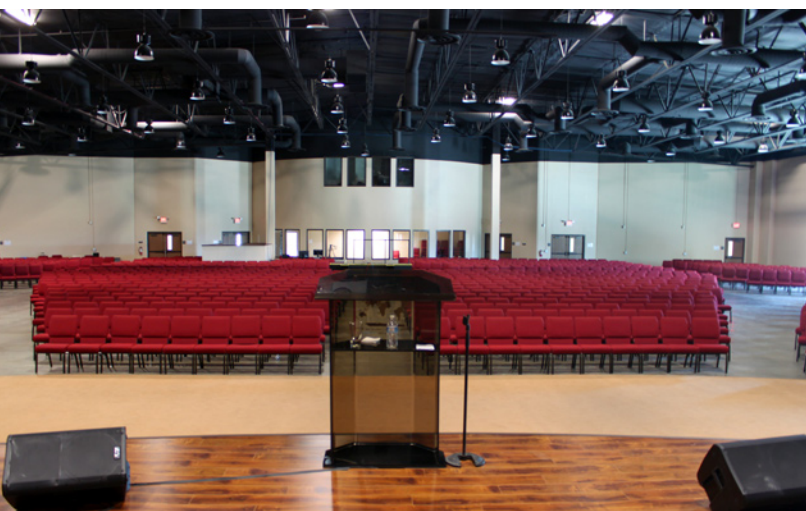




We Magnify Your Success

*Business Solutions
For Expanding Corporations*



Lindsay Gaskins, CEO Marbles the Brain Store

In 2012 we hired The William Lawrence Group to assist us in rolling out our stores across the US. Initially taking an advisory roll and creating the Wheel, their support and courage have been crucial. They have worked diligently to continually improve our program. Projects with unreasonable deadlines have all been met by WLG. I know if I ask them to achieve a goal that they will find a way to do so.

Soon after hiring WLG our construction costs were drastically reduced and quality of our projects increased significantly. Their advice and leadership have helped us acquire new locations with better conditions, improve our prototype plans, value engineer our build outs and have greater confidence in our program. They continue to be valued partners in our expansion. Their presence gives our lenders and Board of Directors continued confidence in our expansion.

The William Lawrence Groups' strength is in the level of planning and implementation that we provide. Most expansion/construction programs have normal design prototypes, normal planning, and normal scheduling and are beset with normal change orders and normal delays. Normal is not acceptable for WLG or our clients.

WLGs initial analysis is to determine what you are doing now, find your genius elements and those procedures that are key to your success. We then adapt the system around your needs and peel off superfluous activities and costs. We create a procedural Wheel™. This identifies all the processes, procedures and the responsible parties; it details the vendor interaction and expedites the hand over to operations and store opening. Further, we analyze each contract, report, due diligence and purchase order to make sure each document is Client-centric. In other words, it favors and protects our WLG Clients, your lenders, sureties, owners, etc. If people want to work with our clients, they sign fair agreements that protect our clients. This is extremely important, as it reduces cost, managerial oversight and risk.

In expanding, whether regionally, across the country or internationally, we have found that key

regional vendors, who have already provided prices and contracts, are crucial. Again our philosophy is that we (WLG and client) pre-plan everything. We locate, get pricing and agreements from strategic regional vendors such as signage, engineers, architects, FFE, contractors, material suppliers (flooring, tile, lighting, etc.). Each one of the selected vendors completely understands your new program, pricing, terms and schedules. They have been vetted to provide the best quality, lowest cost service in their industry and have demonstrated throughout the vetting process that they can deliver on your proposed schedules. Now, instead of either trying to find new vendors as you notice the old ones get over burdened or fail, you have a preset group of partners who have a vested interest in your success. As you expand into a new region, you do so with confidence.



OUR APPROACH

If clients do not deal with these issues early in their expansion, they may perpetuate a less efficient program with delays and costs that are not necessary. They may end up with poorly located and planned stores with inadequate signage that does not fully meet their needs. In the retail world you are burdened with under-performing locations that reduce your chains value and your ability to attract necessary financing. In the franchise world, you will transfer these inefficiencies to your franchisees, which in turn have a higher costs and lower profits.

