



CenterServ's Family Territorial Franchises FAQ

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Territorial Franchises
CENTERSERV INTERNATIONAL

FRANCHISEE GUIDE
Frequently Asked Questions



1 - WHY IS CENTERSERV ONE OF THE BEST FRANCHISES?

CenterServ is a pioneering franchise situated in an industry in exponential growth (see <http://www.investopedia.com/articles/investing/032715/cloudcomputing-industry-exponential-growth.asp>), our profit margin is much higher than our competitors and it can be run very easily from anywhere around the world.

We are more like a gang with a mission than any other typical company.

Also we are like a “gang” all bound by a secret and a private mission. Once you are in, you will need to respect our brand, our secrets, our public, and private mission. We are using the franchise structure simply because it’s what we think is the best way to take over the industry and markets. Our Franchise remains highly flexible so it can suit perfectly any type of investor or member allowing us to gain targeted markets.

2- HOW CAN CENTERSERV BE SO PROFITABLE?

Franchisees earn 80% profit margin. How do we make it happen?

- We do not own any physical assets except our servers
- We use extensive globalization advantages
- We greatly capitalize operations and resources on cost effective virtual process and assets
- We work with highly qualified and experienced technical experts
- To make all that happen we share trade secrets.

3 – HOW MUCH WILL IT COST ME UNTIL I CAN START EARNING REVENUE?

Your franchise cost will be the only cost and you will need to spend at least 50.00\$ per month to start generating leads from Google and or any other marketing and promotion methods you might have access to.

4 - I AM NOT GOOD WITH TECHNOLOGY, MARKETING, ANYTHING TECHNICAL OR BUSINESS PROCESSES PROCEDURES, HOW CAN I MAKE MY BUSINESS SUCCESSFUL?

Until you are fully independent your franchise manager will put at your disposal our own sysadmin or business team. This will take care of all technical and business aspect for which you need help to run your business or operate any services.

CenterServ will teach you how to use Google, Facebook, Twitter and other online and offline marketing tools and techniques that will allow you to get the most out of your business and put you on the path to success. We will assist you until you start gaining customers and we will help you to grow your sales while making sure your customers remain happy and satisfied.

CenterServ can extend all of its department services to fulfill all of your needs. We encourage every franchisee to spend their time and energy focusing on their individual strengths that enabled them to join our selected group of franchisees and to pursue any new areas of expertise that could further add value to the CenterServ community.

5 – HOW OLD IS CENTERSERV, HOW MANY PEOPLE ARE PART OF IT AND IN HOW MANY CITIES ARE YOU PRESENT?

CenterServ is 13 Years old. We started operating in 2002 when CenterServ was called E-serves.com. We rebranded to CenterServ in 2007. As of January 2015 we have 1056 members growing at a rate of 34% per year with server nodes in 200 countries (See Google

<https://www.google.com/maps/d/edit?mid=z2yhNAoU1iHg.km57Wz7uu7gU>). Our franchisees are mostly in the US and use the non-exclusive franchise.

6 - CENTERSERV DOES NOT CUT COSTS ON LABOR?

We simply do not use cheap labor! Nearly 100% of our competitors (Public Companies) are using a centralized and standardized, multi-tiered support system to deal with technical issues (for a more detailed description of multi-tiered technical support See Tier 1, Tier 2, Tier 3 from http://en.wikipedia.org/wiki/Technical_support). With CenterServ, only a qualified system administrator will offer support on any given problem, even if it's only a simple email issue. By offering experienced, personal support for all problems, CenterServ puts an end to the frustrating, multi-tiered technical support used by our competitors and avoids the senseless errors that occur when companies use inexperienced administrators.

7 - HOW IS CENTERSERV A PIONEER?

CenterServ is a pioneer due to the following: Our qualified system administrators are part of the contract. They are required to sign each server or system rental contract. Each time we rent out a server or a system, at least 1 certified system administrator is contractually bound to it for all of its service life.

It's everywhere! Existing companies are unhappy or feel unsafe with their current hosts. None of the top 10 cloud companies are solving the root of this problem as they continue using multi-tiered technical support where an uncertified or unqualified specialist can access any system at any time.

Our primary mission is not to earn profits but to serve in a better, more reliable industry. We are correcting the problem at its root. At CenterServ, Tiers 1, 2 and 3 do not exist. Our business maintains a socially responsible incentive; each support system supplied by

CenterServ is allocated a trained and certified system administrator who is responsible for their clients support.

Our vision is to revolutionize the cloud industry by introducing a support system managed by a rigorous and structured team of certified system administrators who operate and are organized in the same way you'd expect an effective medical or engineering team to operate. Thanks to our personalized system and our dedicated, trained administrators, multi-tiered technical support is a thing of the past when your clients use CenterServ.

