

Entrepreneur  
**FRANCHISE**  
**500**  
**RANKED**



Shared Wisdom,  
Bottom Line Success



## LOOKING TO THE FUTURE

We firmly believe that one of the most important things to consider when starting any business should be your exit strategy. You might think this sounds strange at this stage of the process, but a clear goal for the future and a plan for how and when to maximize the equity in your business is essential.

The Alternative Board is an equity-building business (based on protected market potential and recurring long-term income streams), and we will work with you from the outset on strategies to maximize your end profits. Many TAB Franchise Owners have established successful businesses and sold them to successors who often took the business to a new level.



## A CHOICE SELECTION

Now that you know more about us, we'd love to hear from you with your questions, thoughts and ideas about our opportunity.

- What are your goals for the future?
- Where would you like to see your business take you?
- Are you excited at the thought of controlling your own time?
- How could you use the flexibility offered to improve your lifestyle?

Our selection process is a two-way street. We want to learn about you just as much as you want to learn about us.

Your goals and aspirations are as important to us as they are to you. They are what drive you, and we consider it a privilege to be able to work together in order to form a strong, rewarding and profitable partnership.

Most importantly, we want to protect the strong brand that we've built and enrich our collective Franchise Owners, which is why we will only award franchises to those who share our values, our ethics and our desire to succeed.



## FREEDOM. FULLFILLMENT. BALANCE.

It's not often that a business opportunity offers a real sense of personal satisfaction combined with financial freedom and flexibility, but a TAB franchise does exactly that.

- Low operating costs
- Flexibility to achieve a work-life balance
- Share your expertise to help others flourish
- Proven equity-building business
- Strong exit strategy

Established for over 27 years, our Franchise Owners have helped more than 20,000 business owners achieve their personal and business goals.

*"[TAB] Makes me focus on my business during the meetings and coaching sessions, taking a hard look at myself and my company with the perspective of some very sharp people who only have my interest in mind."*

*Ken Drossman, President, Lakeview Business Consulting and LLC and TAB Board Member*

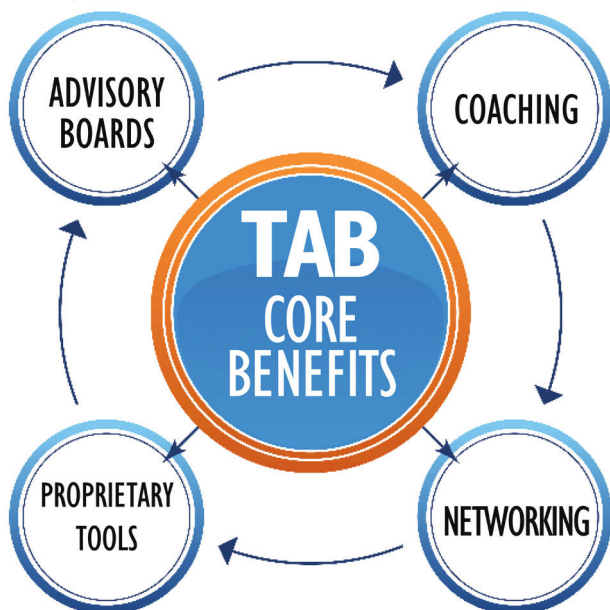
## THE BUSINESS OWNER'S STRATEGIC ADVANTAGE

In a trusted, candid and confidential setting, decision makers from non-competing companies in diverse industries meet to solve problems and evaluate opportunities in their markets. Along with discussing the business challenges they face and exploring new possibilities for increased productivity and profitability, Members will also hold each other accountable for results.

Using exclusive TAB planning and development tools, our Franchise Owners unlock the real-world experience and skillsets of their Board Members to deliver an invaluable and inspiring service to private business leaders.

In addition to Board Meetings, one-to-one coaching and business tools, Members also have access to exclusive benefits including:

- Educational webinars
- Member-only LinkedIn groups
- Member hotline
- TAB Connect



## A CULTURE OF SUPPORT

We're confident that our ongoing support is unmatched. Based on the very nature of our business, the support for our Franchise Owners doesn't end after your training. It doesn't end six months or 16 months after. It just doesn't end!

