



INSIDERS' GUIDE TO OWNING AN EXECUTIVE SEARCH BUSINESS

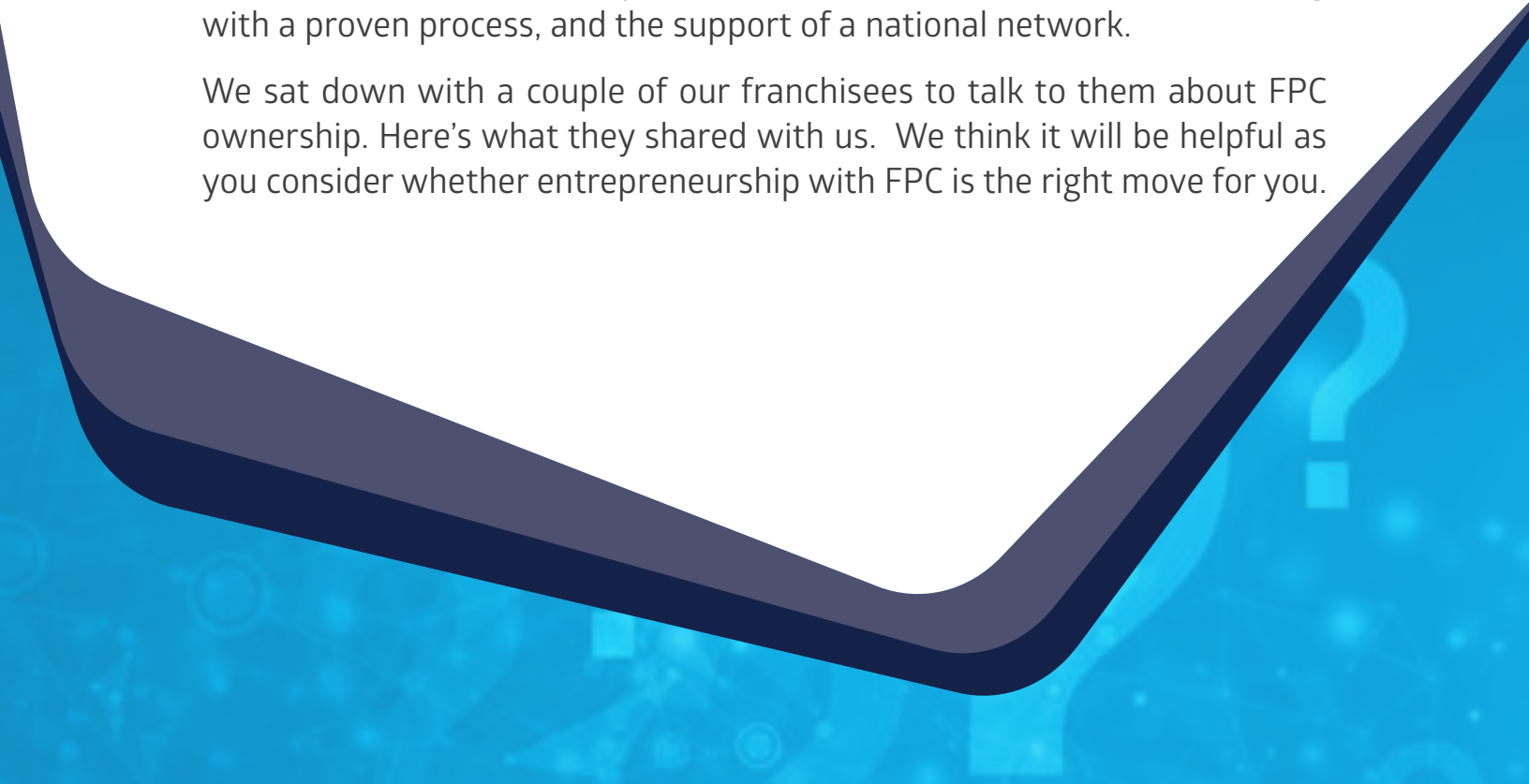


LET OUR FRANCHISEES TALK TO YOU ABOUT GETTING INTO THE EXECUTIVE SEARCH BUSINESS

Many people working in the corporate world have a dream of owning their own business. For the majority, that dream never becomes a reality because taking the leap is too scary or the thought of going it alone is too daunting.

