



CPRIOA
An Independent Association of Cell Phone Repair Franchisees
an Affiliated Chapter of the
American Association of Franchisees & Dealers
The Center for Total Quality Franchising®

P.O. Box 10158
Palm Desert, CA 92255-1058
Phone: 619-209-3775 | Fax: 866-855-1988
Website: www.AAFD.org
E-mail: cprioa@aafdchapters.org



July 22, 2020

Rob Bryant, President
Brent Delzer, Vice President
John Davies, Consultant
Chris Jourdan, General Manager – Franchise Operations
MMI-CPR, LLC
Assurant, Inc.
7100 East Pleasant Valley Road, Suite 300
Independence, OH 44131

BY email: Rob.Bryant@assurant.com, Brent.Delzer@assurant.com,
JDavies@merrymtg.com, CJourdan@merrymtg.com

Dear Chris:

We appreciate your advice last week that CPR is offering modified royalty structures aimed at assisting franchisees with the purchase of existing distressed CPR stores via a new \$1,500 per month capped royalty rate. We respectfully ask for clarification of the definition of “distressed” as it relates to this matter of CPR acquisitions / transfers. We fully believe that embracing the legacy franchisees with material options such as this can have an invigorating effect on the franchise system overall. We look forward to actively working with management to jointly design and embrace a network expansion plan, as we agree that network growth is important for our entire system. We add that store economics and profitability metrics will bear significantly on the success of any growth plan.

We hope that CPR leadership will embrace our offer of engagement and collaboration to jointly work to drive the growth, success, and profitability of our brand, including discussions to embrace a partnership with Batteries+ or other possible avenues of growth. We fully embrace the maxim of “Team – Together Everyone Achieves More.”

We look forward to a productive dialogue.

Shane Mericle, President

Eric Farr, Vice President

cc: CPR Members and Franchisees