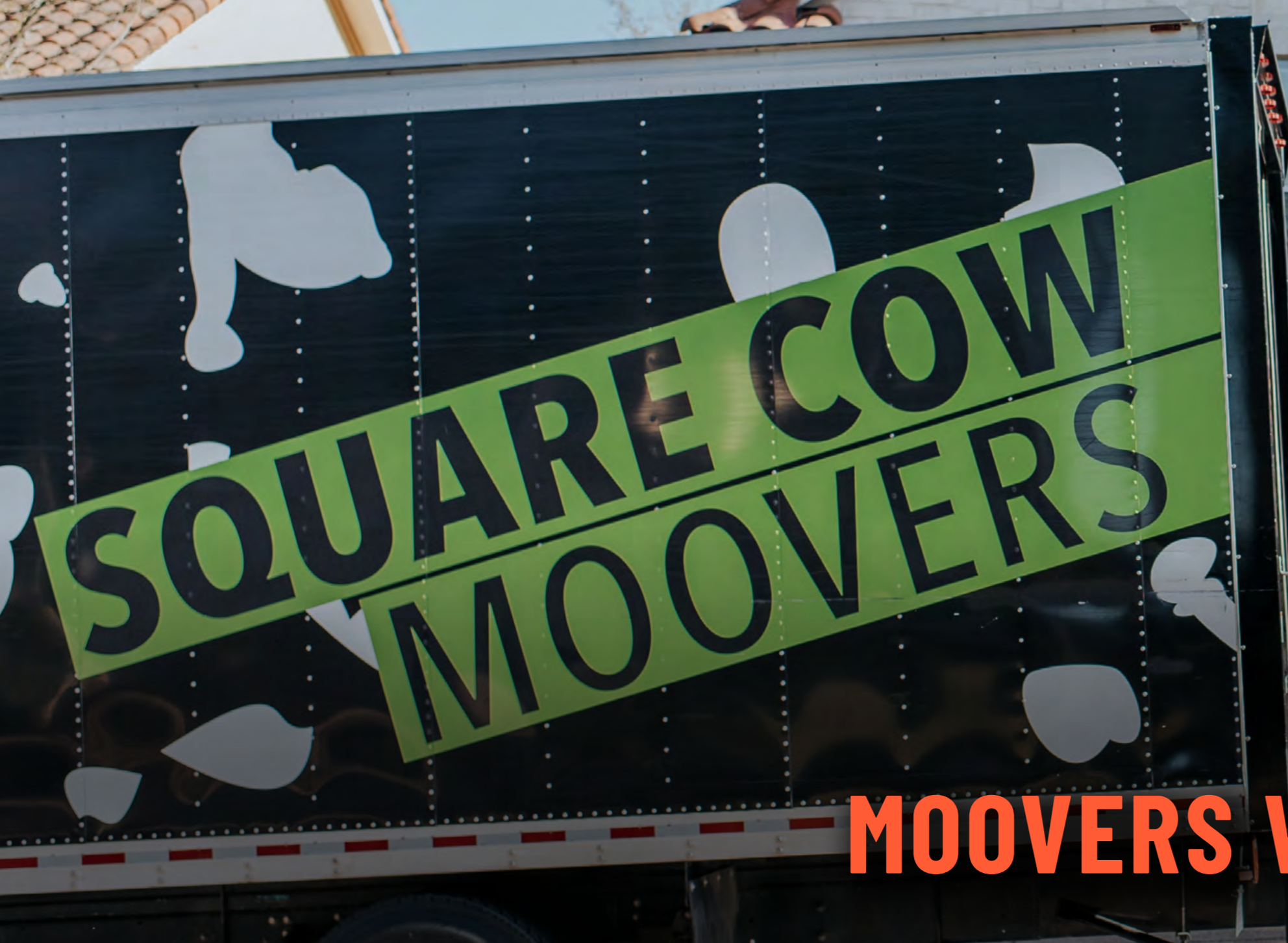




SQUARECOW[®]

M O O V E R S

FRANCHISE PROGRAM OVERVIEW



MOOVERS WITH MANNERS[™]

WE SEEK TO SERVE

For us, moving is just the conduit through which we impact our community.

