **Houston**
- ▶ **Dallas**
- ▶ **Fort Lauderdale**
- ▶ **Atlanta**
- ▶ **Cincinnati**
- ▶ **Charlotte**
- ▶ **NY/NJ**
- ▶ **WASHINGTON DC**
- ▶ **Houston**
- ▶ **Dallas**





# STEP 5

CELEBRITY ENDORSEMENT ...

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## GLOBAL INFLUENCERS GROUP (GIG)

Want your system endorsed by a celebrity? GIG is a sports and celebrity endorsement agency specializing in the world of sports marketing with franchising. Whether a professional basketball player wants to own a franchise or put their name and likeness behind an already existing one, GIG creates the perfect match. Our unique combination and deep relationships in both the sports and franchising world allows us to be the one of its kind. Our team works with players to find them the perfect opportunity in franchising and franchisors to find the right player to be their partner.

As the world's leading franchise sports business agency, we have deep connections across film, television, broadcasting, music, publishing and digital. We are the ***"Agent's Agency"***.







# STEP 6

FRACTIONAL OPERATIONS  
SUPPORT...

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# FranOpCo

Where Time Isn't Lost – Fractional Operations Support

At FranOpCo, we know once you onboard franchisees, you need to get them open and successful. The challenge is finding the right people who have been there and done that.

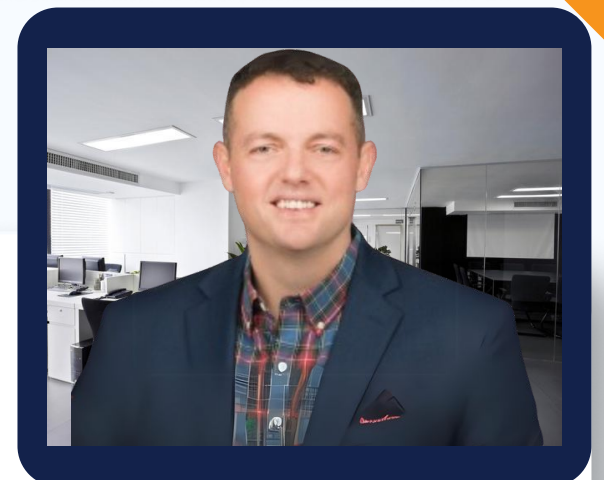
Our innovative TIME BLOCK approach allows you to access a team of experienced franchise operations experts and if you don't use all the time you purchase it rolls over into the next month. Our specialists can handle every aspect of your system's development. From training to store opening and cash flow all the way to royalty collection we are here to help you when you need it.

Additional services are available on an ala carte basis so you can fine tune what you need when you need it.



**AARON GRONDIN**  
**CEO**

Aaron Grondin, founder of BuildPoint, brings 20+ years of entrepreneurial and franchising experience. A former franchisor with a construction background, he connects franchise brands with corporate resources to drive growth.



**BRIAN GUYRE**  
**President**

Brian has over 20+ years experience working with large franchise brands such as Regis Corporation where he lead the finance teams responsible for over 10,000 salons nationwide. His specialty is scalable national systems..



FRANCHISE  
Journal™

STEP 7

OUR AWARD WINNING MAGAZINE ...





# FRANCHISE Journal™

## THE FRANCHISE JOURNAL (FJ)

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Share your franchise with a global audience published monthly. Franchise Journal's monthly magazine provides business information, financial guidance, brand profiles, legal counsel, marketing strategies and overall advice from experienced franchise leaders throughout the world.

Written for and by industry leaders and experts, Franchise Journal is the voice of franchising. Highlighting the newest trends and opportunities, FJ is consumed monthly by people who want to know about franchising.

Every month Franchise Journal Magazine reaches hundreds of thousands of readers with our digital edition that provides awareness, education, and support throughout your journey. Let us help you make your dream of business ownership a reality.



