



PRIDESTAFF[®]

A TRUSTED PARTNER



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OUR MISSION

Consistently provide client experiences
focused on what they value most.



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YOU'LL ENJOY THE **VIEW FROM THE TOP**

More and more executives are promoting themselves to the top of the proverbial ladder by leaving the corporate world behind to become franchisees. Therefore, choosing the right franchise will be one of the most important decisions you'll ever make – and the most rewarding. Owning your own business with PrideStaff may be the best way for you to realize the ultimate dream of the lifestyle you desire.

In 1978, George Rogers, founder and CEO of PrideStaff, had a vision, a dream to create a new type of staffing organization – one that offered the resources and expertise of a national firm with the spirit, dedication and personal service of a smaller, entrepreneurial firm.

The result is PrideStaff, a leading staffing organization that sees its franchisees as Strategic-Partners. Our senior leadership team and our Strategic-Partners work together to create the vision and live our Mission. We know that in today's world, our growth comes from the thousands of clients who recommend PrideStaff to others – and from our Strategic-Partners who want peers to share the vision.

We built our team to help you achieve your life goals.

We understand that the transition to running your own business can be daunting. As a PrideStaff Strategic-Partner, you are not alone. PrideStaff has remarkable resources and we work together to “consistently provide client experiences focused on what they value most.”

As an organization, we take your success very seriously. We are 100% committed to franchising as our sole means of expansion. In other words, we don't succeed unless you succeed. As you might guess, we are very selective about awarding our franchises. Should you be invited to become a PrideStaff Strategic-Partner, that will mean we believe you have the focus and commitment to build a strong business.

At this point, we would like to offer the support you need to help determine if PrideStaff is right for you. This guide will introduce you to many of the unique aspects of our organization and the exciting growth potential of the staffing industry. And of course, if you have more specific questions, our team is here, ready to provide answers.



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No other single decision has had such a direct impact on my lifestyle and aspirations. With three small children at home, the work/life balance I enjoy is unparalleled in most franchising options. I look forward to the next ten years with high anticipation and excitement! – Amy Linn, **Strategic-Partner**, North Dallas, TX

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DESIGNED FOR YOUR FUTURE

Freedom. Creating your own security. More control over your life and financial situation. These are just a few of the reasons people choose to go into business for themselves. As a PrideStaff Strategic-Partner, you'll have the opportunity to achieve these goals...and so much more.

- You'll help individuals realize their personal and professional dreams.
- You'll contribute to the success of local businesses and the U.S. economy.
- You'll have the support of a successful, experienced leadership team.
- You'll have access to best practices, knowledge, processes, training tools and resources, including award-winning marketing materials and Net Promoter Score program.

Company Profile

PrideStaff is a sales-driven company that specializes in providing innovative solutions to the challenges of today's evolving workplace. We help employers use staffing as a tool to increase productivity, control costs and get work done more efficiently.

At the same time, we help people find rewarding employment.

PrideStaff offers our clients a wide range of solutions, including temporary services, temp-to-hire and direct hire staffing. But we are much more than just a staffing provider. We act as consultants for our clients – a trusted partner providing guidance to help our clients solve workforce challenges and get the best value from their staffing investments.

PrideStaff was founded in 1978, and our Home Office is located in Fresno, California. We spent over 20 years developing and refining our business model. We began franchising operations in 1995, and have since grown to a network of offices throughout the United States. PrideStaff is a privately held corporation.

A Recognized Industry Leader

Over the past 30 years, PrideStaff has developed a solid reputation in the staffing industry. Our proven business model will provide you with the best possible foundation for success, and our growth has consistently outpaced the staffing industry.

WHY PRIDESTAFF?

- Fulfilling work
- An organization committed to expansion via franchising
- A leader in an industry poised for extensive growth
- Exceptional training, marketing & ongoing operational support
- Highly experienced and accessible leadership team
- Financially stable organization that will provide the funding to support your business success
- More than 30-year track record of success
- A ground-floor opportunity





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I made my decision to become a business owner after spending many years working in a Fortune 500 company. I wanted to be a part of an organization where I could leverage my previous experience and relationships I had built during my career as well as be part of an organization that viewed success as a partnership. My first engagement with PrideStaff confirmed they were exactly what I was looking for. The partnership, commitment to our success, and the support has only gotten better over the years.

