



Dear Fellow CPR Franchise Owner:

The time is upon us to establish a united voice as a strong and seasoned organization of franchise owners by establishing our own Cell Phone Repair Independent Owners Association (CPRIOA).

Across all franchise organizations in the world, there are two key elements that are not always in agreement, and most definitely neither of which is always equal, the franchisor and the franchisee. It is fair to say that though we are functionally dependent on each other, we no doubt have different goals and ideals as we operate from different perspectives.

At the end of the day, we - the franchisees, our families, our employees, our investment, our blood, sweat, and tears - are the true representation of the brand. The success or failure is our responsibility. It is naive for us to feel we can depend on the franchisor to make the best decisions for us.

There are major changes and opportunities within the industry right now. We are positioned well, but are our best interests in these opportunities being properly represented? If you can't answer that with 100% certainty, there is a reason for that pause. These are exciting times, and we all hope that our respective businesses are made stronger and more profitable through these opportunities. However, we owe it to ourselves and our families to acknowledge and understand that we also face great risk.

The formation of the CPRIOA creates an effective stage for member franchisees to discuss and debate these critical issues. Through more efficient communication and mutual understanding, the CPRIOA can play an instrumental role in developing healthy and long-lasting relationships with all stakeholders in our ecosystem.

With our future in mind, we urge you to consider joining the CPRIOA. If you have specific questions or concerns, please feel free to contact one of the founding members and or request to join the CPRIOA Facebook group, where we'll openly discuss our progress as well as relevant issues going forward.

Regards,

Founding Members
CPRIOA



Inaugural List of Goals

Work with the franchisor to provide a collaborative effort between franchisee and franchisor to develop alternative revenue sources for franchisees and provide the appropriate funding/support for potential revenue opportunities. Recommendations to franchisees should be tested and proven viable PRIOR to recommendation to franchisees.

Work with the franchisor to develop a sustainable process for communicating issues from the association to the executive management of the franchisor.

Work with the franchisor to assist with a cultural shift in philosophy that emphasizes store operating performance and profit not just gross revenue growth and unit count.

Ensure the franchisor is working toward a common set of goals co-developed by the association AND franchisor which are in the franchisees best interest.

Ensure the franchisor is working toward improving ratings on the bi-annual franchisor survey of 15 critical items.

Ensure national relationships have representation from the association during negotiation and beyond.

Ensure franchisor Audited Financials (P&L/Cash Flow) are published annually.

Ensure the franchisor is investing enough capital in the growth and enrichment of the franchise.

Ensure contractual and committed obligations and terms of franchisor relationships are monitored. Validate that franchisees are receiving represented part pricing from the mandated supply channel (e.g., part cost + 17%, part cost + 18%, part cost + 18% + \$1.) What is the pricing commitment and transparency to validate the supplier is fulfilling their end of the mandate?

Work with franchisor management team to assist communication with all owners as a single voice.

Work with the franchisor to create financial transparency with MobileDefenders and franchisees.

Work with the franchisor to create financial transparency with FrontPorchSolutions franchisees.

Work with the franchisor to hire a CEO to run the franchise.

Work with the franchisor to hire an operations executive to manage the operations of the company.

Work with the franchisor to hire a marketing executive to define and deliver the marketing strategy.

Work with the franchisor to focus on franchisee profitability.

Work with the franchisor to initiate a store visitation program.

Work with the franchisor to create and administer an improvement process for struggling stores jointly administered by franchisor and the association

Work with the franchisor to ensure all rebates, fees and kickbacks received from vendors or service providers are transparent to franchisees.

Work with the franchisor to ensure that all K-12 opportunities in a franchisee territory is presented to the appropriate franchisee and a mutually acceptable revenue agreement is reached.

Work with the franchisor to improve RepairQ and ensure franchisees are using the most appropriate and up to date release.

Work with the franchisor to guarantee that any mandated contractual obligations of a franchisee/area developer are supported by mutually agreed upon business enterprise activities.

Work with franchisor and area developers to develop mutually agreed upon enterprise activities.

Work with franchisor to provide consistent and pragmatic treatment of all stores/franchisees with respect to mandated activities and processes of area developers. All stores should receive consistent frequency of oversight regardless of inclusion in an Area Developer territory or not.