

Hello,

My name is Stephanie Putnam of ABV Training, doing business as Sit Means Sit. We have put in an application for a specific use permit (SUP) for 363 Keller Pkwy.

I'd like to share a bit about this business called Sit Means Sit, and what our history involves. I previously shared this information with the owner of the building on Keller Parkway, and I believe it will help you get to know me as the business owner. Relationships are key to any successful business, in my opinion. Here's a brief version of my story:

This franchise landed in my hands in 2017. It wasn't a business I expected to run, but I found myself at the helm of something new. My only experience with this business was watching the training system work wonders in the hands of trainers, over and over, dog after dog. Sit Means Sit has a proven system and it is fast and effective! I did not have a business degree, however, nor was I a dog trainer! I had become a single mom with 100% custody of three kids, a solid full-time job as a hairstylist, with a new business venture to manage.

This was a crucial time in my life. I had been a hairstylist for 25 years, and I was homeschooling our three children on my days off. I found myself now, in addition to my other roles, the owner of a business (by divorce decree) with 40,000 dollars of debt attached from the previous purchase of the territory. I had one very part-time contract employee who was already working another full-time job. Her name is Mindy. She is a rock star in this story.

I did what any person in their right mind would do. I tried to sell it! The man who was interested, was working for another franchise location as a trainer, and rather than purchase the territory I owned, he saw my ability to run this thing and he offered to help me manage it, instead. So in 2018, I began building a team.

Mindy had been training the dogs we still had pouring in by word of mouth. She saw the amount of leads we were bringing in and offered to quit her full time job and become certified by the corporate office to become my head trainer. I sent her off to be trained. It took us one year to pay the entire \$40,000 debt back in full.

We became so busy Mindy could not handle all of the business coming our way, so I hired Jaclyn in sales and as a trainer. Then we brought Tammy on, then Morgan, both as trainers. We own 3,200 square miles of territory and we were only scratching the surface. Pretty soon we realized no trainer had time to answer the phones so I hired Mickie to run the office from her home. Then, I hired Megan because we needed more help in the office role. We needed a consistent presence on social media, thus I hired a photographer I knew, Hannah, to become our social media director. Due to the growing demand, I hired Penny, Kelsey, and also Michael. That's three years of hiring broken down into one paragraph. Each one of these people was brought to me by providence. Since 2017, I have only fired one trainer and no one has left the team.

Sit Means Sit as a corporation has 150 plus franchise locations. The value in being part of this national corporation is the support of many franchise owners working to add value to our brand. Our personal team in the Fort Worth territory has a collective mindset to better the lives of people by removing the stress their dog adds to the family. Throughout our training programs, we give families homework, a goal to achieve together, and activities to practice which strengthens the family unit and their connection with their beloved pets. They also become part of a larger Sit

Means Sit family and this brings a community of dog lovers together. It makes our parks and neighborhoods safer with dogs who know their pack order, and creates a sense of accomplishment in our entire team. My team loves their jobs!

Until now, my trainers have carried dogs around with them and taken them to local parks to do the daily work of training. A facility building will allow us to efficiently move more dogs through the program in a climate controlled, safe environment. This means no cancellations due to rain, sleet, hail, lightning, heat, etcetera. The extra cost of leasing a building will be offset not only by the number of dogs we can train in this new set up, but our labor costs will decrease. In my previous mobile business model, my labor costs are 60% of all incoming sales. My fellow franchisees are paying hourly wages and their labor costs are 26-35%. I have already trained two hourly trainers to work in a facility so we would be ready when we have the green light to open our doors. The receptionist I have promised to hire is retiring from Keller High School as a counselor this month. She will know half of the people who walk in the door by name! We don't intend to see failure with all of the success we have experienced.

We expect to have a full marketing strategy by one of the top SMS franchisees, who also serves a role in Digital Marketing. The top earners in the corporation use her skills and she has held a spot for me. Before we open the doors, we should see leads pour in for future business because we will execute her plan. We hope we will be able to take on this space, and grow in it!

Here is how we will operate:

We will have evaluators (salespersons) meet with prospective clients in the front room of the building on a scheduled basis to go over our package details and pricing. Once a sale is made, the client will bring their dog to their scheduled training appointments and the dog will either leave with their owner after the private lesson, or the client will return to pick up their dog after a full day of training with one of our trainers on site. When the dog has finished their initial training and has "graduated" to group classes, they will have multiple options in multiple locations to take advantage of furthering the dog's progress. We currently offer group classes at Cabela's, Lowes Home Improvement and in multiple park locations. We would like to also offer them weekly on site in our facility.

I am happy to provide any documents needed. We have a signed lease with the owner, a franchise agreement with Sit Means Sit Corporate, bids from my contractor for the updates needed to make the building function well and also have a professional, branded look. We have sent over a digital image of the improvements we would need to make to update the space and make it function for our purpose. Thank you for your consideration.

