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**RESTAURANT
CONSULTING
SERVICES™**

WWW.RESTAURANTCONSULTINGSERVICES.COM

Greetings Prospective Franchisee,

Thank you for your interest in learning more about us and our franchise opportunity. As usual in the restaurant consulting industry, there is no lack of business and we're happy to report that although the restaurant business has its ups and downs, the outlook for the consulting business is as bright as ever. Restaurant openings, restaurant closings, new startups, turnarounds and business improvement services (such as our popular "Operations Analysis") are brisk and keeps our team very busy!

Over the years, we've seen a lot happen in the consulting business as well as the restaurant industry overall, and we've come up with what we refer to as the "Rule of threes." You may find this to be a compelling reason to look further into our world of restaurant consulting.

Restaurant Consulting Services, Inc. "Rule of Three's"
1/3rd of all restaurants struggle, 1/3rd fail and 1/3rd succeed

According to the National Restaurant Association, there are 990,000 restaurants in the United States. Of these, 7 out of 10 are independently owned – 692,991 locations.

From a high-level perspective, approximately, one third or 230,997 of these (independently owned) locations will go out of business ("failing restaurants") within the first year. Another one third or 230,997 will do well. The remaining one third ("Struggling restaurants") or 230,997 will flounder until they are fixed, closed or sold.

This means that every year, in the United States alone, 2/3rds or 461,994 (again, independently owned) restaurants will need help to avoid failure (1/3rd) or to get past the struggling (1/3rd) phase. The restaurant business is statistically one of the most difficult businesses to profitably run.

Client's come to us because they have a challenged restaurant, a struggling restaurant, a failing restaurant, or substantially underperforming single or multi-unit operation, or wish to open a new operation and we can help every one of them. The numbers above are a rough illustration and fall in line with what we have seen in the industry overall. According to figures released by Cornell University and the National Restaurant Association, 60% of restaurants fail within the first three years of operation, and that number jumps to 75% after the five-year mark.

Fortunately for many people who are thinking about opening a restaurant, the failure rate isn't 90% as some may have been told. However, two out of three restaurant operators really need professional assistance that goes beyond the well-meaning advice of friends and family and now is the time for them to engage experienced professional help. We're the company that has quietly been fixing and improving restaurants worldwide for years and we're honored to help those who call upon us.

If you're a service-driven, highly experienced professional, our franchise opportunity may be just what you've been looking for. As our "21 Great Benefits for Franchisees" article illustrates, the income, lifestyle and control over your own future are outstanding reasons to consider the restaurant consulting industry!



If you're driven to excel, love to teach, help and mentor new and existing restaurants and similar hospitality operations, there is no lack of business waiting for you. As a franchisee of Restaurant Consulting Services, Inc. (we are the "Franchisor" and you our "Franchisee") you'll enjoy tremendous freedom, control over your own future and uncapped income potential. But, as with all businesses, you'll have to work hard, be diligent in the running of your business and stay focused on the things that matter.

Our goal through franchising is to expand our presence nationally, with professional restaurant consultants in every State. We are doing this by partnering with motivated individuals like you who share our vision and desire to capitalize on this growing industry. This is an exciting time for our firm and we'll be the first to admit that we are a small company. Quite frankly, growing large is not what motivates us. Rather, we always wanted to expand our presence in a more "intimate" way other than taking a "corporate stance" and franchising is the best way to accomplish this, with highly motivated franchisees representing our brand, and owning their own franchised business – building equity in their own company.

Our office is based in Denver, Colorado and this is where we provide our franchisees with the complete training that they need in order to launch, operate and grow their own franchise of Restaurant Consulting Services. From here, we provide them with the guidance, support, insight, initial business leads and long-term stability that they can count on. In fact, for many future franchisees, we expect this to be the last "job" they'll ever have.

The success of every franchisee adds to the building blocks that are necessary for us to reach our goals. We are going to build the strongest, most talented group of professional restaurant (and hospitality) consultants in the United States and we have a clearly defined strategy for accomplishing this. Growing together with our network of franchisees is the path that will provide stability, security and overall sense of accomplishment that we can all be proud to be on together!

As an organization, we are only as good as our core values, both as professionals and as individuals, so let's talk about this a bit. What are some of "Core Values" that drive our company?

1. **INTEGRITY.** This drives everything we do. Being fair in our relationships. To be open, honest and forthright with ourselves and others. To demonstrate courage, and to follow through on every commitment we make to every person.
2. **PROFESSIONALISM.** We will continuously strive to be professional in our levels of knowledge, how we work with our clients and how we will treat each-other.
3. **RESPECTFUL.** Our goal as a team of professional restaurant consultants is to be fully respectful of what our client's want and need. We will not have our own agenda, rather, we will listen and respect what their needs, wants and goals are. Then we'll help, lead, coach and guide them down the path of accomplishing these goals. At the same time, we'll make it fun, enlightening and profitable for them to hire us!

4. **WE WILL NEVER KNOW EVERYTHING.** As such, we are continuously learning from our peers and colleagues every day. We will never claim to know it all, but we'll sure bring a really great skill-set to the table when we sit down to learn!
5. **"HAVING A HEART FOR SERVING OTHERS."** Only those that have a heart for serving others will stay up late, get up early, and work "until its right" or "until it's done" in this business. Our daily work is comprised of giving to others. By doing so, we'll feel great about what we do and can go to bed knowing that we did the best that we could. We will be of service to others cheerfully, willingly and with a smile on our face, all the time. We will anticipate needs, be proactive in our dealings and we'll represent ourselves and our company in the best possible light, all the time.

We look forward to learning more about how we can help you fulfil your life's goals and hope this insight into our company is informative. To take the next step, kindly complete the questionnaire found on the "Franchise Information" page of our website.



COMPANY LEADERSHIP

Kevin Moll was the originator and founder of the global brand, "Mystery Shoppers" in 1989 and has been in literally thousands of hospitality operations worldwide. He is the author of "Everything you need to know about the restaurant business" and a contributing writer to the industry. He was the founder and CEO of another nationwide restaurant consulting company, he's been a multi-unit restaurant owner/operator, he directed food service at the 1984 World's Fair Site, was CEO of five food service corporations, and currently sits on three boards. When he's not at his desk or working with a client, he's a dual-sport long distance motorcyclist, avid saltwater fisherman, and culinary aficionado. Kevin and his family reside in Denver, Colorado.

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