



Discovery Day Agenda

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| 8:30 - 8:45 | Welcome and Overview of Our Day
Jeff Bevis, Chief Operating Officer & the Fresh Coat Team |
| 8:45 - 9:30 | Industry and Company Overview
Jeff Bevis, Chief Operating Officer |
| 9:30 - 10:15 | Marketing Our Services and Branding
Melodie Reed, Director of Operations |
| 10:30 - 11:15 | Public Relations and Advertising
Melodie Reed, Director of Operations |
| 11:15 - 12:00 | Operations and Franchise Support
Melodie Reed, Director of Operations
Greg Platz, Manager of Operations |
| 12:00 - 12:45 | Lunch with the Fresh Coat Team |
| 12:45 - 1:00 | Meet a Local Fresh Coat Owner |
| 1:00 - 1:30 | Review of Franchise Disclosure Document
Jeff Bevis, Chief Operating Officer |
| 1:30 - 2:15 | Technology Tools
Greg Platz, Manager of Operations |
| 2:30 - 3:00 | Training
Melodie Reed, Director of Operations |
| 3:00 - 3:30 | Executive Insights |
| 3:30 - 4:15 | Wrap Up Discussions |
| 4:15 - 4:30 | Follow-up with Your Individual Franchise Consultant and Depart |