



A TRUSTED PARTNER

PRIDE SOCIETY





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PRIDESTAFF

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## You'll enjoy the view from the top

*Set your personal goals for lifestyle, income, wealth and equity. Understanding that personal goals drive business goals, more and more executives are promoting themselves to the top by leaving Corporate America behind to become a franchisee. 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 smaller, entrepreneurial firms.*

*The result is PrideStaff, a national staffing organization that sees its franchisees as Strategic-Partners. Our National Leadership 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 selected to become a PrideStaff Strategic-Partner, that will mean we believe you have the focus and commitment to build a high-value 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.*

## **MISSION STATEMENT:**

*Consistently provide client experiences focused on what they value most.*





***“No other single decision has had such a direct impact on my income, lifestyle, wealth and equity goals. 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  
Franchisee  
North Dallas, Texas*



# Designed for Your Future

Freedom. Financial security.  
More control over your life.

These are just a few of the reasons people choose to go into business for themselves. As a PrideStaff franchisee, you'll have the opportunity to achieve these goals...and so much more.

- You'll own a business that can produce significant income while building long-term wealth for you and your family.
- You'll help individuals realize their personal and professional dreams.
- You'll contribute to the success of local businesses and the US economy.
- You'll be part of one of the top 10 fastest growing industries in the U.S.
- You'll have the support of a successful, experienced leadership team, proven internal systems and award winning marketing.

## Company Profile

PrideStaff is a human resource services 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 services, including temporary help, 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 25 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 and profitability have consistently outpaced the staffing industry.

## WHY PRIDESTAFF?

- Profitable & fulfilling work
- An organization committed to growth 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 growth
- More than 25 year track record of success
- A ground floor opportunity





***"I'm excited to be a Strategic-Partner within an organization that strives to be the best. We make an incredible living for making differences in so many lives, our clients, our field associates, internal staff and our communities."***

*– Linda Donahue  
Franchisee  
San Jose, CA*



# Multiple Revenue Sources

## 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 benefits 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

## Full-Time Hiring

Regardless of the job market, hiring is hard work. At PrideStaff, we help our 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.

#### Fee-based placement

PrideStaff supplies individuals qualified to fill your core positions, and charges a fee only after a successful hire has been completed.

## 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





***“I chose PrideStaff  
because I wanted to be  
part of an organization  
where my success  
really mattered to the  
company.”***

*– Kurt Mishler  
Franchisee  
Louisville, KY*



## A Trusted Partner

PrideStaff has helped professionals succeed over the long haul. We have grown successfully and consistently by providing our franchisees with a proven business model and extensive support that includes industry training, innovative marketing and recruiting, reliable back office systems and trustworthy Home Office support. We also fund 100% of your weekly temporary payroll, so you won't have to worry about the working capital needed to support your growth.

### 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:

#### On Target

An objective, performance-based approach to the hiring process that reduces subjectivity and improves

the quality and productivity of temporary employees and direct hire candidates.

#### Training

Unsurpassed training through two weeks coursework held at PrideStaff's Corporate Center, covering all aspects of establishing and developing a significant staffing business. Followed by one week spent in a PrideStaff Certified Training Office. On-going training to include 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 and provide flexible reporting capabilities.

#### 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 600 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
- Onsite 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



Accurate candidate selection

**BULLHORN**<sup>®</sup>  
#1 in Customizable  
STAFFING Software



Innovative recruiting methods

**Prove It!**

Comprehensive candidate assessment



# It's About People

Innovation isn't our only advantage. Staffing, after all, is a people business. 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 franchisees need to assure their success.

## Leadership & Mentoring

In its third decade, PrideStaff continues to succeed because of the visionary thinking and strategic guidance of our leadership team. As a PrideStaff franchisee, 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

PrideStaff has a very distinct culture. We like to have fun. We like to celebrate. At the same time, we like to push ourselves to do great things for our clients and our temporary associates. Our work environment fosters efficient operations and successful sales efforts, offers plenty of opportunity, and lacks much of the bureaucracy and red tape associated with larger organizations.

## Breadth of Service

As a PrideStaff franchisee, 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 temporary to direct

hire and direct hire services. We staff office, clerical and select light industrial positions ranging from front-line employees to senior level support staff.

## Systems

PrideStaff's competitive difference is marked by specially-developed business management, marketing, training and promotional programs. To ensure consistent quality, you will be provided with leading computerized software programs 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

The leadership team at PrideStaff knows that sharing knowledge is a key to meaningful franchisee support. Through our corporate intranet, onsite sales and operations training, and our PrideStaff annual conference, you will be provided with the most up-to-date techniques to maximize the effectiveness of your sales and servicing 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 the qualities of sound principles, honesty and sincerity.
- **Trust:** We are "A Trusted Partner."<sup>®</sup>
- **Reliability:** We do what we say we'll do.
- **Respect:** We are committed to respect for our clients, associates and between ourselves.
- **Innovation:** We have a willingness to change; to meet our changing business environment.
- **Pride:** We take pride in all we do.



# 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 there right now.*

For the right people, PrideStaff offers an exceptional opportunity. Our industry is one of the fastest growing in America. Our firm has a proven 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 the enclosed confidential application and contact:

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## MISSION STATEMENT:

*Consistently provide client experiences focused on what they value most.*





**A TRUSTED PARTNER**

**PRIDESTAFF®**

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