



Our Core Values

In order to be a good consultant, you have to have passion in what you do. If you don't, your customers will sense your lack of sincerity – and your counsel will never be embraced or understood.

The following list of core values reflects what is truly important to us as an organization. These are not values that change from time to time, situation to situation or person to person, but rather they are the underpinning of our company culture.

By maintaining these core values, regardless of how large a company we become, we can preserve what has always been special about our company:

Caring About Our Clients And Their Business

Yes, we care. Perhaps this will seem old fashioned to some – but we sincerely care in your results and accomplishments. It helps us do better for you – and provides you with the results we believe you deserve and need.

Creating Ongoing Win-Win Partnerships With Our Clients And Their Owners

We DO believe in the “Triangle” – the important link between owners, suppliers and franchisees. Being sensitive to the win-win relationship between all of these parties is what has always made franchising successful – and we will continue to honor this value.

Creating Wealth For Our Clients Through Profits and Growth

Growth and profitability are WHY we are all doing what we do. So we are acutely cognizant of suggestions for how you spend your money – as if it were our own.

Leaving A Legacy To Our Industry

We love our industry. We love what makes it work and would like to pass this learning on to others – so that it can continue to thrive. This also fuels us in what we do.