Several of our FPC franchisees felt the same until they learned that owning an FPC franchise meant they would have the freedom of ownership, along with a proven process, and the support of a national network.

We sat down with a couple of our franchisees to talk to them about FPC ownership. Here's what they shared with us. We think it will be helpful as you consider whether entrepreneurship with FPC is the right move for you.





John Reinke - Riverwood, GA

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1. What specifically led you to seek out a franchising opportunity?

The opportunity found me; I wasn't actively seeking it. I initially built a pleasant relationship with the FPC of Savannah team as a candidate, and then as the hiring manager / member of the hiring team at my employer while going through a turnaround event. I previously had an entrepreneurial itch and had a tentative plan in place with some like-minded leaders, who were all made aware of this opportunity since it was relatively in line with an area that we discussed focusing our future efforts. At the end of the due diligence process, my business partner (Hunter Whirley) and closest personal / professional confidant and I elected to pursue this endeavor together.

2. What do you think sets FPC apart from the competition?

Consistently ranking in the Forbes Top 50 list for both executive and professional search adds a level of credibility to the brand that is not often found. After initial conversations about the endeavor concluded and we went into the Discovery Day and due diligence period, my business partner and I were impressed with the professionalism, respect, and time afforded to ensure this endeavor was a good fit for our professional aspirations.

3. How do you ensure work / life balance?

When launching the business, there was no balance, which should be expected with any new endeavor. After about a year in, I became very intentional with putting some controls in place to ensure that I was successfully tending to all of my obligations at the office and in my personal life. I have 3Fs that I ensure are tended to on a daily basis,

beyond work. Faith, family, and fitness. I've noticed over time that if I sacrifice in one of these areas, my performance at the office suffers as well. I have since blocked off certain times of the day to ensure that I provide the necessary amount of quality time each of these pillars deserve and build in some "bonus time" when business is going well and there is reason to celebrate a little.

4. What are the key factors to growing your FPC business?

Clarity of thought and purposeful action in all that you do. Do the "routine" things, routinely. The initial training is a good starting point but tweak your process and messaging as you mature to a format that works best for you and ensure that you are your genuine self. Stay consistent and although it may feel like "groundhog's day" at times, understand that you are playing the long game and the positive outcomes will come with time by ensuring you are genuinely working to help others. There is no such thing as a wasted conversation and no good deed goes unnoticed.

5. What were your financial expectations before you became an FPC franchisee?

Our initial goal was and still remains financial growth while affording an overall better quality of life where faith, family, and fitness could receive more focused attention. We were very fortunate to reach profitability in about six months and have since reinvested heavily into our business. Two and a half years in, we have a solvent business that successfully weathered the COVID-19 pandemic with funds left to spare and are approaching significant personal milestones as well.

6. How does the current economy impact the ability to grow your FPC business?

Our office specializes in Distribution, Logistics, and Transportation; we worked in these functions prior to opening our office. If you bought it online, in a store, or through a distributor/wholesaler, it's been through a warehouse and has travelled on the back of a truck. Regardless of external influences, our industry specialization continues to remain front and center of our economy.

7. What do you enjoy most about being an FPC franchisee?

Building quality relationships with hiring managers that provide value to them and assisting in the process of providing their team with leadership that ensures their collective continued success.



Shelly Blackman **- Bellwood, GA**

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1. What specifically lead you to seek out a franchising opportunity?

Exiting the Manufacturing industry was a tough decision. However, the 75% travel and 16hr days helped with it being an easier transition. Franchising has allowed me to do what I love (mentoring leaders, and making a positive impact on companies), while running my very own business! It gave me the opportunity to work for myself and to serve a real purpose, instead of just working on the things we do well for a boss. As a franchisee, you have support every step of the way from the franchisor who has a vested interest in your success. The famous saying is also true that with franchising 'you're in business for yourself, not by yourself'. It gave me the independence with guidance.

2. What do you think sets FPC apart from the competition?

FPC is not a company, it is a community. You are part of a network of franchisees who you can turn to for help and advice whenever you need it. FPC National also gives us access to proper training. Most people can master one part of a business, but struggle with other areas, which may include accounting, marketing etc. FPC provides their franchisees with training in all major areas of their new business. They also stay by our side with advanced training as our business grows. FPC is a built-in support system.