8 - WHY ARE YOU OFFERING FRANCHISES?

We are offering franchises because we want to change the industry, and we want to bring a better support system to cloud computing and the IT industry at large. We believe that an organized and selective franchise network is the best way to succeed in achieving those goals.

9 – HOW CAN I GUARANTEE MY CUSTOMERS WILL STAY WITH ME?

Customers signing up through your franchise will always remain your customers. This way you can evaluate your franchise in the same way you would evaluate a regular business. A franchise is a business in itself.

10 - HOW MUCH WILL IT COST ME TO INVEST IN MARKETING?

With as little as \$50 per month you can start gaining customers. For each customer added, we will invest around 10% of the profits. With CenterServ your business will see an average of \$200 profit per month for each customer added. This means that you can raise your marketing campaign by \$20 every time you help a new customer. This will ensure the sustained growth of your business.

11 - IF I AM COMPLETELY INDEPENDENT, WHAT SHARE OF THE REVENUE WILL I RECEIVE?

You will receive 100% of the revenue but you will be required to pay a 4.5% fee to CenterServ for using our support service, our know-how, our trusted brand, our corporate ID, our trade secrets and any other expertise that we may offer along the way.

12 - IF I WANT TO CONCENTRATE ON MY OWN EXPERTISE AND HAVE CENTERSERV TAKE CARE OF THE REST, HOW MUCH WOULD IT COST ME TO HAVE CENTERSERV INTERNATIONAL MANAGE MY SERVERS AND ALL OTHER TECHNICAL ASPECTS OF MY BUSINESS?

In this case, we would usually operate on a 50/50 basis. Although it is negotiable on case by case basis, typically both parties remain happy and profitable when receiving an equal split of the revenue. This means a typical customer would earn you \$100, half of the average \$200 each customer would bring you each month.

If you want to concentrate on your own expertise and continue to use CenterServ on a permanent basis, we can continue to assist you in the long run at an agreed rate. Alternatively, if you want to gradually become more independent, we can assist you in hiring and integrating an appropriate technical team and securing the right datacenter contract in your country. When this is completed, 95.5% of the revenue generated by your business will then be paid directly to you and a small 4.5% fee will be charged by CenterServ for the continued support offered.

13 - WILL CENTERSERV NEED MY EXPERTISE FOR ANY OTHER ASPECT OF THE FRANCHISE?

Yes, if we have your consent you can become part of the international database that we use to keep a record of every member of the CenterServ community and their individual areas of expertise. Whether CenterServ international or our individual franchisees have special

requests or needs, we always turn to our own online community before outsourcing help and support.

14 - DOES CENTERSERV OPERATE OR MAINTAIN A DATACENTER?

No, building and maintaining a datacenter is not in our field of expertise. Not operating datacenters makes CenterServ more flexible, virtual, and profitable. The decision not to operate via a datacenter offers us greater flexibility, as we are instead able to develop an extremely large and redundant virtual datacenter that is able to serve the cloud and strengthen our presence in the virtual world.

15 - I WANT TO START MY OWN I.T. BUSINESS, WHY IS A CENTERSERV FRANCHISE THE BEST OPTION?

From day one, A CenterServ franchise is an effective way for you to save time, money and energy when starting your very own business. You will also benefit from the brand's reputation, our recommendations and connections, our know-how and experience, our social direction, and a niche market in which CenterServ is a pioneer.

16 - WHAT IS THE ROLE OF THE FRANCHISEE?

The role of the franchisee is to gain and sustain CenterServ's profitability and market sense in their own territory, while respecting the CenterServ secret, brand and its quality guidelines. The franchisee will also use their own strengths, through which their candidature was retained, and align them with the best interests of CenterServ.

17 - WHY DO YOU PROCLAIM THAT CENTERSERV IS SOCIALLY RESPONSIBLE?

The primary aim of the giants in this industry is to earn profit for their shareholders.

CenterServ is also highly profitable but we aim to reinvest our profits into our system administrators and our structure. By doing this we decentralize decision-making and offer more power of control to the certified and qualified individuals who maintain our systems. We do not use cheap labor and multi-tiered technical support because we believe it is irresponsible and undermines the trust put in us by our valued customers. It is imperative that we at CenterServ respect and protect every one of our customer's businesses and valuable data.

We consider ourselves to be a socially responsible company because our primary mission is to give a new direction and security to one of the most important industries in the world: the cloud industry. Specifically we want the cloud industry to be led by selected, qualified people only. We adhere to an organizational structure akin to one you might find in the medical industry. Just as it is illegal to prescribe medication if you are not a doctor, we believe data and technological support should only be handled by adequately experienced and qualified personnel. To us here at CenterServ, data is so crucial in today's day and age that a pioneering social movement, starting in the cloud, should change the way data is managed and understood.

