

# Personal (Business) Advisor<sup>SM</sup> LLC

*Providing a Secure, Recession-Proof and Rewarding Future for the Executive Community*

- ▶ TURN AROUND/ CRISIS MANAGEMENT ▶ GLOBAL MARKET PENETRATION
- ▶ FRANCHISE SYSTEM DESIGN/ MANAGEMENT & REVENUE ACCELERATION
- ▶ INDUSTRY CONSOLIDATIONS ▶ COMPLEX TECHNOLOGY SOLUTIONS
- ▶ DEVELOPMENT & EXECUTION OF MARKETING/ SALES CONCEPTS
  - ▶ EXECUTIVE RECRUITING & STAFFING SOLUTIONS
  - ▶ 500+ SEN. EXECUTIVE ADVISORS IN 32 COUNTRIES
  - ▶ SUPERMARKET FOR BUSINESS OPPORTUNITIES

## GENERAL INTRODUCTION

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### INTRODUCTION

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*Dear Executive:*

Personal Business Advisors (PBA<sup>SM</sup>) was founded by executive veterans with one goal in mind:

*To help (senior-level) Executives succeed despite difficult economic times and changing employment landscapes.*

Current demand by (senior) executives for positions by far exceeds the available job openings, and will continue for the foreseeable future.

Simultaneously, businesses and franchise companies seek out buyers, partners or candidates, matching exactly the skills and experience of executive job candidates. They pay commissions if we become the “matchmaker”. There is an unlimited demand on the one side of the fence and a significant supply on the other. This ever increasing demand has led to PBA’s<sup>SM</sup> sustained growth.

PBA<sup>SM</sup> Senior Advisors work one-on-one with executives to understand their needs, interests, and dreams. Given this understanding, PBA<sup>SM</sup> will try to find opportunities that fit the parameters our clients define.

Many executives pursue these alternatives to create a stream of income that is ultimately more reliable than corporate employment.

**We help our executive clients on a no fee basis.** Our compensation comes to us when we are successful in matching executives with career alternatives. It is the beneficiary of finding the executive talent (business seller, franchisor, or employer) who compensates PBA.<sup>SM</sup>

## **PBA SENIOR ADVISORS**

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The key component to access our global marketplace in a timely and efficient manner is through our Senior Advisors (SAs).

SAs are independent business partners. They too are experienced senior-level executives who have held a ‘C-level’ leadership position. We support our SAs with a strong business concept and a network of other Senior Advisors, industry veterans at headquarters, and specialists in such functions as developing and accelerating revenues for franchise and traditional businesses alike.

PBA’S<sup>SM</sup> Executive Team consists of proven industry veterans ranging from globally successful business developers to Fortune 50 Senior Executives. They have been responsible for many hundreds of employees (each) and are responsible for strategic growth, domestic/international partnerships and nationwide, as well as global expansion.

## **PBA MISSION**

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Personal Business Advisors<sup>SM</sup> (PBA<sup>SM</sup>) derives energy and motivation by helping other Executives to succeed despite times of economic hardship and personal challenges.

While assisting our clients to achieve their dreams and goals to the best of our ability, we pride ourselves in our dedication to treating everybody with respect, honesty, dignity and integrity.

We believe in our responsibility to create a successful environment for the executive community in this country and overseas despite a sometimes radically changing employment environment.

## **Six Major Business Categories for PBA**

### **1. Business Acquisition –**

We identify a business to acquire that meets the individual’s interests, their needs, capabilities and their financial abilities.

### **2. Hybrid Opportunities –**

We work with about three dozen young companies; by young, we do not mean start-ups. For the most part, they are all beyond that stage. They all have a revenue stream and/or product in place. In fact, a couple of the companies are already public companies. What they have in common is that they’re all looking for senior-level executives to help them either grow the business or take it to the next level. This can be in either an operational role or a business development role depending upon the specific company’s needs and the individual.

When we meet someone during our conversations that we feel is a good match for one of these companies, we put them together much like an executive recruiter would. Then, they go through an interview process. If all goes well, on both sides, the company makes them an offer to join the team at the executive level. But, because all the rest of the executives on the team have skin in the game, they all require the executive joining them to make an investment in their company; this usually results in the form of a stock purchase. So, you are getting equity for your cash.

### **3. Regional or Master Franchises –**

We are not suggesting a single unit (e.g., McDonald's, Subway or a UPS store). We do not believe that the purchase of a single unit retail franchise make a very good opportunity for most executives for a number of reasons. First, they don't tend to throw off a six-figure income and all the opportunities that we represent do. Second, you're not using the skill set that made you successful in your career running the unit franchise. However, we do recommend many white collar service franchises that strictly call for Executive talent and/or Multi-unit situations that would be a great match on a much larger scale for COO talent.

What we often recommend in the franchise arena is the next level up where you are partnered with the franchisor. You're working directly with the franchising company to develop a protected region or area of the country. These opportunities can be quite lucrative as you earn money in two different ways.

First, you earn a commission when you sell a unit franchise in your area and, second, you receive a residual income. Because you are selling the franchises, assisting the franchise buyer with real estate negotiations, business counseling, etc., you share in the royalties a unit franchise owner pays to the parent company. And, usually, it's a healthy percent, in the neighborhood of 40% or 50%.

### **4. Distributorships**

Offering diverse program options, distribution rights for products and services internationally and nationally.

### **5. License Opportunities**

Offering license rights for products and services in specific areas, regions, or territories.

### **6. Personal Business Advisors**

About 5% of our senior-level-executive candidates express an interest in our business, because they enjoy helping their peers, have well developed leadership/ relationship/ analytical skills and want to be able to generate substantial 6-figure income streams from the comfort of their home office, all the while BUILDING a business that puts them in control of their own destiny!

## **CONTACT INFORMATION**

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