– Jonathan Smith, Strategic-Partner, Atlanta, GA

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FLEXIBLE STAFFING

In today's business world, few organizations can afford to operate with excess capacity. To manage workflow peaks and capture new opportunities, savvy executives staff strategically, augmenting their core staff with qualified temporary employees on a just-in-time basis. PrideStaff helps employers to:

- Convert fixed cost to variable
- Control benefit costs
- Meet project deadlines
- Minimize employment risks
- Manage resource constraints
- Stay focused on top priorities
- Avoid hiring mistakes
- Reduce turnover
- Improve morale
- Test new ideas
- Improve profitability

Hiring

Regardless of the job market, hiring is hard work. As a PrideStaff Strategic-Partner, you will help your clients take the pain out of the process by managing all the details, including recruiting, screening, testing, interviewing and reference checking.

PrideStaff's hiring solutions bring companies the most qualified individuals. Our services:

- Accelerate the hiring process
- Improve access to "passive" job seekers
- Allow managers to offload hiring activities and stay focused on the core business
- Help companies avoid hiring mistakes and reduce their cost-per-hire

FLEXIBLE STAFFING SOLUTIONS

TEMPORARY STAFFING

- Fill-ins for support personnel
- Project specialists
- Temporary employees for seasonal and peak workloads

STRATEGIC STAFFING

- Planned staffing
- On-site management of staffing for our clients

HIRING SOLUTIONS

TEMPORARY TO FULL-TIME PLACEMENT

A PrideStaff employee begins working on a temporary basis, then converts to full-time status after a set time period.

DIRECT HIRE

PrideStaff supplies individuals qualified to fill core positions, with contingency-based placement fees.

TYPICAL POSITIONS WE FILL INCLUDE:

- Accounting
- Administrative Support
- Light Assembly
- Claims Processing
- Clerical
- Collections
- Customer Service
- Data Entry
- Distribution
- Legal Support
- Medical Office Support
- Reception
- Secretarial Support
- Shipping and Receiving
- Telemarketing
- Warehouse
- Word Processing



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Any great relationship starts with good communication and honesty. Deciding to open a business is a game changer, not only for your career but also for your life. PrideStaff knew how big of a decision this was for my family and me. This was going to be big for all of us, and PrideStaff made me feel like I was their number one priority during every call throughout the process. By the time I put my signature on the dotted line, they knew my family, our names, and most importantly what we value most. I knew we were going to be successful together.

– Erica Orrison, Strategic-Partner, St. Louis Metro, MO

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A TRUSTED PARTNER

PrideStaff has grown successfully and consistently by providing our Strategic-Partners with a business model and extensive support that includes industry training, innovative marketing and recruiting, reliable back office systems and trustworthy Home Office support.

An Edge Through Innovation

Over the years, PrideStaff has been a consistent industry leader, developing technology and service processes that allow our organization to deliver superior performance. Some of our recent innovations include:

Training. Unsurpassed training through two weeks of coursework held at PrideStaff's Home Office, covering all aspects of establishing and developing a significant staffing business. Followed by one week spent in a PrideStaff Certified Training Office. Ongoing training includes manuals, CDs, and web-based tutorials.

Bullhorn. Our internal applicant tracking and skill matching system, which uses state-of-the-art technology to expedite the order fulfillment process.

CareerBuilder. PrideStaff has partnered with CareerBuilder to take advantage of the largest U.S. resume database and advanced recruiting tools to target and attract well-qualified job candidates.

H.I.R.E. A planned approach to the recruiting process that maximizes access to passive job candidates.

Prove It! Industry-leading candidate skills testing software, providing over 1,500 assessments and tutorials.

ALL THE SUPPORT YOU NEED...

