



Click IT Franchise

A BUSINESS OPPORTUNITY BY MOTHERBOARD, INC.



www.clickitfranchise.com

Our Mission

Click IT's mission is to be the "local IT department" in communities nationwide. We are an emerging, full-format IT franchise offering IT products and productized services in a retail store setting to grossly-underserved markets from retail shop locations.

We fix laptops and set up networks, but we also offer a robust suite of enterprise-level IT services, granting individual customers and organizations access to a level of best-in-class solutions that only large corporations can typically afford.





Letter from our Founder



Dear Prospective Franchisee

I am thrilled to extend my personal invitation to apply to our franchise candidacy program at Click IT. Our success is built on having the best systems and services in the industry, and we take great pride in our ability to simplify and present these services to our customers. This commitment to simplicity and systematic processes continues to permeate our franchise network.

Since founding Click IT in 2012, I have been passionate about providing customers with the best productized services and solutions that are both user-friendly and efficient. Today, we are the largest and most trusted local IT department, known for our trustworthiness, accessibility, privacy, experience, and responsiveness.

As a franchise, we're excited to share our business model and offer you the opportunity to join in our success. Our franchise program provides a comprehensive coaching system with proprietary information to help you build a local IT department in your community and achieve your vision for the future. Review this booklet and complete our Request for Consideration form to be considered for enrollment into our program, which is the path to ownership. As a Franchise Candidate, you'll be provided all the information needed to explore your dream of business ownership and independence with the guidance and support of our experienced team.

Thank you for your interest in the Click IT business opportunity. We look forward to potentially working with you to open your very own Click IT store in your community.

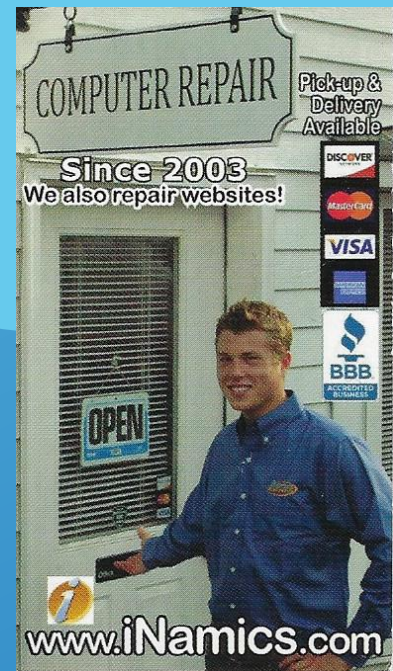
Sincerely,
A.L. Harlow
Founder CEO

Origin of Click IT

From Software Development to Community Computer Repair to MSP

Click IT was born out of the need to provide computer repair services to our local community. Initially a software development business, we began receiving requests to fix computers from friends and acquaintances. We eventually put up a sign that read "Computer Repair" outside the back entrance, and quickly found that computer repair was not only more profitable but also easier to manage, especially when combined with additional IT-managed services.

Our customers trusted us with their data security because we were familiar faces in the community, located just down the street. Our services are systematic, with back-end "switchboards" that allow us to engage with and manage our customers and their devices efficiently.



Franchise Business Model

Built on a Decade of Success and Automation

Our franchise model was developed from the success of our company store, which we have run for over a decade. Our services have become fully automated, making our business model a tech person's dream. Click IT, "Your local IT department," was essential during the COVID-19 pandemic, serving over 2,500 customers and more than 1,500 devices every day. Our services have become increasingly critical as all businesses and organizations, large and small, depend on staying connected both in their remote offices and at home.

Investment Parameters

- Low initial investment
- Low monthly overhead
- Low customer break-even point
- 1 to 3 employees
- Flexible ownership
- Simple operations
- No seasonality
- Multi-unit opportunities
- No required inventory



How Click IT Stores Thrive

Community integration, managed services, and productized solutions:

At Click IT, our storefronts are a critical part of the local community, located in neighborhoods, townships, and city blocks. Our concierge-style sales approach from brick-and-mortar main street locations successfully addresses grossly underserved markets.