- Telephone support daily for the first two weeks to reinforce the process
- Support for six months to keep you focused on member recruitment
- Monthly peer Board Meetings with your fellow Franchise Owners to share experience and knowledge
- Weekly member acquisition and member retention group coaching calls
- Annual international TAB Franchise Owner conference

In addition, the TAB Home Office handles ALL Member invoicing and debt collection for you, allowing you the time and focus to concentrate on driving your business forward:

- Issue invoices and statements
- Answer questions
- Chase payments and collect payments
- Financial reporting
- Benchmarking information



*With hands-on marketing and IT support AND personal coaching to ensure you meet your own business goals, you can be confident of our commitment to you.*

*"I have been a TAB franchisee for over five years now, and I am very pleased to state that...my cash flow is dependable. I have access to and from time to time use, the TAB tried and true method of attracting new Members; i have a very recognized brand, and I am never alone! On a regular basis I am able to tap into the massive wealth of expertise and experience that my fellow TAB franchisees have, and equally importantly I have easy access to the wonderful support staff at the TAB Home Office who have demonstrated time after time that they are poised at any time to help me to continue to succeed."*

*John Womack, Area Developer, Canada*



*There is always something new to learn at TAB.*

## COULD YOU BE A SUCCESSFUL TAB FRANCHISE OWNER?

Our network of high-caliber professionals are respected leaders in their own business communities with a passion for sharing their knowledge and experience in order to help others succeed.

There's no right or wrong background to come from. There's no golden qualification or former position held that will make you a great success as a TAB Franchise Owner. The only thing guaranteed to ensure your success is YOU.

Owning a business franchise through TAB provides you with the opportunity to own your own business and be backed by a passionate and committed world-class support system made up of people who know the advantages of owning a franchise. You get to make the key decisions to control your own destiny.

Every year, hundreds of people choose to buy a franchise rather than start their own business from scratch or use the franchise to scale their existing business or de-risk their business by building an asset-value for themselves. Buying a TAB franchise allows you to experience all the professional freedom and rewards associated with running your own business but without the stress of starting from square one. Why re-invent the wheel? It's business with a safety net.

Our brand's success is based on the quality of the people we invite into the system. Our most successful Franchise Owners are aggressive, hungry to earn a great income, results-oriented and excited about long-term growth.

## WHO MAKES A GOOD TAB FRANCHISE OWNER?

TAB Franchise Owners come from a wide variety of backgrounds. A typical new TAB owner is a business owner with an established base in the SME marketplace, a successful executive in a large company who has started out as an entrepreneur, or a successful business consultant. Many new TAB owners join TAB to serve as a complement to their existing business.

You may be wondering whether you have the right background to facilitate boards and advise private business owners. While our standards are very high in terms of the caliber of candidates that we select to run a TAB Business, we provide a comprehensive training and support program to assist candidates with diverse backgrounds to be successful as TAB Franchise Owners.

As with any business, what you get out depends on what you put in. Our most successful Franchise Owners are:

- Self-motivated with the drive to succeed
- Compelling communicators
- Passionate about helping fellow business owners
- Committed to achieving personal and professional growth through tenacity and hard work

Our ideal candidates are business owners, transitioning executives and experienced consultants with significant business experience in a senior-level role—either in a corporate environment, in their own business or as a consultant to business executives.

*If you're nodding along here, you're already halfway there.*

*"Being part of the TAB family has been a great experience. My income has steadily grown as I have focused on growing my business. Additionally, the professional and personal growth I have experienced working with TAB and my TAB Members has been fun and extremely rewarding."*

Blair Koch, TAB Franchise Owner, Denver



*"TAB gives me the perfect balance between owning and running my own business and still having the support of a franchisor. I have over 20 years of experience behind me so I don't have to make the same mistakes that were made in the past. I can't express how valuable that has been to me."*

Don Maranca, TAB Franchise Owner, San Antonio

## WHAT A TAB FRANCHISE OWNER DOES

TAB Franchise Owners run dynamic, Membership-only Board Meetings every month where Members pool their knowledge and experience for the benefit of the group. Each board consists of up to 10 business owners and CEOs of privately owned companies.