3. How do you ensure a work/life balance?

I don't strive for the perfect schedule; I strive for a realistic one. Some days, I might focus more on work, while other days I might have more time and energy to pursue lunch with friends or going to the beach. Balance is achieved over time, not each day. It is important to remain fluid and constantly assess where we are [versus] my goals and priorities. At times, your children may need you, and other times, you may need to travel for work, but allowing yourself to remain open to redirecting and assessing your needs on any day is key in finding balance.

4. What are the key factors to growing your FPC business?

Build strong relationships and maintain communication with your Candidates, Clients, and Fellow owners. Adding recruiters to your team will bring in more profitability to your business.

5. What were your financial expectations before you became an FPC franchisee?

I wanted to achieve the same level of financial success as I had when I was a Director of Operations in industry. I didn't try reinventing the wheel, I simply followed the FPC process that was drilled into me during training, and I exceeded my own expectations by more than double!

6. How does the current economy impact the ability to grow your FPC business?

In the current economy demands top talent more than ever. Most companies struggle to attract the best candidates in their market. As a result, they are unable to take advantage of growth opportunities. These companies are quickly turning to specialized recruiting experts to accelerate their attraction and selection process of leading industry talent. There has been no better time than now for me to invest in my business and build my team to serve our fast moving clients.

7. What do you enjoy most about being an FPC franchisee?

Our people. Our culture. Corporate's initial and ongoing support, their empowerment, and their values.



Cathy McIsaac - Arlington Heights, IL

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1. What specifically lead you to seek out a franchising opportunity?

Before FPC I had 17 years in corporate America doing sales. I had worked with FPC for a few years through my position at CareerBuilder.com, so I knew their reputation in the field. CareerBuilder.com was preparing for a workforce reduction, so I was going to be losing my job. The then owner of the Arlington Heights office was looking to sell due to health problems.

I had always wanted to be in business for myself and after 17 years in sales, I was really ready. I wanted to call the shots. So, I put all of my trust in myself and went for it. I knew I wanted to be self-employed even if I failed at it – I had to try. Plus, I knew FPC corporate wouldn't let me fail.

I cashed out my entire retirement account and worked my butt off making placements! One year later I was profitable and had made back all of my retirement investment money!

2. What do you think sets FPC apart from the competition?

FPC has a great reputation. I knew that from my corporate job. We're just really good at what we do. The franchisees are quality people, and we bring in quality professionals to work with us.

3. How do you ensure a work/life balance?

I am a single mom of a young son, so I have to make balance a priority. I am able to get things done at work and in my personal life because the nature of this business is so flexible. Some calls can only be done at night, so that frees up time during the day. I also make sure all of my recruiters work to find balance too. I do a lot of incentives for time off for hard work/results.

4. What are the key factors to growing your FPC business?

How hard you work and what your goals are. I set goals, and I stick to them. As an FPC franchisee you set your own salary and bonuses, and then you do the work to achieve them.

5. What were your financial expectations before you became a FPC franchisee? Are you meeting or exceeding that goal?

When I first started, I just wanted to be able to make it work so I could stay self-employed. I also wanted to make back my investment. I was able to do so in my first year, and despite ups and downs in the economy over the years, I've been able to remain profitable.

6. What type of support/tools do you receive from corporate?

The support from corporate is amazing. You go through a very comprehensive training process, so you feel confident in your ability to open your doors for business. And the support is ongoing. Corporate is there for you when you need them.



Gilly Hitchcock - Bangor, ME

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1. What specifically lead you to seek out a franchising opportunity?

I had 20 years of business experience in manufacturing and a young family. I wanted greater flexibility to balance work and family time. I looked at my skill set and thought FPC would be a great fit and would allow me to reach my professional and personal goals.

2. What do you think sets FPC apart from the competition?

I worked in a heavily male-dominated field (manufacturing), so I was very accustomed to being approached by recruiters looking to place me in a job. I gained a lot of valuable experience about how to approach candidates and what their needs are.

Before making the decision to go into business for myself I talked to several companies. FPC really valued my work experience, and they had a really great training and support system. I knew they would help me be successful and wouldn't let me fail. That was really important to me and was the incentive I needed to go for it.