As a Managed Service Provider (MSP), Click IT provides IT services to consumers and organizations, with the added benefit of a retail presence. We are the only MSP franchise with this unique combination, giving our franchisees an edge in standing out and being noticed. Our focus on community integration and managed services is what makes our Click IT stores thrive.

Additionally, we have productized our services, making IT purchases easier to understand and sell. This innovative approach allows our franchisees to offer a more streamlined and accessible range of services to their customers, enabling them to grow their businesses and succeed in their local communities.



Market Gap

Click IT Stores fill a market gap of underserved small businesses and local residents



Guidance and Support for Success

Imagine signing on the dotted line, finding your store location (with our assistance), acquiring necessary training, hiring staff, and launching your marketing campaign. The big blue "Click IT" sign signals to the community that you're open for business. But then what?

Starting your own business can be stressful, but at Click IT, we have your back.



Click IT's steps were very clear, understandable, and thorough. The most outstanding value we have seen with Click IT is their "coach" mentality and approach for franchisees. They have been an invaluable resource for new ideas, creating job descriptions and marketing materials, or finding out what has worked in the past.

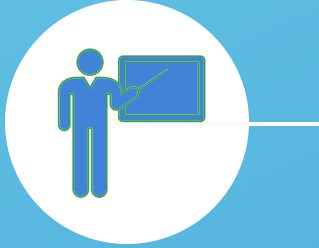
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“ The Click IT franchise experience gives us a lot of autonomy to innovate and explore what works best for our market and business style - all under the reputable Click IT umbrella that supports you the entire way.

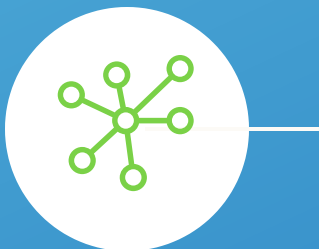
Our corporate store will provide guidance and support as you navigate the startup phase, offering better systems and more resources to help you achieve the highest margins in the IT services franchise industry. You can count on Click IT to help you succeed as a franchisee.



Why Choose Click IT



Focused Training for Franchisee Success: Classroom and On-the-Job Training. At Click IT, we are committed to providing our franchisees with the knowledge and tools necessary to achieve sustainable growth and profitability. Our comprehensive training program includes 20 hours of concentrated classroom instruction, coupled with 20 hours of on-the-job training. During this training, we work closely with our franchisees to develop a start-up plan that positions them for a successful grand opening. Whether you need help with marketing, sales, or operations, we are always available to assist you. Our phone line is open, and our staff is ready to provide the guidance and support you need to thrive as a Click IT franchisee.



Efficient Operations with Click IT's "Pick It and Click It" Platform. As an IT services company, Click IT understands the importance of efficient systems in running a successful business. We lead by example, demonstrating how IT can be used to streamline operations and maximize profitability. Our "pick it and click it" platform is a prime example of how we use technology to make operations more efficient. This platform allows franchisees to select products and services by navigating a series of menus, all while on the phone or across the counter from a customer. This streamlined system ensures that transactions are completed quickly and accurately, improving customer satisfaction and allowing franchisees to focus on other important aspects of their business.



Maximizing Profitability with Click IT's Efficient Operations. At Click IT, we strive to help our franchisees achieve the highest margins possible in the IT services industry. As a company with substantial IT infrastructure, we know how to make technology work for a business. Our "pick it and click it" platform is just one example of how we make operations more efficient, leading to increased profitability. With this streamlined system, franchisees can select products and services quickly and accurately, all while speaking with a customer over the phone or in person. This efficient process improves customer satisfaction and allows franchisees to focus on other essential aspects of their business, ultimately leading to higher profits.