In addition to facilitating TAB Board Meetings, you will also provide individual coaching sessions using TAB's proprietary tools and processes. Working one-on-one with TAB Members, you will analyze their business and help them create a customized strategic plan that will allow them to reach their business objectives and personal vision.

As a TAB Franchise Owner, you will actively qualify, engage and recruit members for your boards. You will leverage your experience and network to further the brand and your credentials. You will nurture the growth of local businesses. Through a platform of knowledge and guidance, you will deliver real-world advice that provides a results-driven advantage to help business owners stay focused on what matters most. The impact you have will ripple through your community as you facilitate positive change by performing top level coaching, business owner board facilitation and business consulting.



*"I'm committed to TAB now and that's because, with my other Board Members, we're on a journey. In five years of working together I still continue to get great advice, and I think I can give good advice myself."*

*It's a real reward to go back and report on progress and where we've come from and what the future looks like, and the same is true of the other Members when we sit and talk about their business and the progress they're making and for me that's what makes me come back for more and more."*

*James Cain, MD Harrogate Spring Water and TAB Board Member*

## YOUR JOURNEY TO SUCCESS



Our training program ensures our new Franchise Owners are confident and capable both in recruiting Members to establish their TAB Boards and in providing the full range of TAB services to retain those Members for the long term.

During an initial 8-day intensive training course, our Home Office team will guide you step-by-step through the essential areas of:

- Marketing for and acquiring new Members
- Interviewing and closing new Members
- Strategies for Board composition
- Using the full range of TAB tools
- Facilitation techniques
- Running coaching sessions
- Member retention

The initial training is followed by up to 8 days of in-field support helping you translate the theory into practice and kick-starting the launch of your new TAB Business.

All of our training is highly participative. We're firm believers that to truly learn something, you have to do it for yourself.

*"TAB, throughout its 27-year history, has developed an amazing portfolio of tools and processes and support to help any franchisee who has the commitment and desire to be successful—be successful."*

*Joe Zente, TAB Austin, Texas*

TABFranchise.com

## YOUR TAB TEAM

We have over 30 years of experience in the privately held business sector. Our worldwide network of more than 200 Franchise Owners are supported by a team of experts in all essential business disciplines.



**Ramas Krishnan**  
Master Franchise, West India



**Dr. Atul Goswami**  
Master Franchise, TAB India



**Lakshmi Ramaswamy**  
Partner, Finance



**Deepti Goswami**  
Business Head

Further, the TAB Global team comprises



**Allen Fishman**  
Founder and Chair



**Jason Zickerman**  
President and CEO



**Michele Fishman**  
VP of International Development



**David Scarola**  
Chief Operating Officer



**Ray Goshorn**  
Chief Financial Officer



**Jeffrey Polino**  
Chief Innovation Officer



**Seamus Ryan**  
General Counsel



**Joe Schumacher**  
Chief Information Officer

## YOUR TAB NETWORK

In addition to our Home Office team, you also have the benefit of the combined knowledge and experience of your fellow Franchise Owners: an extensive network of high-caliber professionals; people just like you!

In the Board Meetings they facilitate, our Franchise Owners harness peer power, and that value is at the heart of TAB's franchise network.

With access to TAB's worldwide network via email, online forums and annual conferences, you're never far away from someone who truly understands your business.



## MAKE AN INVESTMENT IN YOURSELF

You've probably made lots of investments over your life. Have you ever considered investing in yourself? Owning a TAB Business provides you this opportunity.

If you're like most people who are exploring running TAB Boards, then you have accumulated a wealth of business knowledge over your career. The TAB opportunity allows you to leverage this asset, make a modest investment and control your own destiny. This investment not only has the potential to lead to a significant income but is also an equity-building asset that you can then sell when you are ready to retire or pursue another venture.

Unlike a consulting business, the TAB Business ownership opportunity is not built around the knowledge and relationships of the business owner. Because the Board Members receive value from their peers, the Boards can continue to thrive with another facilitator. Moreover, the TAB model allows for the TAB Franchise Owner to hire other facilitators, which provides a scalable model for income growth. A successful TAB Business becomes a performing asset which can be quite valuable when the owner decides to sell.

