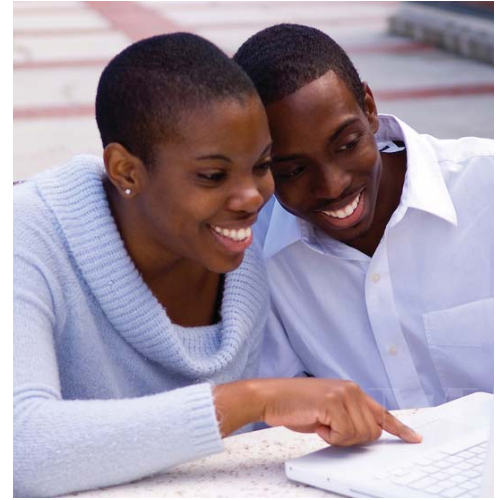


MORAN FAMILY OF BRANDS IDEAL FRANCHISE CANDIDATE PROFILE



PROFILE SUMMARY

- Management / Sales Experience
- Independent thinking, with adherence to process
- Net Worth of \$250,000 for automotive brands and \$150,000 for Alta Mere/Smartview
- Liquid Assets of \$60,000

Psychographic

- Entrepreneurial spirit
- Committed to superior customer service
- Significant Drive
- Confident, ambitious, and self assured
- Committed to building a successful legacy
- Automotive / Technical experience helpful

WHAT THEY WANT... from their career:

- Leverage past experience
- Provide opportunity for others
- Build legacy business
- Pride of business ownership
- Contribution to their community

From a Business Opportunity:

- Financial growth opportunity
- Solid, Proven Business Systems
- Control financial and lifestyle expectations
- Franchisor support and guidance
- Proven concept, system and process
- Comprehensive support system
- Belong to a community

WHAT WE WANT... common persona:

- Driven to succeed
- Hands on attitude
- Passionate about helping others
- Open-minded and collaborative
- Confident, ambitious, self assured
- Subscribes to MFB philosophy and values (D.R.I.V.E)
- Utilizes resources available
- Honesty and integrity
- Dedication to the system and brand
- Positive demeanor
- To be financially qualified
- Business experience, automotive experience is not necessary
- Takes accountability for their own success