WE TAKE CARE OF YOUR BACK-OFFICE WORK

- Accurate client billing
- Timely payroll processing
- Receivables management

WE PROVIDE 100% PAYROLL FUNDING

PrideStaff finances your weekly payroll, so you can grow without having to secure a line of credit for your receivables.

WE PROVIDE TRAINING AND MENTORING

- Extensive owner training
- On-site sales & operations training
- Highly accessible support team

SO YOU CAN FOCUS ON GROWING YOUR BUSINESS!

...WITHOUT THE CASH FLOW OR ADMINISTRATIVE HEADACHES!

THE PRIDESTAFF DIFFERENCE



AWARD WINNING MARKETING

BULLHORN®

#1 in customizable staffing software

careerbuilder®

A global leader in human capital solutions

HIRE

Innovative recruiting methods

Prove It!

Comprehensive candidate assessment



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IT'S ABOUT PEOPLE

Staffing is a people business. This is especially true at PrideStaff. We act as trusted partners to our clients, providing the services and support they need to achieve their goals. The very same attitude permeates our organization, as we provide the services and support our Strategic-Partners need to assure their success.

Leadership & Mentoring

As a PrideStaff Strategic-Partner, you'll receive hands-on support from some of the most creative and dynamic leaders in the staffing industry. We'll be there for you every step of the way.

Work Environment

We like to have fun. We like to celebrate. We like to push ourselves to do great things for our clients and our temporary associates. Our work environment fosters efficient operations, great opportunities and successful sales efforts, without the bureaucracy and red tape associated with many larger organizations.

Breadth Of Service

As a PrideStaff Strategic-Partner, you will be able to offer your clients a wide-range of staffing solutions, including temporary staffing, master vendor and vendor on premise services, and direct hire services. We staff office, professional and select light industrial positions ranging from front-line employees to senior-level support staff.

Systems

To ensure consistent quality, you will be provided with leading software and systems for the evaluation, training and selection of field associates. Proprietary back-office functions performed by the PrideStaff Home Office will enable you to efficiently manage your PrideStaff operation.

Ongoing Support

Through our corporate intranet, on-site sales and operations training, personal visits from our Vice Presidents and our PrideStaff Annual Conference, you will be provided with the most up-to-date techniques to maximize the effectiveness of your sales and service activities.

OUR CULTURE

A business is only as good as the people it employs and the processes it follows, and PrideStaff is no exception.

Our greatest asset is our people, culture and dedication to our core values:

- **Integrity:** We adhere to strong principles, honesty and sincerity.
- **Trust:** We are "A Trusted Partner."[®]
- **Reliability:** We do what we say we'll do.
- **Respect:** We respect our clients, associates and ourselves.
- **Innovation:** We have a willingness to change; to meet our changing business environment.
- **Pride:** We take pride in all we do.





SUPPORT SYSTEMS

Leaving Corporate America to become a franchisee is a life-changing experience. As you evaluate which franchise is right for you, one of the key components is the structure provided by the Franchisor. A benefit of a franchised business is to have local ownership combined with the strength of a national organization. As a Strategic-Partner with PrideStaff, you will build your business with a strong foundation of systems, support, and processes.



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ACCOUNTING

PrideStaff's Accounting Department distributes franchise commissions on the 15th of every month, rather than the 25th, which is unique, compared to other staffing franchisors. They also provide you with a detailed financial statement showing the breakdown of your business' revenue and cash flow, as well as comparing actual expenditures to budget projections. Additionally, they allow us to purchase many of the items and services you need for your business at a reduced cost by using our economies of scale.

BILLING & COLLECTIONS

Unlike many in our industry, initial collection calls are not made from the local office. Calls are made from the Credit/Collections Department at PrideStaff Home Office and the Strategic-Partner is only involved when a client becomes seriously late or unresponsive. They also conduct monthly calls to review your Aging Report with you, to help you keep abreast of any future potential issues.