Serving people, and serving them well, is at our very core. We have the honor and privilege of becoming part of our clients' stories at pivotal moments in their lives. Whether their transition is joyful and expected, or sudden and unpredictable, we recognize that their stories will never be the same after we work together. This is why we treat all moves with the highest level of importance.

Our #1 goal is to serve and invest in people so that our local communities are inspired to believe change is possible... one move at a time.

**Now we are here to serve and invest in our franchise owners
as they embark on a pivotal moment of their own.**

This is your chance to make an impact on your community, while building a legacy.

**Joining Square Cow Moovers is about much more than packing
boxes, moving furniture, or simply building your business.
*It's about joining a FAMILY.***





SQUARE COW MOOVERS BEGAN WITH A MOVE OF OUR OWN

Square Cow Moovers was created with a purpose to re-corrall a family who had settled apart from one another; a professional solution to reach a personal goal. In 2008, our company began with two trucks and a desire to serve. Now, with 65 trucks and over 200 herd members, the rest is history.

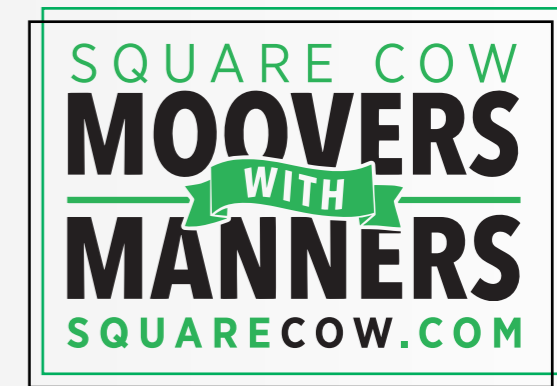
Isn't it time to reach some goals of your own?

WHY JOIN OUR HERD?

We all want our work to be worth the effort we put into it. With Square Cow you get to...

- **Make it yours** - Experience the ownership and autonomy you desire
- **Make it together** - Be in business for yourself, without feeling like you're by yourself
- **Make it better** - Inspire people daily through happy mooves
- **Make it count** - Build a legacy of impact for your family, your team, and your community





1. Moovers with Manners™. We honor our clients with every word we speak, every action we take. *Yes, ma'am, yes sir, no problem, my pleasure.* Real words, not catchy slogans.

AT SQUARE COW MOOVERS, WE HAVE A HEAD FOR BUSINESS AND A HEART TO SERVE.

"CUSTOMER SERVICE" IS JUST A BUZZWORD, TRANSACTIONAL, LACKING HEART. WE PREFER TO USE THE WORD "SERVE". AND WE SERVE OUR CLIENTS AND COMMUNITIES BASED ON FOUR BASIC PRINCIPLES. WE CALL THEM THE CORE FOUR >

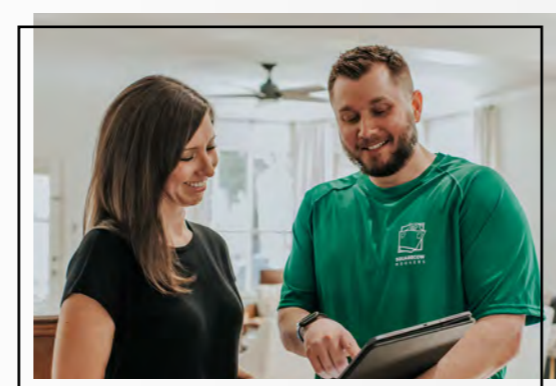


2. Sweat the Small Stuff. If it matters to our clients, it matters to us – no matter how big or small the request. We're in their sacred space, handling their important stuff.

