



FAST FACTS

TAB Master Franchise Opportunity

Helping Privately-Owned Businesses Thrive Since 1990



The Alternative Board (TAB®) is the world's largest franchise system

providing advisory boards, business coaching, management development and strategic planning services for owners and executives of privately owned businesses. TAB started revolutionizing the business landscape over 30 years ago. By offering practical, strategic, and real-world solutions, TAB has helped over 25,000 businesses across the globe grow and prosper. Each month, TAB members gather, in a structured environment, to share their business experiences to help solve each other's challenges and seize new opportunities. In between TAB board meetings, members meet with their TAB-Certified Facilitator/Coach (how we refer to our Unit franchisees) for business coaching sessions using our proprietary coaching system. TAB franchisees use TAB's extensive proprietary processes, tools, and methodologies to help TAB members become more successful and efficient in how they run their businesses. Our members experience greater levels of growth during positive economic times as well as in challenging economic times. For these services, TAB members pay monthly dues to their franchisees. Additionally, TAB franchisees can earn substantial income by consulting with their members using their individual expertise in conjunction with TAB's numerous proprietary tools, systems and techniques.

Benefits of TAB Master Franchise Opportunity

- Outstanding ROI
- Predictable monthly revenue stream
- Extensive Master training and support
- Highly effective proprietary tools
- Proven marketing and sales system for acquiring TAB Members and franchisees
- Effective support system
- Large exclusive Master territory
- Great work-life balance
- Minimal investment
- Equity-building ownership

What stands out for me in TAB is the amazing culture and community. The trust shared with the home office, independence to operate, sensitivity to local specifics and the uniformly supportive peer network are refreshing – quite different from other international organization I have worked with. The commitment to build a vibrant global brand with investments in methods and tools is driven top down. Financial gains, valuation and professional satisfaction are natural outcomes.

Ramas Krishnan
Master Franchisee
Mumbai Region, India

TAB Master Franchisees Generate Income from Numerous Sources

- Start-up fees for new members facilitated and coached by Master
- Monthly dues from TAB members facilitated and coached by Master
- Sales of TAB Unit franchises within Master's territory
- New Unit Franchisee training fees
- Royalty fees generated from each TAB Unit Franchisees
- Conference fees



Profile of TAB Master Franchisees

- At least ten years as a senior/executive-level manager, successful business owner or business consultant
- Generally are transitioning executives or business consultants seeking a more consistent income
- Outstanding communicator with strong business acumen
- Fluent in written and spoken English
- Capable of adapting the TAB system to local culture
- Passionate about helping others succeed

TAB System Adaptable for Every Culture

Each country has its own unique culture. TAB recognizes it is essential to make local adaptations to enable international franchisees to successfully operate and sell TAB services in their countries. TAB's highly effective tools, techniques and systems are adaptable for each country and culture.

Participating in TAB board meetings has been very helpful to me. Usually you are alone when you are directing your business so it is helpful to have a forum of other business owners with whom you can exchange ideas. It allows you to bounce around ideas that normally you would not be able to discuss with someone else. On a TAB board you receive a mix of advice from many different types of business owners, and in this process you explore ideas that might never have occurred to you.

Eduardo López Arellano/Interceramic
TAB Member/Aguascalientes, Mexico

My initial reason for joining TAB was to plan an exit strategy, to move out of the business and to hand it over to my son to take it over. But what transpired is the interactions with Eduan (facilitator-coach) and my fellow board members have reenergized me, so I've extended my exit strategy. It's helped improve the communication between me and my son. The feedback and wisdom you get from the board meetings are phenomenal.

Allen Usher/Property World
TAB Member/Cape Town, South Africa

TAB's Proprietary Exclusive Tools

TAB's Business Builder's Blueprint™ (BBB)

is a unique, web-based tool used by TAB Facilitator-Coaches during TAB coaching sessions to help members build a successful business plan so they can lead their businesses strategically. BBB helps TAB members achieve their strategic direction and vision.

TAB Connect™

is our online platform where TAB Members from around the world share, collaborate and connect.

StratPro™

is a power-packed program that combines expertly facilitated leadership workshops with follow-up sessions dedicated to execution and accountability. Combined with TAB's BBB and businesses have all the tools they need to bring a strategic business direction to life.

Training and Support

TAB Masters benefit from TAB's robust, on-going training and the tremendous support Masters receive from TAB home office.

- Real-time instruction, both in-person and virtual.
- Field Support Trainer who trains you in your territory
- One-to-one coaching calls
- Facilitated group calls with other international Masters
- Annual International TAB Franchisee conferences
- Annual Master Summit conferences that focus on Master Business
- BOSS (Business Owner Seminar Series) business topic webinars
- Weekly international best practices live video calls

Having worked for over thirty years in various global organizations, I have not felt more part of a global community than I have running my TAB Master business. Together we hold each other accountable and that is a positive feeling.

Vincent Vermuelen
Master Franchisee
TAB Netherlands

The TAB community is incredible. I have thousands of people who can help me with just one message. That is the most valuable thing about this community: no business owner is left behind.

Rita Maria Nunes
Master Franchisee
TAB Portugal

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