PAYROLL

The process of creating payroll checks (and direct deposits or payroll cards) is mainly completed at PrideStaff Home Office. The local office keys in an employee's information and weekly hours worked, but the actual processing, calculation and submission of payroll taxes, printing of the checks, etc., is done for the Strategic-Partner, and the payment method is then sent to the office for distribution the same week. The funding of payroll is also handled and secured by PrideStaff Home Office.





TRAINING

PrideStaff provides comprehensive and sustainable training programs for our Strategic-Partners. We use a total sales mindset to drive success through our basic and advanced training offerings.

COAST-TO-COAST FIELD SUPPORT

You'll be guided closely by a Vice President/Field Consultant through on-site visits and conference calls. From sales, to recruiting, to managing and developing your teams, the leadership team will help you every step of the way.

FRANCHISE COORDINATION

One of the most important things we can do for a Strategic-Partner is to ensure a successful and smooth opening. We provide regularly scheduled calls and a structured plan to guide Strategic-Partners through the opening process.

ANSWERHUB & IT SUPPORT

AnswerHub trains and assists offices with operational issues relating to our business software and processes. Our unique IT Department proactively monitors and identifies issues that may affect a franchise. This includes connectivity and network issues that may even come up overnight.





SALES & RECRUITING MARKETING MATERIALS

PrideStaff has an array of award-winning sales, marketing, and recruiting materials, programs and processes available to Strategic-Partners. To get you started in your sales effort, we purchase a list of potential clients in your territory that fit our criteria based on the number of employees and their SIC Codes, which we download into our state-of-the-art software. It is then plotted on a map for you, which indicates the concentrations of the types of business in your territory that we target, in one-mile grids.

We also provide you with a 90-day supply of forms, our award-winning marketing materials, stationery, letterhead, business cards, envelopes, and other printed materials. Additional marketing materials are available at cost, plus shipping.

THE PORTAL

The Portal is PrideStaff's internal intranet. It includes internal and external news items that affect your business, and marketing and promotional items. It is also an organized and searchable repository for the forms and documents you commonly use in your business.

RESEARCH & DEVELOPMENT

We are always assessing our current vendors and identifying new ones for our offices. They must both increase productivity, but also provide maximum value to a Strategic-Partner. This includes, but is not limited to, vendors for business insurance, advertising, recruiting, drug and background testing, sales and marketing.



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RISK MANAGEMENT

We take an enterprise risk management approach, in that the areas from Human Resources, Unemployment, Labor Law, and Workers' Compensation are all interconnected, and one area often affects another with our temporary and long-term field associates. Our goal is to help our offices limit any loss of their revenue and profit by maintaining strong, up-front, preventative processes and mitigating liability once an issue occurs.

SITE SELECTION

The location of your office is critically important. We schedule a conference call with you, us and your chosen commercial broker in your area to describe, in detail, the type of location that will best set you up for success. Once you have narrowed it down to your final choices, a representative from the Franchise Development Department or your future Vice President/Field Consultant, will help you in making your final selection.

TERRITORY & DEMOGRAPHICS

As a PrideStaff Strategic-Partner, you will be granted a protected territory. Our territories are generous in size, are based on employment numbers in the market, and are defined by ZIP Codes. MapInfo software enables us to create, edit, visualize and analyze customer and business data in the context of location. Franchise candidates are provided maps and a demographic report on the territory they are considering, during the PrideStaff Discovery Process.





A GREAT COMPANY...**AT A GREAT TIME**

They say that one of the secrets of success is to be at the right place at the right time.

You are at the right place, right now.

For the right people, PrideStaff offers an exceptional opportunity. Our industry is one of the fastest growing in the world. Our firm has an excellent business model, outstanding leadership, and strong financial stability. And many major markets are still available.

All that's missing is the right person. We're looking for talented people. People who are passionate about service. People who are committed to excellence. People who have what it takes to be successful. All that's missing is you.

If you're ready to take the next step toward financial independence, we would like to invite you to introduce yourself to us. Please complete PrideStaff's confidential application and contact:

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PRIDESTAFF®

OUR MISSION

Consistently provide client experiences focused on what they value most.

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