3. Walk the Talk. We value honesty, transparency, and trust, from the top down. There is simply no other way to conduct business.



4. Finish Strong. We work hard from start to finish, serving every client with a strong sense of urgency. *This is the time to wow them.*



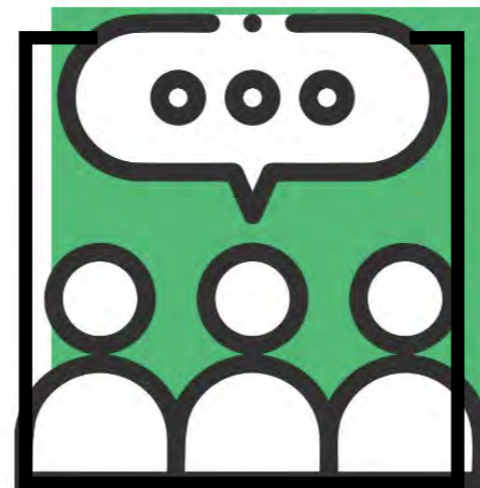
“They moved us yesterday, and we are very happy with their service. They showed up on time and got right to work. The movers were very respectful and went out of their way to be courteous and helpful. They worked quickly even though it was very hot. The heat index was 102 degrees. They were careful with our belongings, and I would use them again without hesitation.” – Steve J., Yelp



*“These guys moved a couch around an impossible corner and stairway, not to mention perfect handling of multiple other pieces. They were polite, energetic, and oh-so-careful despite the late hour and the previous jobs of their day. No one could want more of their movers. Thank you, guys! You’re the best in your business that I’ve encountered.”
– Toni W., mymovingreviews.com*

“ WHEN CLIENTS ARE HAPPY, THEY’LL TALK ABOUT IT ‘TIL THE COWS COME HOME! ”

“From start to finish this crew did it all - packed, transferred and unpacked all in 6.75 hours what would have taken us days.” – David B., Facebook



“Square Cow Movers is phenomenal! So impressed by our movers...! I wish we had done our last move with them. World of difference! So respectful, actually cared about not breaking things or damaging my walls, and really professional. These movers are truly trained professionals.” – Angi.com

IMAGINE WHERE YOU CAN GO

At your Square Cow Moovers business, you will become a Grade A Certified residential moving specialist. Plus, you will be an expert who leverages all of these potential revenue streams to help build your business:

- Commercial moves
- Packing and unpacking
- Long distance moves
- Sale of boxes and packing materials
- Labor only moves

If you are already in possession of commercial storage space, a Square Cow Moovers franchise is the perfect umbrella to broaden your storage service.

Open a business with Square Cow Moovers so you can begin building your herd and start serving your community.

OUR CULTURE: IT ALL STARTS AT THE SQUARE

- Encourage your herd and focus on your clients.
- Remind your team of the Square Cow Moovers core values.
- Discuss ways to improve your services that day.
- Remind everyone that ***safety is no accident!***

Relational

Why we move

People are the reason we move. We start each Square by encouraging our herd and focusing on our clients.

Cultural

Who we are

Our culture defines who we are. We want all members of the herd to embrace our core values and what matters most: making the client happy.

Tactical

What we do

Our goal is to be the most efficient moovers in the business. How can we improve what we do today?

Safety

How we move

Safety is no accident. It's imperative that we consistently review what it takes to make every move a safe move.

SQUARE COW MOOVERS



ARE YOU READY TO OPEN YOUR SQUARE COW MOOVERS BUSINESS?

With as little as 500 to 1,000 square feet of space – perfect for storing boxes, packing materials, and supplies – you can start serving your clients and community. Your Square Cow Moovers business should have ample space to park your trucks.

Our trucks are *udderly* unforgettable and you'll be proud to have them on the road, all wrapped and ready to help you and your herd do what you do best – *serve*.