A Lucrative Opportunity in the Booming IT Services Market



The US IT Services market was worth over \$411.8 billion in 2022, with double-digit annual growth expected to continue through 2027, according to Statista. From 2018 to 2023, the industry will have grown by an impressive 60%, highlighting the increasing demand for the services we offer.

Click IT stores, with their iconic blue signs and awnings, operate in high-traffic plazas and street-level commercial storefronts ranging from 775 to 1,600 square feet. To ensure the success of our franchisees, we require locations with at least 60,000 residents and 3,000 businesses within a 5-mile radius. With over 7,600 main streets in America, there is bound to be a nearby location for your Click IT store.

Joining the Click IT franchise network presents a lucrative opportunity to enter the rapidly expanding IT services market, with the added advantage of partnering with a reputable brand with a proven track record of success. Moreover, our franchise agreement is uniquely crafted to enable owners to build a valuable asset that can be passed on to future generations.



What our customers say

"This is my new go-to computer service company!"

"Click IT is my best discovery in the last five years!"

"THE answer to a lifelong prayer of mine."

"Would never go anywhere else. A+++++"

"In and out in one day!"

"Helpful and reliable for both business and personal needs!"

"I feel at ease knowing Click IT is watching out for me."

"They were so honest and helpful..."



Efficient Franchise Operations

At Click IT, we provide our franchisees with the "click it and pick it" platform, simplifying POS operations while allowing you to engage with customers over the counter. With a comprehensive range of over 100 products and services serving 12 industry categories, relieving a customer's pain points is a matter of merely connecting the dots. Our platform streamlines operations, making it easier for franchisees to provide top-notch customer service while efficiently managing workflow and sales. Plus, as a Click IT owner, you "own the process", where the substantial portion of the revenue stays in your pocket and not in others.



Tailored Solutions for Every Business Need:

Click IT offers a comprehensive suite of services designed to meet every individual and business need. Whether they need streamlined internal workflows, managed networks, printers, devices, and POS systems, or consultation on data maintenance and e-marketing, we have the solution for you to offer. Our productized services are easily understood, but also can be tailored to match each customer's unique needs, ensuring that they receive the most efficient and cost-effective solutions possible, in a friendly, concierge-style manner.

A FULL-FORMAT TURNKEY BUSINESS OPPORTUNITY



Albert Harlow



Robert Rosenfeld



Chris Fredrickson

Onboarding Franchise Team Members



Michael Vitullo



Yash Yagnik



Gary Raffensberger



Scott Simcik

No Other IT Franchise Provides So Much!

Once selected, when you purchase a Click IT franchise, you'll get:

- A Manual, which includes all the store's operating instructions;
- 40 hours of classroom and on-the-job training at Click IT's company store;
- Complete Systems to Run Your Business;
- On-going Support*;
- Normal Business Hours;
- Highest Earnings Potential;
- The Most IT Products & Services - over 100;
- A High-Growth Marketplace;
- Best-in-Class Services, Fully Vetted;
- A Web Services Backend;
- Over 12 Categories to Market & Sell;
- A Fully Developed CRM with Marketing Templates & Help Files;
- Full-Integration of Accounting Software, from POS to QBO;
- Highest Demand, Lowest Cost Across Multiple Venues;
- Over 12 Websites that Bring In Customers, Locally Optimized for Search Engines*.

*Optional or available on a small additional fee basis



Our Candidacy Program

A Comprehensive Path to Success.

At Click IT, we ensure that franchisee candidates are kept up-to-date with their status and place in the candidacy process through an online portal. We conduct several meetings with accepted candidates, providing valuable insights into what it takes to run a successful Click IT store.

Our program covers a range of subjects, including Concept Compatibility, giving you an understanding of whether Click IT is the right fit for you; A Day-in-the-Life of a Click IT Store, offering an in-depth look at running a store; Financial Review and Funding, providing forecasting templates and help with securing funding; Mutual Expectations & Startup, outlining what to expect in our support and your responsibilities in opening a store; and Franchise Disclosure and Agreement Review, a review of all legal documents to be signed.