**CHANTAE ARRINGTON**  
**EDITOR**

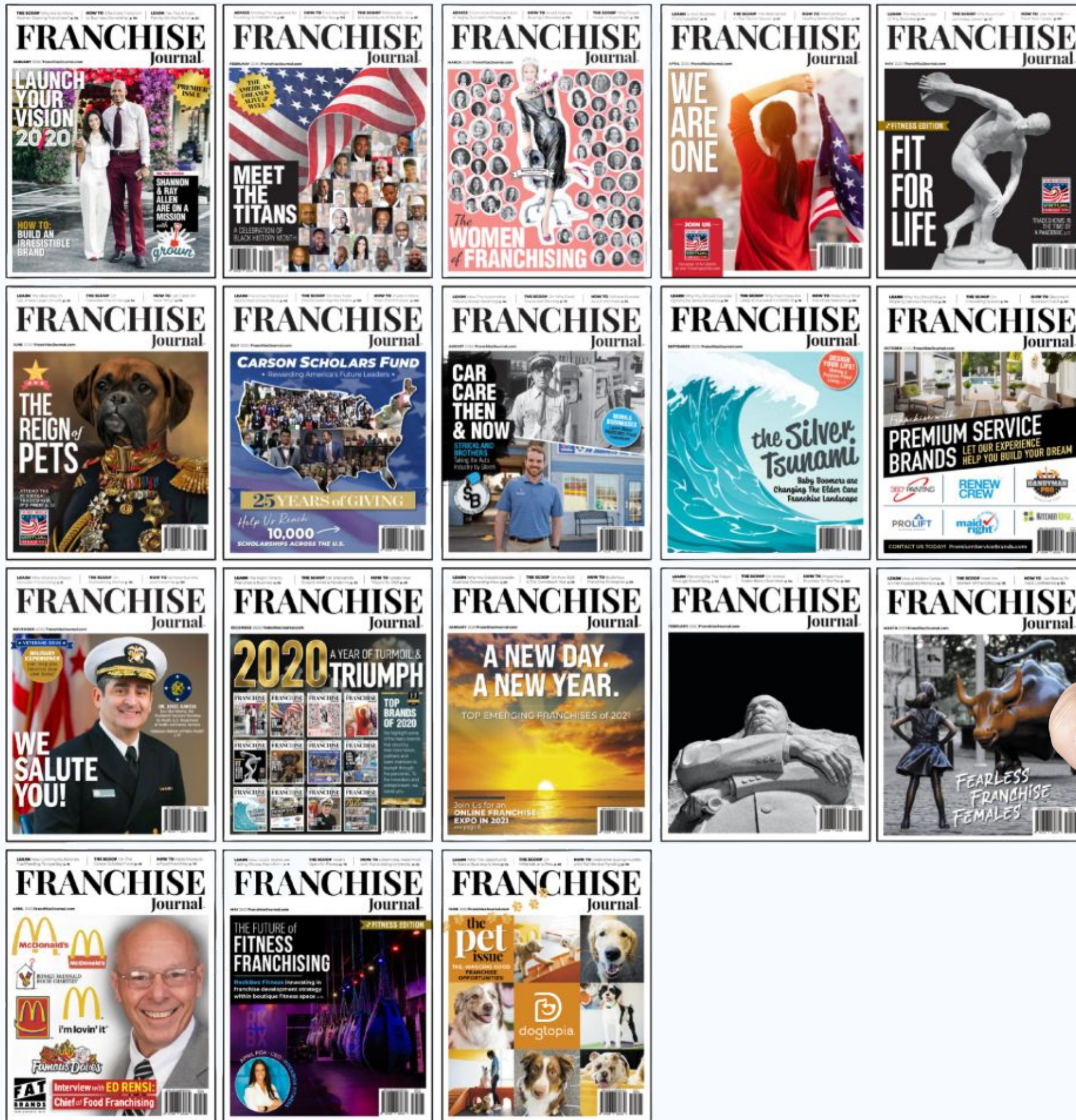
A solution-oriented Editor with over a decade of experience in both print and digital design, Chantae is skilled in Adobe Creative Cloud (Photoshop, Illustrator and InDesign), campaign design, magazines, newspapers, landing pages, direct mail and art directing photo shoots.



**BRENDA LESCH**  
**EDITOR**

An experienced art director with deep roots in publishing and media., Brenda leads creative teams across print and digital projects for FJ. Her expertise in editorial design, brand development, marketing, typography, photography produces flawless inspiring work with every issue..





**FRANCHISE**  
Journal™





# STEP 8

MARKETING AND  
ADVERTISING ...

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Ad  
COMPANY

# Where Storytelling meets Growth

With our over 60 years of franchise experience, we are confident that we can help your business reach new heights. From start-ups to established brands, we have the knowledge and expertise to help you achieve your goals. Let us help you navigate the complexities of the franchise industry and unlock the full potential of your business.