**We're excited to show you
how it's done.**

INDUSTRY SNAPSHOTS

People are on the move.

Whether it's to relocate for work (or to work from anywhere!), find something more affordable, or to reunite family members like our crew did all those years ago, transition continues to happen. The Square Cow Moovers franchise opportunity is your chance to be a part of this dynamic and growing industry.



The residential moving industry revenue is expected to continue to increase over the next five years to \$18.5 billion.



More than 1/3 of people (34%) move for family reasons.



1 in 10 Americans move because of weather each year toward a better climate.



Others cite economic, political, and cultural motivations.



80% of people moving from cities to the suburbs are age 30-49, a demographic expected to grow to 8.4 million in the coming decade.

WHO SHOULD LEAD A HERD?

We are looking for financially qualified individuals who see this business as a vehicle to secure their futures and serve their communities. We are a family of hard workers, who moved our fair share of boxes and furniture along the way, and who believe in our CORE VALUES wholeheartedly.

- Honesty
- Hard Work
- Courtesy
- Excellence

Does this sound like you?



INITIAL FRANCHISE FEE:
\$45,000

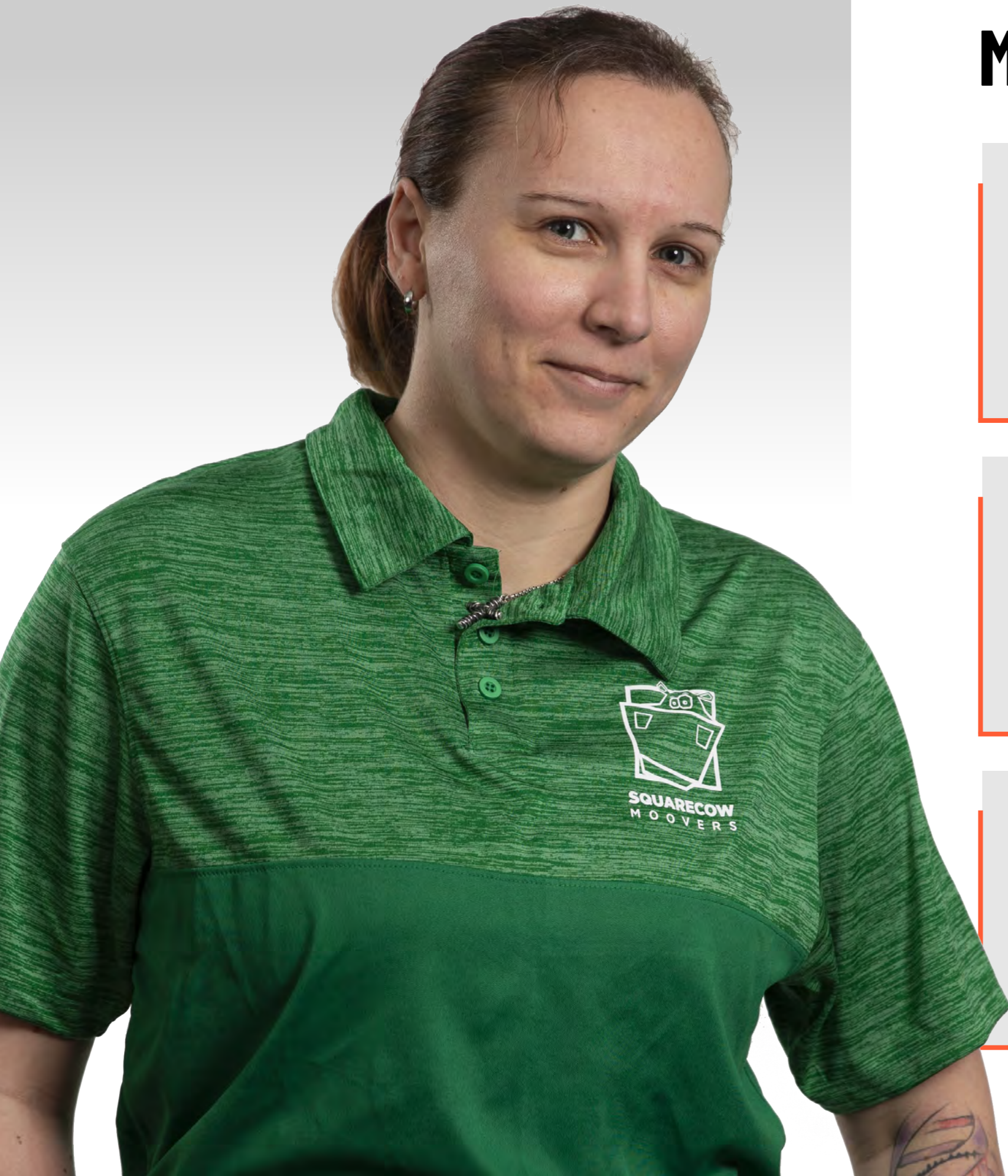
ESTIMATED INITIAL INVESTMENT:
\$121,750

(Investment may increase up to \$393,250+ if trucks are purchased outright versus financed. Cost may vary per market.)

ROYALTIES:
7% of gross revenues

CRM SOFTWARE & TECHNOLOGY FEE:
\$200 per month, per truck

BRAND DEVELOPMENT CONTRIBUTION:
1% of gross revenues



MORE REASONS TO JOIN SQUARE COW MOOVERS

An established, recognized brand and solid operating history, nurtured by our family.

The commitment of our team to continually improve the business model.

Thorough education and training programs (initial and ongoing); we want you to feel prepared to build an excellent business.

Modern technology tools, including operating and scheduling software to keep you organized.

The current and forecasted market demand for moving services – Americans are moving for a wide variety of reasons.

Established vendor and supplier partnerships; our industry partners are as important to us as our clientele.

A cash-based business creates streamlined transactions.

Our founding and current team's skill sets and experience – we've worked in the business and seen it grow.