18 - WHAT WILL MY ADDRESS BE?

See Google map:

<https://www.google.com/maps/d/viewer?mid=z2yhNAoU1iHg.kcLlijcTh1mA>

We use predefined addresses worldwide where we are addressing our CenterServ International System administrators. You will be able to select the same address or any other one from your region.

19 - HOW WILL MY POTENTIAL CUSTOMERS REACH ME?

New customers will be able to reach you by phone. We will provide you with a toll free

number connected to our VoIP system that will transfer calls directly to you or pick them up in our call center. Customers can also contact you or us through your site form, email, or by online chat services.

20 - CAN I RESELL A SUB TERRITORIAL FRANCHISE IN MY COUNTRY?

Yes, you will be able to sell cities, states and provinces. CenterServ will help by referring any interested candidates to you. Any candidate selections will go through our normal selection process. You may have to pay a percentage fee to CenterServ, which will depend on whether you or CenterServ International is the finder of the purchasing candidate (as declared in the Franchisee contract).

21 - CAN I RESELL MY FRANCHISE?

Yes, you can sell your franchise as you would a regular business. Candidate selection will need to go through our normal selection process.

22 - IS THE FRANCHISE MY PROPERTY?

Yes, as long as your franchise fees are paid then the franchise belongs to you. This means that you can operate it in the same way you would a regular business, as long as the quality guidelines of CenterServ are respected and maintained.

23 - HOW CAN I MAKE SURE MY CUSTOMERS WILL NOT SIGN WITH CENTERSERV INTERNATIONAL INSTEAD OF ME?

On the 1st of each month, we send a report to each franchisee that includes any new customers from their exclusive territories. Elected Franchisees also earn the exclusivity of their country. After the date of contract signature, any CenterServ customers will be yours.

At any time, you are welcome to select an independent third party to review our customer list and to request a report of any customer that you believe should come under your territory or country.

24 - WHAT ARE THE TYPICAL STAFF REQUIREMENTS?

Usually, franchisees start off alone and then we provide everything they need in terms of operating their business. As their businesses grow, most franchisees like to become increasingly independent whereas some continue to let CenterServ International maintain some of their systems. Both options are possible.

25 - WILL I BE SELLING CLOUD SERVICES? WHAT ARE THE DIFFERENTIATORS (NICHE MARKET)?

First of all, we will handle sales for you unless you specify to us that you want control of your own sales. Also, the differentiator is that we do not use cheap labor and multi-tiered, escalation technical support. Another differentiator is that we are integrating free customer solutions. For instance, if a customer is looking for a VoIP solution for their business they will usually pay for a solution and try to find a hosting company. With CenterServ, we sell a server with a free VoIP solution that is fully integrated and customized to suit each individual customer or system. These are both definite advantages over our competitors in the pursuit of customers and new business. We are integrating almost all possible solutions that can be hosted.

THOSE are the 2 BIG differentiators: No cheap labor, no multi-tiered, escalation technical support and free solution integration.

26 - WHAT IS THE PROFIT PERCENTAGE ON REVENUE?

Our current rate is 80%, or, for every dollar of revenue, \$0.8 is profit.

27 - HOW MUCH MONEY SHOULD I EXPECT TO EARN PER CUSTOMER?

Typically, each customer spends \$250 per month on average and up to hundreds and even thousands per month for VoIP, streaming servers, High-availability, load balancing clusters and other advanced solutions. A customer will typically bring in a minimum of \$100 and up to several hundred and even thousands per month. If you use all of CenterServ's technical services you will earn 50% of the revenue generated by each customer. This means that for an average customer of \$250.00 you will earn $\$250.00 * 0.8 * 0.5\% = \100.00 if you are fully supported by CenterServ, and $\$250.00 * 0.8$, if you are providing the service yourself.

28 - THERE IS A TIME DIFFERENCE BETWEEN ASIA AND NEW-YORK, WILL THERE BE ANY ISSUES GETTING HELP FROM CENTERSERV SUPPORT WHEN PROBLEM OCCURS DURING OUR DAY TIME?

We maintain an average closing time of 5 hours on all of our ticketing systems and as we have customers from all around the globe. Furthermore, we have qualified system administrators available at all times and, if important issues arise, our administrators will receive instant system alerts.

29 - HOW CAN I RESERVE AND START MY FRANCHISE?

You simply need to contact your team head, your sales manager or send an email to franchise@centerserv.com requesting the 10% deposit access link for your franchise.