Prototypes:

WLG prototypes have only notes, details and information specific to our clients. We work with your existing architects or locate new qualified ones, and raise the level of their performance. In most cases, they sold you, and you paid for a custom prototype, but may have been delivered a standard plan with general notes and details. Most owners feel that this level of prototype communicates their design intent (mostly because they don't know the difference). However, these plans are generally lacking the detail and specificity to actually reduce costs in both bid phases and change orders (due to plan confusions). This may also delay development/entitlements. The reductions in bid prices and change orders for our clients are substantial. The plans are clearer, schedules expedited and the bids more accurate.



Municipal Approvals:

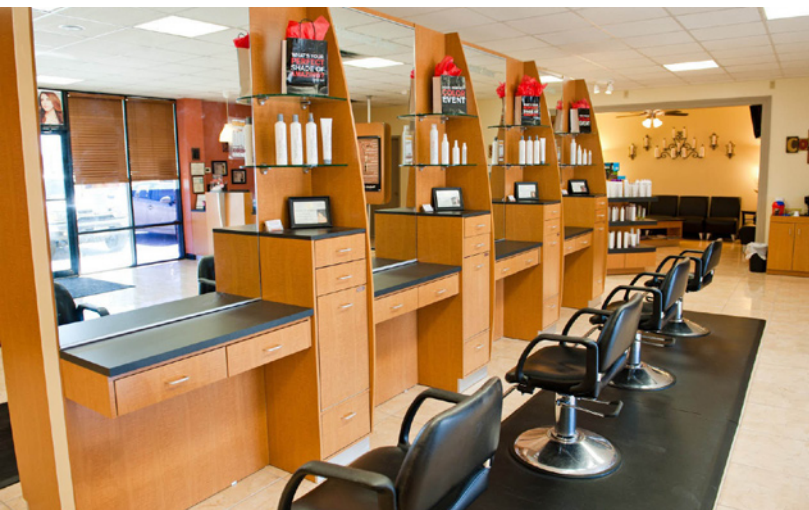
WLG is very effective in entitlement and development services. We have provided this service on hundreds of locations around the country and internationally as well as taught many others how to process these projects with a higher degree of success. WLG has never lost a City or entitlement hearing whether for a quick lube facility (which is more difficult than anyone could imagine), a gym, yogurt store, hotel or a green grocer. We have taught hundreds of architects, engineers, and others how to process entitlements successfully. Our approach is very low tech, not procedural and mostly relationship and trust driven. We teach them what to say and what not to say, and when. The cost of preparing a development and then having it fail for some minor reason is unacceptable to WLG and a waste of time and money. Challenges must be identified and resolved in the due diligence process before real money is spent. Key components such as drive approaches and signage must be processed correctly from the earliest submittals.

Schedules:

A key component to our service is to develop accurate and complete schedules. In order to achieve timely entitlements, due diligence, architecture and construction WLG provides our clients with detailed (down to the day) schedules. Many engineers, lawyers, architects, contractors, project managers and even internal staff put things off to the last minute and walk in half prepared. We eliminate this problem by preplanning and providing all the necessary information to not only achieve an aggressive, realistic schedule, but also give our clients the confidence to identify any delays from service providers and make substantive improvements.

Instead of WLG clients calling their architect and saying "How is the Newark location proceeding?", and receiving a non-specific response- "Great!"; (this provides no actual information and gives you the impression that your vendor is working diligently on your project to meet your deadlines). Our clients have the WLG program in your hands and call and say "it is now day 4 in our schedule; you should have XYZ completed by now and should be ready to do ABC within 3 days". With specific schedules and questions, you no longer have the delays based on general, misleading information. This tool alone will give you control and speed the project. You will very quickly weed out the vendors who are delivering, and identify those who need to be replaced. A direct benefit of this is that your vendors become trained, knowing that you are prepared, in detail, and they must raise the level of their performance.





Dessange, Camille Albane and Fantastic Sams Salons Bob Loffredo, Director of Expansion and Construction Dessange Group, Paris France

The William Lawrence Group was hired to review our old roll out programs and design a new one more in keeping with our new franchise agreements and desired growth. WLG were great at listening and implementing our desires while adapting to new designs, staffing changes and procedures.