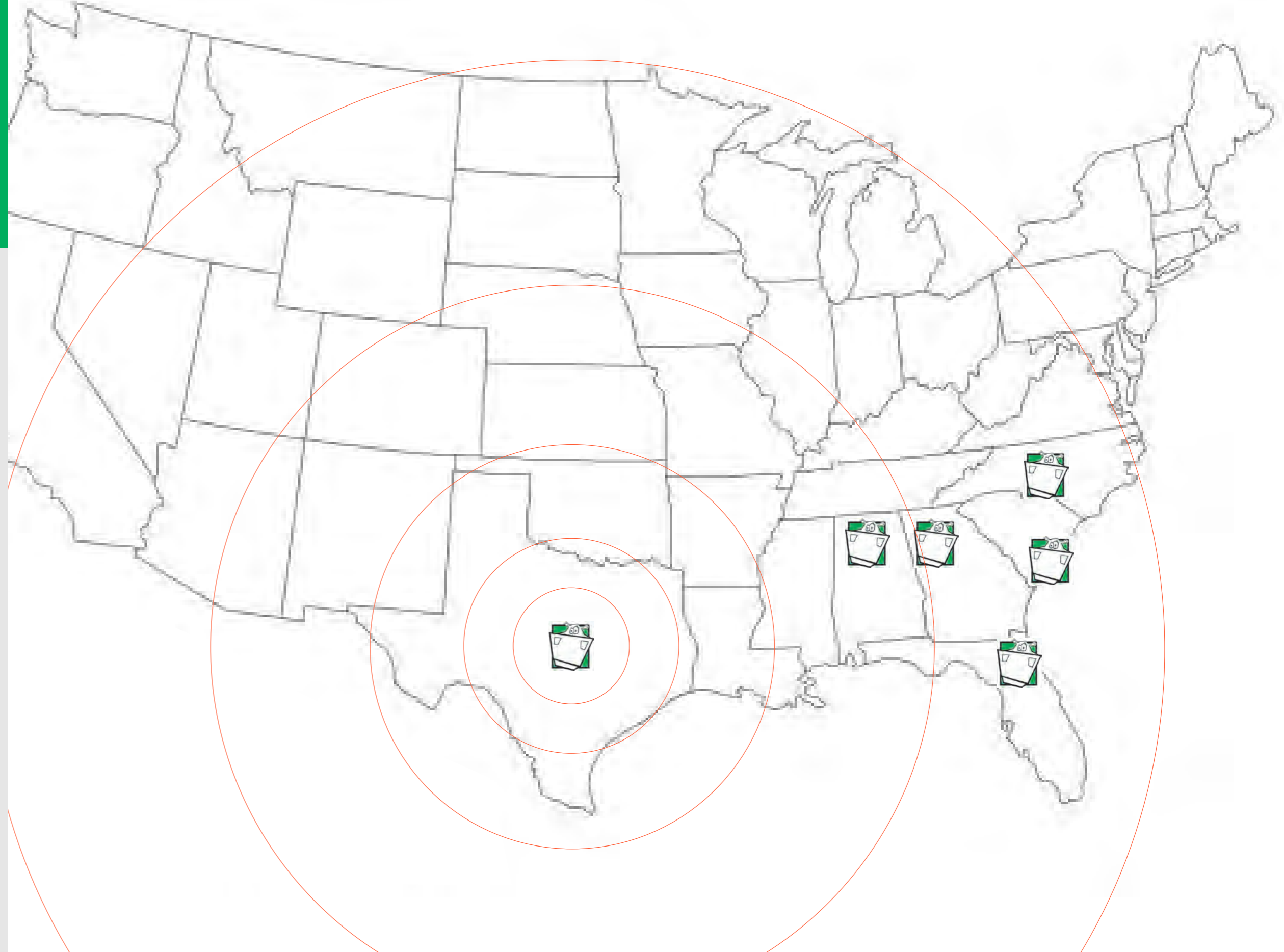
A survey and scorecard system that provides real time data on the health of each franchise.

EXPANDING WHERE PEOPLE NEED US MOST

We are excited to offer franchise opportunities in key target markets across the Southeast where so many people are on the move. If you would like to open a Square Cow Moovers near our targeted cities or **believe your community would benefit** from your investment in our concept, please contact us today.

Where will you open your Square Cow Moovers business?

- Nashville, TN
- Atlanta, GA
- Charlotte, NC
- Huntsville, AL
- Charleston, SC
- Jacksonville, FL



COMPREHENSIVE TRAINING AND SUPPORT YOU CAN COUNT ON

Your story will never be the same after we work together.

Our goal is to make sure you feel ready and confident to make moving services available to your community. That's why we spend plenty of time showing you the ropes.