Sincerely,
Stephanie Putnam

SIT MEANS SIT[®] **DOG TRAINING**

12 Day Train

\$2680

9 Day Train

\$2350

6 Day Train

\$1910

4 Day Train

\$1690

5 Lessons

\$1470

Days will be scheduled to best help you and your dog.

Recommended not to exceed 1 month.

First year of Group Classes Included with EVERY Package

Ask your trainer for Group Class locations and times.

Sit Means Sit collar is included in each package.

OFF-LEASH Control Around Severe Distractions!

- Car Manners
- Play Biting
- Digging
- Chewing
- Jumping
- Door Manners
- Aggression
- Submission
- Boundary Training
- Quiet on Command

Obedience

Socialization

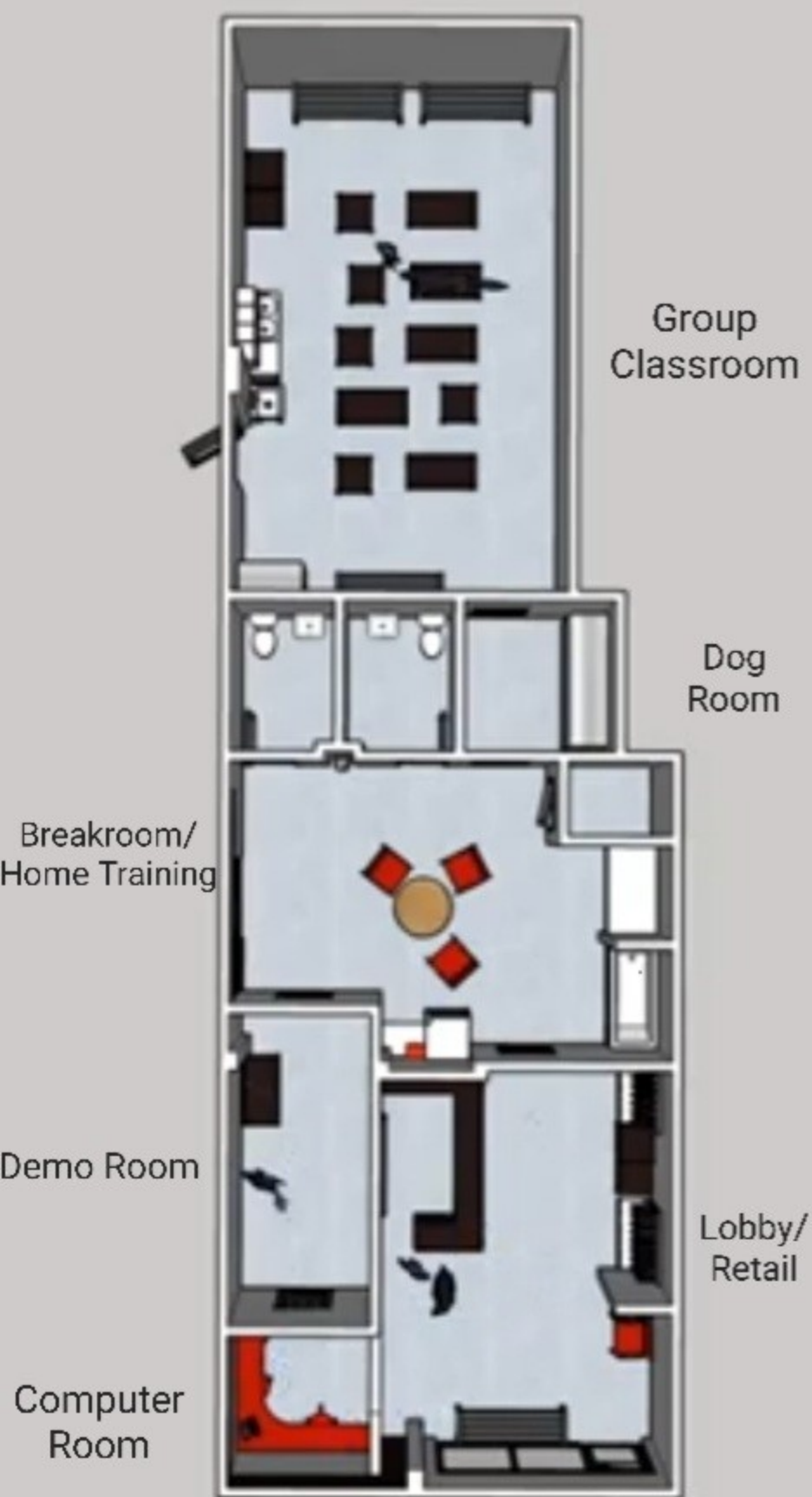
House Manners



Sit Means Sit Fort Worth

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