They took the time to understand both our "genius" as they called it, and procedures that could be either eliminated for cost and time savings or improved upon.

WLG went the extra mile and created custom programs for all three of our brands: Fantastic Sams, Camille Albane and Dessange.confidence in our expansion.



Construction:

Our Construction Management services begin by confidentially learning about our client's goal and objectives, understanding their desired scopes of work, deliverables and product.

We like to begin at Lease/Purchase negotiations, supporting our clients to insure the most favorable delivery conditions. We create custom Landlord Handover and work letters to be used by the Real Estate acquisition team. Terms such as "As Is" are generally the landlord passing expense(s) on to the tenant. We assist our clients in minimizing these expenses and business risks, obtaining the most advantageous hand over and approval conditions.

We then work in tandem with architect and client design teams to create the perfect prototype plans. These plans are owned and controlled by our clients. Each note, specification and detail are specific to our clients and not just cut and pasted from other plans or architectural sources. We review and rewrite all details to assure our clients receive the greatest value for their money. This level of detail of preplanning and care has been invaluable to our clients and their programs.

We shepherd the plans through the landlord approval process as well as municipal entitlements and use approvals. We have never lost an entitlement hearing or been turned down for a use.

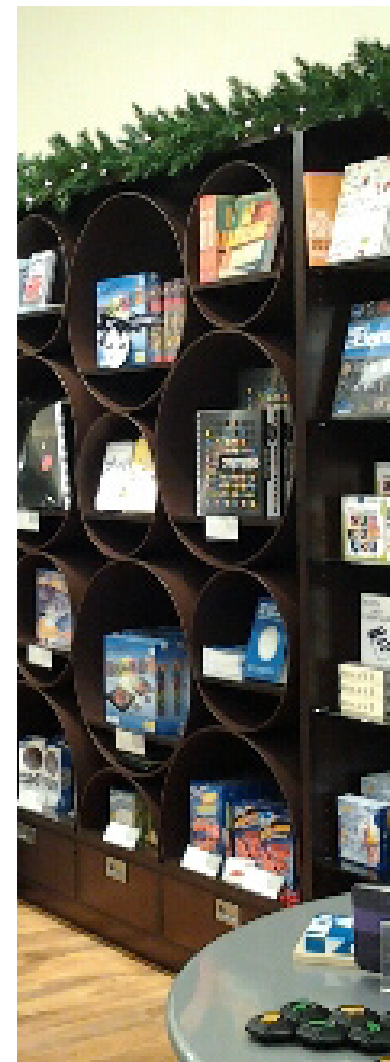
We also help identify and reduce landlord required vendor abuse (often fire and smoke alarm & sprinklers). On smaller retail spaces these costs can often account for 20% or more of the construction build out costs.

The William Lawrence group has a proven system to manage General Contractors, subs and vendors. The Prototype plans reduce bid amounts, limit change orders and create clear, duplicable results.

Our GCs bid the same formats, eliminating hidden cost and omissions. Our GC contracts are for "Plans and Specifications" only, no exclusions, no surprises. This can only be achieved with excellent plans and management. Our process is transparent in every step. We use the latest computer programs to communicate with our clients. Our projects are fitted with observation and security cameras allowing our clients to see the actual project in real time.

WLG provides a Turn Key solution to our clients' Construction Management needs. From Site Selection support to assisting in reimbursement of Tenant Improvement Allowances and close out, WLG takes the drama and risk out of your expansion and allows you to focus on your core business.

The William Lawrence Groups clients achieve an average of 25% per location savings and 40% internal cost reduction.



- › **Site Selection: Lease / Purchase Negotiations and Support**
- › **Due Diligence / Entitlements / Landlord Design Approvals**
- › **Construction Prototype Development**
- › **Budget / Scope of Work Development**
- › **Value Engineering / Bidding / GC Selection**
- › **General Contractor Selection**
- › **Permitting**
- › **Construction Management and Financial Oversight**
- › **Hand over to Operations**
- › **Tenant Improvement Allowance Reimbursement Support**
- › **Warrantee and Maintenance support**



The William Lawrence Group

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