3. How do you ensure a work/life balance?

When I first signed on with FPC I wanted to work from my home office. The people I was working with at FPC really discouraged me from doing that. I'm so glad they did! For me, going into the office really separates my work and family time and forces me to strike a healthy balance between the two. The trainers you work with will guide you to make the best decisions that work the best for you and your situation.

4. What are the key factors to growing your FPC business?

Initially, I tapped into my corporate network. That was really beneficial to building my business and finding opportunities. My business has grown steadily because I've also been open to diversifying when I need to.

5. What were your financial expectations before you became a FPC franchisee?

I am definitely exceeding my financial goals.

6. How does the current economy impact the ability to grow your FPC business?

During tough economic times, I see where there may be opportunities for me to diversify and move into another business vertical. This has worked for me very well.

7. What do you enjoy most about being an FPC franchisee?

I love hearing from candidates when we've made a good placement. They tell me how we've changed their life. It doesn't get much better than that!

8. What advice would you give someone who is thinking of becoming an FPC franchisee?

Any business is difficult in the beginning. You can alleviate some of that stress and pressure if you have some money set aside for stability. You have to be able (financially and mentally) to ride the ups and downs because this is a 100% commission industry. Now, the good news is that this business has very low overhead and can be a real cash cow.



Dave Singer - Raleigh, NC

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1. What specifically lead you to seek out a franchising opportunity?

I have a background in sales. I was a recruiter, working for the previous FPC owner when the opportunity presented itself for me to buy the business.

2. What do you think sets FPC apart from the competition?

The FPC system operates like a family. The support and training they provide are excellent. There is so much camaraderie among the franchisees and with the trainers. Everyone is very open to sharing ideas and information. I'm not sure you find that anywhere else.

3. How do you ensure a work/life balance?

You have to be flexible. Sometimes you have to make night or weekend calls because candidates are at work all day. So, you plan for it and fit it in. Technology has been a game-changer, enabling me to work from anywhere and making it much easier to fit in work and personal time.

4. What are the key factors to growing your FPC business?

I built up my client base by doing exchange work with other FPC franchisees who were eager to help me. Having the FPC network was very powerful. I've also diversified, adding new business verticals. And, I hire professionals who are very knowledgeable in their industry so they are qualified to seek out the highest quality candidates.

5. What were your financial expectations before you became an FPC franchisee?

I wanted to reach \$500,000 by year three and be at six figures within my first six months. I exceeded my goals! Over the last several years, our office has been the #1 or #2 producer. We always make sure we reward good work.

6. How does the current economy impact the ability to grow your FPC business?

When the economy is down, we tighten our belt. We manage our finances more closely, and I've also reduced how much money I take out of the business so we could ride it out until the economy rebounds. It's crucial to build up your client base because that repeat business can help sustain you during leaner times.

7. What advice would you give someone who is thinking of becoming an FPC franchisee?

The first year requires a lot of work and flexibility. But, if you work hard you will see financial rewards. I also think it's smart to hire one or two recruiters to help you as soon as you can because this helps you achieve your financial goals faster while also helping you achieve a healthy and enjoyable work/life balance.

Treat everyone professionally and hire recruiters who have worked as a professional in the corporate world. You want your team to know their business segment. Make sure you stay involved. I make sure I still do recruiting on my own so I'm in touch with what's going on. It is vital that you reinvest back into your staff and that you take a long-term approach to growth.

8. What do you enjoy most about being an FPC franchisee?

I love that there's unlimited earning potential and that no one is going to cut your salary or split your territory because you're making too much money.



