

Your Guide to TAB FRANCHISE OWNERSHIP

Positively impact your local business community
and be known as a leader of strong, satisfied,
successful entrepreneurs.





WHERE TO MEET FOR SUCCESS

Since 1990, The Alternative Board has helped over 25,000 business owners and CEOs worldwide achieve their dreams by running their businesses more strategically. Operating in more than 21 countries, TAB is the world's largest franchise system providing peer advisory boards and business coaching for business leaders (we call these our members.)

We offer busy entrepreneurs a powerful, streamlined programme well-adapted to the virtual needs of the twenty-first

century. TAB Members pay monthly fees for our high-calibre services, which include peer advisory boards, one-to-one coaching, expert speakers, robust business tools and invaluable TAB connections.

With the TAB system, TAB Members grow their businesses with practical, real-world solutions. To see what TAB does and how our system benefits TAB Members, please take a look at this two-minute [animated video](#).

STAY AHEAD IN A RAPIDLY CHANGING WORLD

TAB Franchise Owners and their Members are uniquely positioned to succeed in a constantly evolving business environment thanks to our commitment to virtual support. We've crafted systems and protocols to ensure an effective digital experience across all of our offerings.

Whether it's the services we offer our Members or support for our Franchise Owners, TAB has streamlined your ability to connect online. We offer support and training for Franchise Owners to ensure that you can build your business from the comfort of your home or office.

You'll have virtual opportunities for:

- Meeting one-to-one with Member prospects
- Producing group events with prospects
- Holding board meetings
- Providing executive coaching
- Facilitating StratPro strategic planning sessions
- Training people on management development



FREEDOM. FULFILMENT. BALANCE.

Established for over 30 years, our Franchise Owners have helped more than 25,000 business owners achieve their personal and business goals.

A TAB franchise offers successful business leaders a real sense of financial freedom, personal satisfaction and flexibility.

Benefits of TAB Franchise Ownership include:

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

TAB is an equity-building business (based on protected territory and recurring long-term income streams), and we will work with you from the outset on strategies to maximise your net profits.

“Having been a partner at a major accountancy firm, I was given the impetus to run my own business and to help people. TAB gave me the chance to prove to myself that I could do it. It’s been challenging, but it’s been the most rewarding thing I have ever done. I like that I can work when it suits me.”

Tom Morton, TAB Franchise Owner,
Harrogate



A CULTURE OF SUPPORT

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

TAB is built on a foundation of respect for shared experiences and collective wisdom, and that value is embedded in how we support our Franchise Owners. We provide exceptional training and ongoing support from day one. We've got decades of experience helping new Franchise Owners launch their businesses, as well as ongoing collective support for ensuring your franchise thrives.

- Regular telephone support to reinforce the TAB process
- Targeted support for six months focused on Member recruitment
- Monthly Peer Board Meetings with your fellow Franchise Owners to share experience and knowledge
- Weekly Member acquisition / Member retention group coaching calls
- Annual international and UK TAB Franchise Owner conferences

"I'd hankered after my own business for years. It gives me real independence, the opportunity to collaborate with great people and I'm in control of my own destiny. At first, I thought it would simply be focussed on improving performance and business change. But, I now realise it is just as much about helping people to achieve their personal vision and improving their lives – a key driver for me."

Dave McCartney, TAB Franchise Owner, Leeds Central & North



YOUR JOURNEY TO SUCCESS

Our training programme ensures our new Franchise Owners are confident and capable from the very beginning. We'll support you in recruiting Members to establish TAB Boards and in providing the full range of TAB services to retain those Members for the long term.

During our intensive and interactive training course, our Central Support team will guide you step-by-step through the essential areas of:

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

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

"From my opening conversation about the TAB opportunity, to meeting the head office team, to the virtual conference, I've felt very at home with all the TAB people that I've met: I feel like I've found my tribe. It is rare that you meet a community where you find that you fit in so quickly. I think that it is a combination of shared values, similar ambitions and being open to opportunity."