Once you've completed all the assignments and tasks, you'll be invited to our Discovery Day, where you'll meet us in person and see our company store in operation. Our **Franchise Candidacy Program** provides a comprehensive path to success, equipping you with the knowledge and resources necessary to thrive as a Click IT franchisee.

Selecting and Awarding Territories for Thriving Click IT Stores

At Click IT, well-managed territory selection is crucial to the success of our franchisees. Once a candidate has completed the candidacy process and becomes a franchisee, the territory awarding process begins. We understand that finding the right location for a Click IT store is critical to success, which is why we have partnered with experts in franchise real estate to lead this process.

Our team works closely with franchisees to identify and secure the best possible territory for their store, ensuring that they are set up for success from the start. By providing expert guidance and support, we help our franchisees to build thriving businesses that meet the needs of their local communities.



FAQ

Do I have to be an IT expert?

Certainly not. However, we prefer candidates who plan to operate the Click IT store they want to own. Gaps of understanding and acumen between an owner and the employees can greatly burden the smooth operation of a business. We have made the systems and procedures it takes to run a Click IT store as accessible and comprehensive as possible. Our “pick it and click it” platform is a great boon to those franchisees less familiar with technical environments.

What does a build-out entail?

We offer SketchUp drawings of key store fixtures, such as the POS counter and workbenches. With these plans, contractors you hire will be able to construct the interior to spec. The materials pertaining to outdoor branding will be constructed, erected and applied by sign vendors, experts who will assist in navigating the local regulations and allowances of the relevant municipality.



FAQ

How much money can I make?

Click IT's company store outperforms its competitors in numerous IT services categories. Moreover, its earnings are exceptionally high compared to the national average across franchise opportunities. Once you are admitted into the candidacy program, you will be granted access to the Members Portal, where operational and financial figures will be made available to you.

What are the primary responsibilities of a franchisee?

As a Click IT franchisee, your main responsibility is to operate your business successfully. This includes building a customer base, creating marketing strategies, implementing our unique concierge-style sales approach when selling IT services, hiring and managing a team, and ensuring their success. However, we provide the backend systems that enable you to complete these tasks most efficiently, without the burden of deciding which software to use or, for example, how to gather reviews from customers. Our systems are prebuilt and already used by our corporate store. You're trained on systems already in operation and proven. Additionally, our comprehensive training and ongoing support help franchisees understand and successfully fulfill all necessary roles.



What's next?



Interested in Joining Click IT? Take the Next Step.

We understand that starting a new business is a significant decision. While this booklet is designed to answer many of the questions you may have about being a Click IT franchisee, it serves only as an introduction. If what you've read has piqued your interest and you're ready to take the next step, complete and submit our **Request for Consideration Form**.

Our Franchise Candidacy Program provides a comprehensive path to success, equipping you with the knowledge and resources necessary to thrive as a Click IT franchisee. With our support and guidance, you can tap into the growing IT services market and build a successful business in your local community. Get started today by submitting your Request for Consideration Form.

Fill out our **Request for Consideration** form

<https://members.clickitfranchise.com/request-for-consideration>

Other Questions?

You may email us at info@clickitfranchise.com
or call us at [1-800-368-7416](tel:1-800-368-7416).

Click IT Corporate Store & Headquarters:

[16 S. Main Street, P.O. Box 2](#)
[Chagrin Falls, OH 44022](#)

A FRANCHISE OPPORTUNITY BY MOTHERBOARD, INC.

The next step is to enroll in our **Candidacy Program** by simply completing our [Request for Consideration](https://members.clickitfranchise.com/request-for-consideration) form



<https://members.clickitfranchise.com/request-for-consideration>

LEGAL NOTICE:

This booklet is not an offer to sell a franchise. Any offer to sell this franchise will be made by a Franchise Disclosure Document and only following registration by Click IT® Franchise in any state requiring registration prior to sale.