Mike Dubeck - Troy, MI

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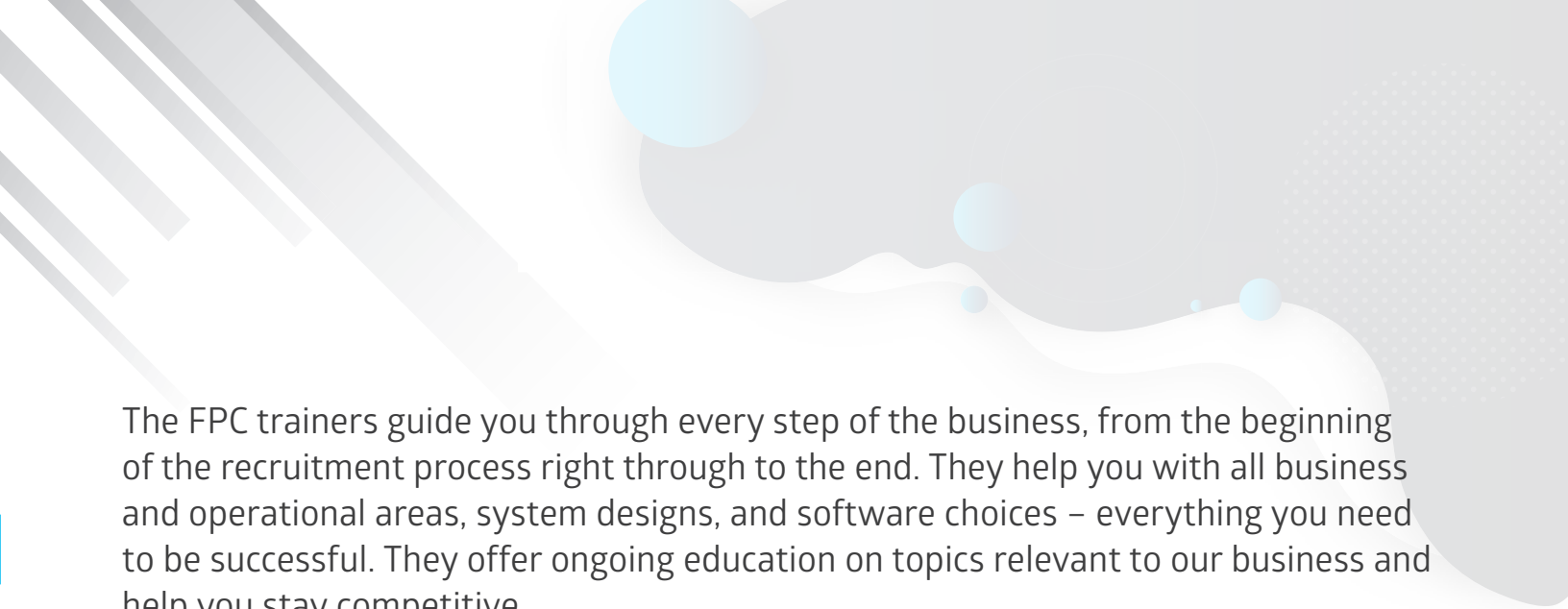
1. What specifically led you to seek out a franchising opportunity?

Throughout my career I had used search firms to hire employees. When the company I was working for was acquired, I decided to go to the firms I had worked with and ask them to look for a new job for me. During the process I decided becoming an FPC franchisee was the best move for me.

I've had an entrepreneurial drive since I was a kid. The corporate culture often frustrated me. I was hesitant to give up what I perceived as the security of a corporate job, but when I did, I realized that I could create that security for myself by trusting in my abilities and working hard. And, at FPC you choose whom you're going to work with, and there are no geographic boundaries, so really the sky is the limit when it comes to your earning potential.

2. What do you think sets FPC apart from the competition?

I looked into several different firms before I decided on FPC. It was their personal attention, industry knowledge, freedom to be successful on my terms, and the training they provide that caught my interest and eventually sealed the deal.



The FPC trainers guide you through every step of the business, from the beginning of the recruitment process right through to the end. They help you with all business and operational areas, system designs, and software choices – everything you need to be successful. They offer ongoing education on topics relevant to our business and help you stay competitive.

3. How do you ensure a work/life balance?

You are in charge of when you work, so you can fit it in in a way that works for you. It's tempting to work long hours because you see the financial rewards, but everyone needs down time to reenergize. That has to be a priority too.

4. What are the key factors to growing your FPC business?

You have to set aside money so you can use it to reinvest it in your business to hire quality staff.

5. How does the current economy impact the ability to grow your FPC business?

You have to diversify so you are not stuck in one sector – changes are occurring so quickly, you need to be nimble and hedge your bets.

6. What do you enjoy most about being an FPC franchisee?

I love being my own boss and calling the shots. And, I enjoy knowing the work we're doing is helping companies be better.

7. What advice would you give someone who is thinking of becoming an FPC franchisee?

Have enough resources so you can go at it full steam and with a clear head. Hire at least one good person to work with you as soon as possible. You need the support.



Ready to learn more?

If you would like to learn more about owning your own FPC franchise, we would love to hear from you!

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