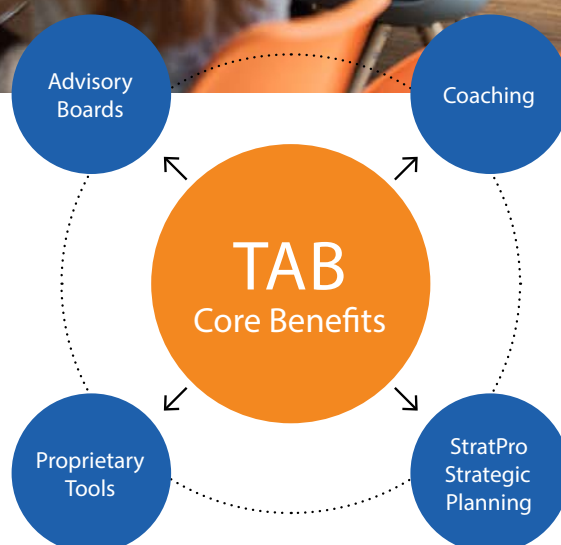
Olivia Gadd, TAB Facilitator, North Downs



SHARED IDEAS. SHARED RESOURCES. SHARED CONNECTIONS.

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.

The heart of the TAB Member experience is the peer advisory board. In a 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 also hold each other accountable for results.



Beyond their monthly Board Meetings, one-to-one coaching and business tools, Members also have access to exclusive benefits including:

- Educational webinars
- Member hotline
- TAB Connect



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

TAB Franchise Owners make a difference in the businesses and the lives of their Members. Our network of high-calibre professionals are respected leaders in their own business communities with a passion for sharing their knowledge and experience in order to help others succeed.

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

Buying a TAB franchise allows you to experience all the professional freedom and rewards associated with running your own business without the stress of starting from square one. Why reinvent the wheel? It's business with a safety net.

"You know when I think about my TAB colleagues and friends and peers, it's difficult not to get emotional about it to be perfectly honest, because I genuinely don't think I would have had this much success and built the business the way I have without them."

Julian Smith, TAB Facilitator, Derby

"I know that any issues I face, any difficulties or challenges I have, whether they are about me and the way I like to operate or any of the tools I am using, I can simply call TAB head office and ask for help, and that is a huge relief."

Damien Koziol, TAB Franchise Owner, Basingstoke & North Downs



EARNINGS AS A TAB BUSINESS OWNER.

The TAB model provides a significant and flexible opportunity for a steady and healthy income:

- It is a subscription model where Members pay monthly Membership fees.
- The monthly fees 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 opportunity exists for consulting income.
- Additional income opportunities by applying proprietary and affiliated business tools

The following represents the top third of annual earnings of UK TAB Business Owners in 2020 who have been running their TAB business for more than two years:

£152,270 - £183,871

Gross fees from TAB Members

THE FINANCIAL INVESTMENT

Exclusive territory encompassing c.4000 target businesses.

Full franchise:

- Franchise Fee of £40,000
- Training Fee of £14,500
- Marketing spend required in year 1 of £10,000
- Royalty of 20% payable
- Term of 10 years with 5 year break clause

Option to Purchase franchise:

- Option Fee of £10,000 (redeemable on conversion)
- Training Fee of £14,500
- Marketing spend required in year 1 of £10,000
- Royalty of 50% payable
- Term of 2 years



IS OWNING A TAB FRANCHISE RIGHT FOR YOU?

There's no right or wrong background to come from to be a successful TAB Franchise Owner. 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.

TAB Franchise Owners come from a wide variety of backgrounds. A typical new TAB owner was previously a successful executive in a large company, an owner of another business or a strategic business consultant. Many new TAB owners that have an existing consulting business join TAB to serve as a complement to their existing business.

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 transitioning executives, experienced consultants and former business owners with significant business experience in a senior-level role. Regardless of specific background, however, we provide a comprehensive training and support programme to assist candidates to be successful as TAB Franchise Owners.