TAB offers three different franchise opportunities based on the

commitment made and returns expected. It allows for our TBO to choose the right model to build their business. The investment includes an upfront franchise fees and an annual marketing and IT fee. The TBO earns a revenue share of the monthly membership fees for the tenure of the engagement. The model can be upgraded at any point in time. All options include our comprehensive support package, providing everything you need to successfully launch and run your TAB business:

- Protected market potential
- 8 days initial training
- Weekly member acquisition and retention group calls
- On-site launch support
- One-to-one coaching and mentoring
- Monthly peer board Membership
- Advanced sales and marketing training
- Marketing and brand support

Our Franchise Owners can maximize profits from low overheads as your TAB franchise requires no other permanent investment and set-up costs are kept to a minimum. ROI is quick, predictable and value building.



*There are NO fees or revenue share to pay to TAB on your consultancy work and any business that you undertake for your Members.*

## DO WHAT YOU LOVE. OWN YOUR OWN BUSINESS. ACHIEVE FINANCIAL REWARDS.

When was the last time you woke up before the alarm clock and couldn't wait to get started with your business day? There are very few business opportunities that provide a genuine sense of personal satisfaction combined with financial success and flexibility. The Alternative Board (TAB) franchise opportunity provides just that.

TAB Franchise Owners have a purpose to what they do. They make a difference in the businesses and the lives of their Members.

TAB's model gives our TAB Franchise Owners a reason to jump out of bed in the morning and lead their day with a sense of purpose.

How would you like to leverage all of the business experience that you have accumulated and have this kind of impact on business owners—both in their business and in their lives? Learn more about the opportunity to do this while earning a great income.

*"TAB is the perfect fit for me. It gives me the opportunity to utilize two of the activities I enjoy most; helping business owners move their business forward and using skills that I have obtained over the years from my corporate experiences as well as my business owner experiences. The skills and strengths that my husband and I have complement and offset the weaknesses that we each have, making for a perfect working relationship. Our combined skills add value to our Members, making their experiences richer and more productive. At this point in my life, I can't imagine doing anything else."*

*Mary Williams, TAB Franchise Owner, TAB West Fairfax*



## INCOME POTENTIAL

The thing TAB Franchise Owners love most about owning a TAB business is the satisfaction they get helping private business owners. TAB Franchise Owners also enjoy earning a good income. The TAB model provides a significant and flexible opportunity to make a good income:

- It is a subscription model where Members pay monthly Membership dues.

- The monthly dues provide a reliable monthly income, unlike the "feast or famine" model which is common with consulting businesses.
- Franchise Owners become the trusted advisor of their Members. As a result, when a Member needs help, they turn to TAB. A significant additional consulting income opportunity exists.

*"Once I became a TAB Franchise Owner, I knew that this is exactly what I wanted to do for the rest of my career. I love helping business owners achieve their full potential. The support from corporate has been outstanding. I feel very fortunate to be able to do what I love and make a great income along the way."*

*Bob Marro TAB Franchise Owner, Denver*

## YOUR NEXT STEP

The next step in our recruitment process is a conversation with a TAB Franchise Specialist.

If you feel you meet our criteria and would like to further discuss the TAB opportunity, please email [marketing@TheAlternativeBoard.in](mailto:marketing@TheAlternativeBoard.in) for more information.

*"I found the recruitment process very helpful, open and informative. There weren't any pushy aspects, and it went at a pace that suited me. I was very well informed and went on a Discovery Day which was hugely helpful in my decision making process. I was encouraged by TAB to take the proper steps of due diligence to ensure that I got a good rounded view of what the TAB experience was going to be and what the offering was. So that was a real positive in my decision to choose TAB."*

*Mike Tabernacle, TAB Franchise Owner, South Lancashire*



**The Alternative Board**  
546, Tower B2, Spaze Tech Park,  
Sohna Road, Gurgaon - 122018

[marketing@TheAlternativeBoard.in](mailto:marketing@TheAlternativeBoard.in)  
[www.TABFranchise.com](http://www.TABFranchise.com)