

How Do We Compare To A Digital Marketing Franchise?

<p>How Do We Compare? (We Are Better Than A Franchise)</p>		<p>Digital Marketing Franchises</p>
In-person Digital Marketing Training	✓	✓
Minimum Investment Under \$30k	✓	✗
Minimum Personal Net Worth Required	✗	✓
Vendor Marketplace	✓	✓
Wholesale Services Cost	✓	✗
State-of- the-Art Website Included	✓	✗
Comprehensive Marketing For Your Agency	✓	✗
Lead Generation Included	✓	✗
Branding Package Included	✓	✗
Powerful Industry-Targeted LinkedIn Networking Services Included	✓	✗
Pre-Determined Clients Included	✓	✗
Territorial Restrictions	✗	✓
Required Regional Meetings At Your Own Expense	✗	✓

How Do We Compare?

(We Are Better Than A Franchise)



Digital Marketing Franchises

Regional OR National Licensing Requirements		
Ongoing Fees		
% Royalty Fee On Profits		
Minimum Contracted Length of Time To Stay In Business		
Marketing Automation Tools Included		
State-of- the-Art CRM Included		
Ability To Offer Financing To Your Clients (and earn commissions)		
Ongoing Support & Education For The Life of Your Business — At No Additional Cost		
Branding Restrictions		
Branding Fees		
Co-Branding Required		
Required Conferences At Your Own Expense		
Trainee/Owner Required To Personally Supervise The Business		
All Products & Services Must Be Purchased From The Training Company		

How Do We Compare?

(We Are Better Than A Franchise)



Digital Marketing Franchises

All Of Your Agency Website Design, Hosting services, and Digital Marketing Services Must Be Purchased Through One of the Training Company's Designated Suppliers.	✗	✓
Agency Must Be In Good Business Standing In Order To Order Services Through The Training Company	✗	✓
Management Services Fees	✗	✓
Access Fees For Platform To Interact With Training Company Staff	✗	✓
Reactivation Fees	✗	✓
Transfer of Business Fees	✗	✓
Relocation Fees	✗	✓
Required Additional Training Expenses	✗	✓
Education Payment Plan Required (for education after training)	✗	✓
Renewal Fee	✗	✓