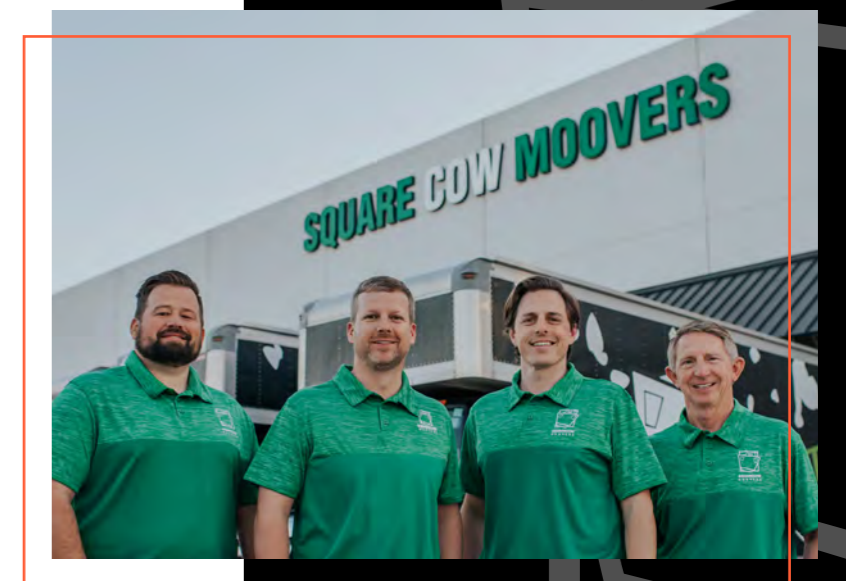
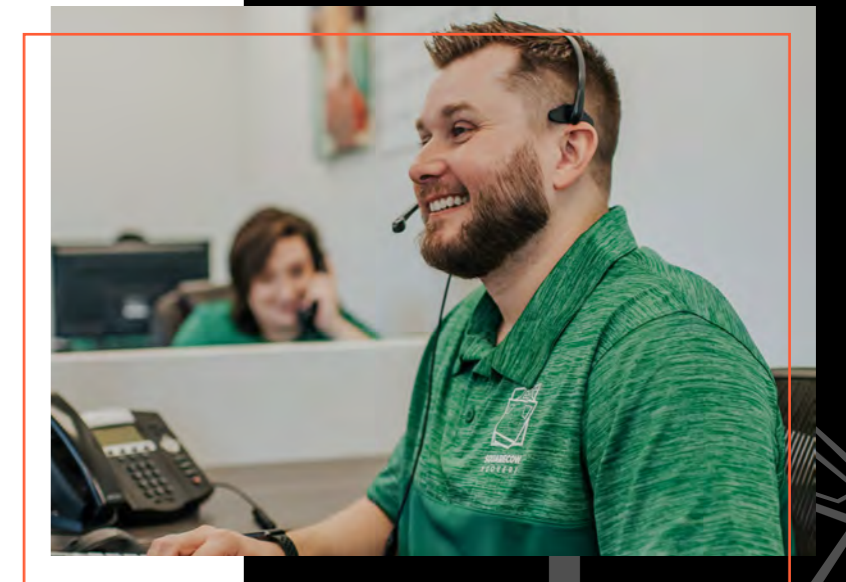
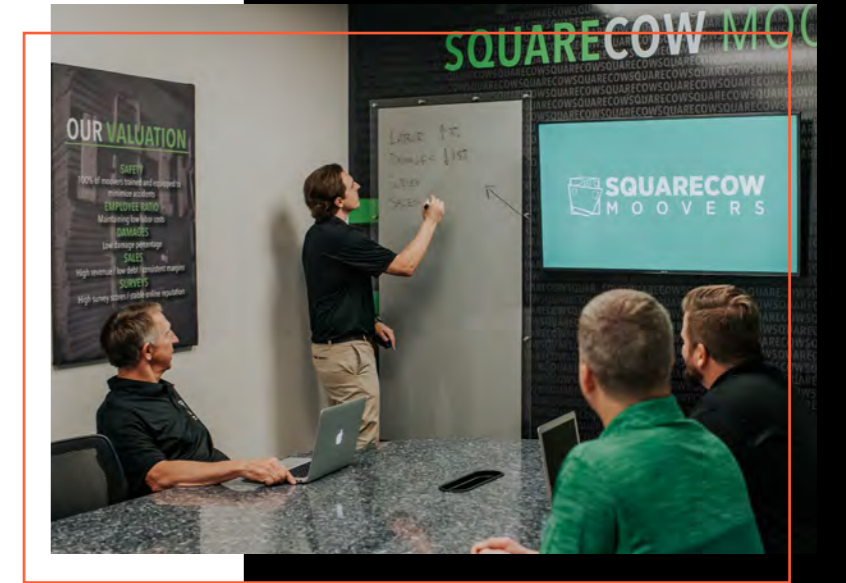
Five days of training at our flagship location in Texas, where we will answer your questions, and get you prepared to operate your business effectively:

- Operations
- Marketing
- Finances & Reporting
- Staffing

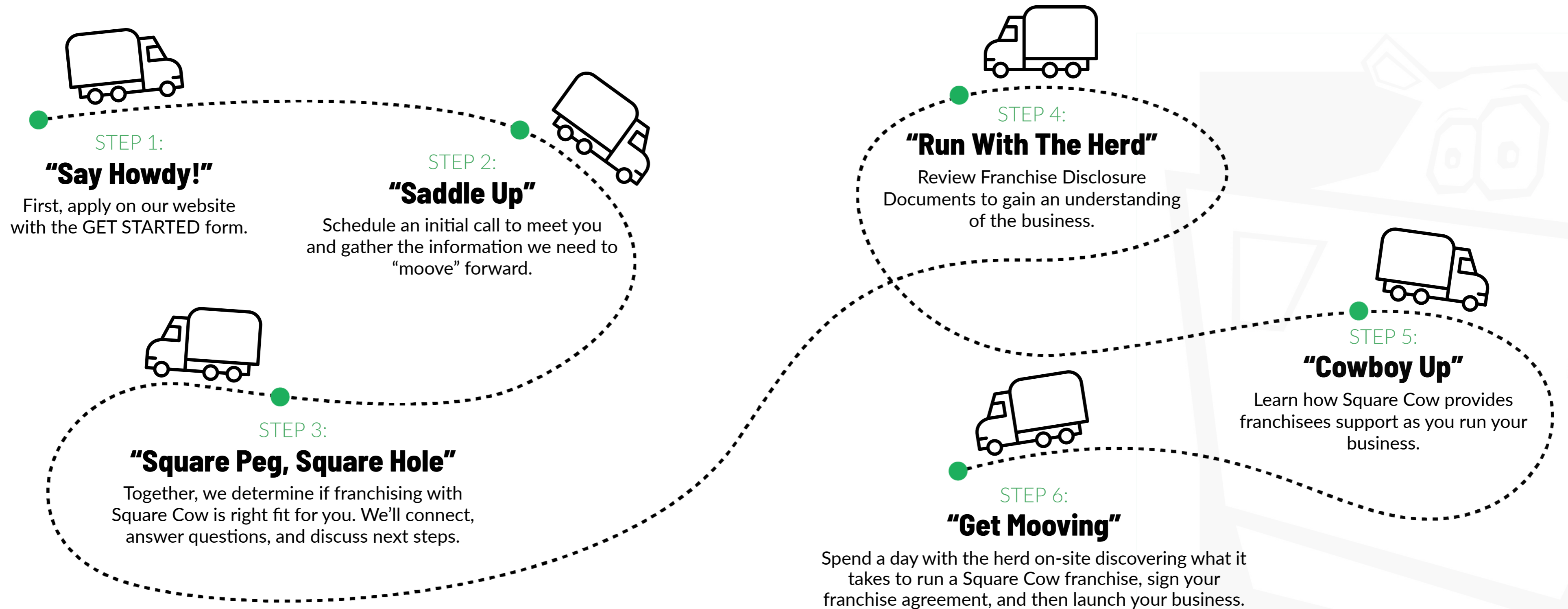
Our team will then spend up to two days at your location within 30 days of your business launch to make sure you, your business, and your trucks, are off to a smooth start.

You'll benefit from it all – pre-opening and initial training, on-site continued training, startup guidance, ongoing support, comprehensive documentation, marketing guidance and more.

With Square Cow Moovers, it has never been easier to open and operate a moving business. Let's get your trucks on the road!



SO WHAT'S NEXT?



**IT'S TIME TO LEAD
YOUR OWN HERD OF
MOOVERS WITH MANNERS.™**

REACH OUT TODAY TO LEARN MORE.



SQUARECOW[®]

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