FranRealCo

# STEP 9

COMMERCIAL REAL ESTATE  
REFERRAL SERVICES ...

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FranRealCo

**FranRealCo**

FranRealCo is the trusted partner for franchisees seeking the perfect location—at no cost to them. Led by Alex Johnson, a nationally recognized Elite CRE Strategist, CCIM Senior Instructor, and Massimo Group Coach, FranRealCo specializes in site selection, lease negotiation, and market analysis to ensure franchisees open in the most profitable areas. With decades of experience in investment and high-value commercial real estate deals, Alex and his team provide data-driven strategies and white-glove service. By leveraging landlord-paid commissions, FranRealCo delivers expert real estate guidance without charging franchisees—maximizing ROI and setting each business up for long-term success from day one.



## **ALEX JOHNSON**

**President**

Many investors leave money on the table without a real estate strategy—Alex fixes that. As a commercial real estate strategist and coach, he helps business owners and investors make smart, high-ROI decisions that maximize value and reduce risk.



**FranApCo**  
Franchise Uniform & Branding Solutions

# STEP 7

GET BRANDED ...

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# FranApCo

Franchise Uniform & Branding Solutions



## JANCY DARLING

President

Jancy is a seasoned entrepreneur who now leads Darling Promo, helping businesses grow their brand through creative marketing, quality branded products, and strategic sourcing.

BUY 1 UNIT FOR THE 5000 QUANTITY PRICE!

FranApCo – Franchise Apparel Company has the largest selection of promotional gear in the market. Because we work with so many franchise companies, we are able to bundle all our orders together so you always get the 5000 Quantity price even if it’s for 1 piece. The reality is your franchisees need good shirts, hats and promo gear but the cost can be prohibitive. With pricing that can’t be beat, technology that makes it easy and service that goes above and beyond – FranApCo is the recognized leader in franchise marketing gear, promos and of of course.....APPAREL!

Apparel ^ Awards v Bags v Drinkware v Fun v Headwear v Health v Office v Tech v Writing v More v LANYARD HUB v					
T-SHIRTS	OFFICEWEAR	OUTERWEAR	BOTTOMS	HEADWEAR	MORE
Short Sleeve T-Shirts	Short Sleeve Polos	Jackets / Coats	Pants	Caps	Sunglasses
Long Sleeve T-Shirts	Long Sleeve Polos	Hoodies	Shorts	Hats	Activewear
Tank Tops	Youth Polos	Fleece	Denim	Beanies	Aprons
Fitted T-Shirts	Short Sleeve Dress Shirts	Pullovers	Skirts	Visors	Gloves
Camo T-Shirts	Long Sleeve Dress Shirts	Sweats	Youth	Bandanas	Infantwear
Youth T-Shirts	Denim Shirts	Sweaters	Maternity	Youth	Dresses
	Twill Shirts	Vests			Watches
	Youth Dress Shirts	Youth			Shoes



# WHEN IT IS TIME TO SELL

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It is your decision if you wish to sell and to whom.

Our goals are aligned with yours from Day 1 to find the best buyer and derive the maximum value for your hard work and vision. It is crucial that you bring in the “smart” money to take your concept to the next level. We know them and they know us. We have exited companies in the past and are familiar with the landscape.

We will help manage the communications and interactions with prospective buyers as well as ensuring your capital structure is optimized.

Bottom line, when buyers of your entire system look under the hood we want them to be thrilled with what they are seeing and they are ready to pay a premium for it.





# **WEBSITES**

## **FRANCHISE GENESIS**

[www.franchisegenesis.com](http://www.franchisegenesis.com)

## **GENDEV**

[www.franchisegenesis.com](http://www.franchisegenesis.com)

## **THE FRANCHISE CONSULTING COMPANY (FCC)**

[www.thefranchiseconsultingcompany.com](http://www.thefranchiseconsultingcompany.com)

## **THE GREAT AMERICAN FRANCHISE EXPO**

[www.franexpousa.com](http://www.franexpousa.com)

## **THE FRANCHISE JOURNAL**

[www.franchisejournal.com](http://www.franchisejournal.com)

## **GLOBAL INFLUENCERS GROUP**

[www.globalinfluencersgroup.com](http://www.globalinfluencersgroup.com)

## **FRANADCO**

[www.franadco.com](http://www.franadco.com)





# THANK YOU