"I've enjoyed being part of something, being part of a group of people. So that sense of community which the TAB team, particularly in headquarters, work very hard to generate is really important for me. There's a sense of helping people which I think we all enjoy. You get a kick out of helping business people who have got issues and problems and opportunities. It's nice to feel you are contributing to them."

David Abbott, TAB Franchise Owner,
Thames Valley West



HOW TAB FRANCHISE OWNERS HELP THEIR COMMUNITY

As a TAB Franchise Owner, you will nurture the growth of local businesses and business leaders. 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.

Running dynamic, Membership-only Board Meetings every month, you'll assist Members in pooling their knowledge and experience for the benefit of the group. In addition, you will provide individual coaching sessions to Members, using TAB's proprietary tools and processes. Working one-to-one with TAB Members, you will analyse their businesses and help them create a customised strategic plan that will allow them to reach their business objectives and personal vision.

"Since joining TAB I have made some good friends who laugh and cry together, which is testament to how strong the bond of the Board is. The different skills and diverse range of businesses on our Board means you get such a variety of views to help you see things from a new perspective. I couldn't be without it to help me through some of the challenges I face and the bit of time I need to invest each month in the Board meetings and 1-to-1 sessions has made me more efficient and focused."

Rob Watson, PH9 Ltd and TAB Board Member



MAKE AN INVESTMENT IN YOURSELF

You've probably made lots of investments over the course of your life. Owning a TAB Franchise provides you the opportunity to invest in yourself.

You've probably accumulated a wealth of business knowledge over your career. Investing in a TAB Franchise allows you to leverage this asset and control your own destiny. Purchasing a TAB Franchise begins with a modest investment that has the potential to lead to a significant income, and 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 that can be quite valuable when the owner decides to sell.

"You've got head office in the background working to do all the marketing and the IT, they do a lot of training for us which is obviously very helpful. So all of those things meant that I decided that a franchise was really worth the investment and worth going down that route rather than just starting by myself."

Jo Croft, TAB Franchise Owner,
Thames Valley East



There are NO fees paid to TAB for consultancy work you conduct using your own areas of specialism.

- Exclusive territory
- Comprehensive initial training
- Member acquisition and retention group calls
- Launch support
- One-to-one coaching and mentoring
- Monthly peer board Membership
- Advanced sales and marketing training

Our Franchise Owners can maximise profits from low overheads since your TAB Franchise requires no stock and no permanent premises. Set-up costs are kept to a minimum as you can work from home. We have proven that virtual board meetings are just as successful, but we'd still expect to revert to face-to-face being part of the mix in the future.

NETWORK GROWTH

In order to sustain the growth of TAB's network and to fund national marketing campaigns, TAB Franchisees pay the following monthly management service fees:

- TAB Royalty fees—20% reducing to 12% on gross annual revenue from the TAB opportunity in excess of £10,000/month
- Marketing Development Fund—1% on TAB fees increasing to 2% after 24 months.



THE TAB NETWORK LEGACY

In addition to our Central Support team, you also have the benefit of the combined knowledge and experience of your fellow Franchise Owners: an extensive network of high-calibre 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.

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.

"When I heard about The Alternative Board, I was really impressed by the story and the support that TAB provides to the owners of small to medium sized businesses. But I also wanted to validate that and TAB were really keen to enable me to undertake my own diligence by attending board meetings and speaking to the existing TAB Franchisees. That level of transparency was really important and helped me make the right decision for me."

Paul Winterbottom, TAB Franchise Owner, Manchester West



YOUR NEXT STEP

The next step in our recruitment process is a conversation with UK MD, Ed Reid.

If you feel you meet our criteria and would like to further discuss the TAB opportunity, please email franchise@thealternativeboard.co.uk for more information.

“At the end of the day, a TAB Franchise was one of the best decisions I’ve ever made. I know I can take it to whatever level I want it to be.”

Elliot Rich, TAB Franchise Owner, York