



Let's Start a Conversation
(303) 763-1865



Foundation – *Establishing a base to set up and create an elite company.*

System – *Procedures, process, method or course of action designed to achieve specific results.*

Success...THE ACCOMPLISHMENT OF AIM OR PURPOSE.

Highlights and Key Points

- ✓ B2B – Payroll Top 3 Most Outsourced Professional Services – Growing Industry
- ✓ *Unique* Franchise Opportunity, Member of IFA
- ✓ Small Businesses (100 employees or less) = 97% Businesses!
- ✓ Leadership Team – Culture/Company Essence – Franchisee Satisfaction
- ✓ Client Service & Experience #1 Differentiator among Competition
- ✓ Recession Resilient – Essential Services – Fully Remote Operating Systems
- ✓ Low Cost – 90 Day Start Up – SBA Approved
- ✓ Accessible Employees – Flexibility & Remote Work
- ✓ Home Base Start Up – Virtual Office Option

Our Executives & Leadership - Introduction



Sean Manning CEO & Founder

Experienced Entrepreneur, CPA, CFE, Board Member & President. Clear Vision and Leadership.

Area of Expertise:

Operational Systems
Strategic Relationships Project Management
Speaker, Motivator, Visionary



Tricia Petteys COO & Co-Founder

Payroll Systems Expert, Board Member. Integrator

Area of Expertise:

Operations Management
Communication
Team Building
System Integration & Execution

Franchise Development



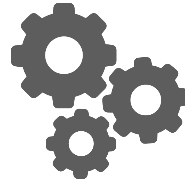
Marilyn Manning Franchise Development

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About Payroll Vault



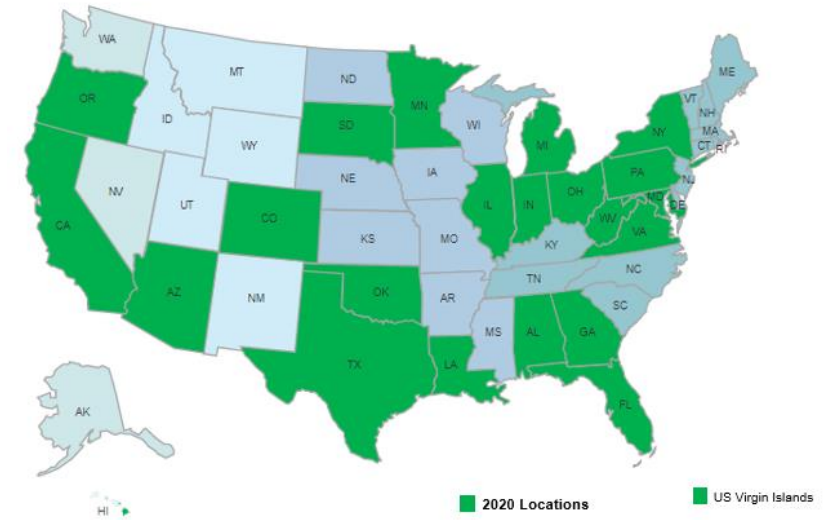
Payroll Workforce
Management Services



Franchise
System



Technology
Platform



Awards and Recognitions

Entrepreneur Magazine

- Franchise 500, 2020-22
- Top Low-Cost Franchise Opportunity 2017-22

Franchise Business Review

- Best in Class 2017–22
- Top 200 Franchises for 2020-22, #13
- Top Low-Cost Franchises 2019-22
- Top Innovative Franchise 2018-22
- Top 50 Franchisee Satisfaction Award 2013–22
- Top Franchises for Women 2018-22
- Top Emerging Brands 2018
- 100 Best Recession Proof Businesses

Insights Success Magazine

- 10 Best Payroll Outsourcing Firms 2017-19



Our Success As of March 2022

- 65+ Franchises
- 1 Corporate Office
- Serving Thousands of Clients across the USA

Our 2022 Growth Initiatives

- Investing in Growth
- Advance National Footprint
- Multi-Unit Franchise Opportunity
- Accounting Firm Engagement
- Franchise System Engagement
- National Accounts as Preferred Vendor

Covid – Payroll Update

Essential Service

Virtual Options – Web Based, Paperless, Technology Business Model

Cares Act

- Payroll Protection Program (PPP) Loans & Forgiveness
- Payroll Employee Retention Tax Credits (ERTC)
- Payroll Federal Tax Deferral

Families First Coronavirus Response Act (FFCRA) - Payroll Credits

State Legislation – Payroll Minimum Wage – Credits & Sick Pay

Stimulus Package – American Rescue Plan – Build Back Better (Payroll)

ERTC (Employee Retention Tax Credits) & FFCRA – Amendments through January of 2025



Payroll Industry & Payroll Vault Timeline

Timeline	1980 – 1989	1990 – 1999	2000 – 2009	2010 – 2019	2020 – 2029
Payroll Industry	Independent Payroll Brands Emerge	Accounting Firms offer Payroll Services	Payroll Services common for Small Business	Technology Efficiency in Payroll Services	Payroll Services become Growth Industry
Payroll Vault Affiliate History	Affiliate starts offering Payroll Services 1987	Payroll Services become identifiable Income Stream	Payroll Vault Brand Created	Payroll Vault Becomes National Brand with Franchising	Payroll Vault has a clear pattern of success for its goal to become a 50 Million Dollar Revenue Brand by 2025 and a 100 Million Dollar Revenue Brand by 2030
Payroll Vault Corporate	1987				
Payroll Vault Franchise	2008				
	2012				

Payroll Vault Pays Millions of Dollars from Thousands of Paychecks Monthly

Payroll Industry and Opportunity

BigCommerce.com September 1, 2015: Six Services Every Scaling Small Business Should Outsource

- #2 Payroll – Accounting /Finance: Companies that outsource payroll have a administrative cost savings of 18% over businesses that tackle it themselves.

Entrepreneur Magazine July 2016: 5 Things Small Business Should Outsource

- #3 Payroll “In 2014 alone, the IRS levied more than \$2 billion in fines against small business as a result of mistakes, omissions and improper filings.”

Business.com May 2018: Can Outsourcing Business Services Benefit Your Company?

- #2 Human Resource (HCM)
- #3 Accounting (Payroll)

Nationwide April 2019: 5 Ways to Outsource Small Business Back-Office Tasks

- #1 Accounting (Payroll)
- #4 Recruiting (Staffing)
- #5 Other HR Functions (Payroll, HR, Benefits)

Payroll Industry and Opportunity

Projected Payroll Annual Growth Rate is 6.1% from 2020 to 2027

- **The COVID-19 crisis has altered and challenged business operations in almost every way.**
- **Companies are rethinking their strategies fast**, while payroll and HR teams need to focus on keeping up with the evolving requirements to remain compliant, while assisting employees fit into a 'new normal' workspace.
- A recent survey has revealed that businesses that **outsource their payroll** functions find it easier to stay ahead of the curve and implement changes in rules and regulations.

Payroll Industry - Competitive Landscape



Source: Company Analysis

Franchise Differentiators

- Low Capital Investment <100K
- 60-90 Day Startup
- Exceptional ROI
- No Brick & Mortar Required
- No Accounts Receivable or Collections
- Non-Seasonal
- Scalable Recurring Revenue (mo/qtrly/yrly)
- Service Transcends All Industries
- Business-to-Business
- Owner/Operator or Semi-Absentee
- Technology Resilient – 100% Virtual
- Recession Resistant & Essential Services



Payroll Vault

-  **\$37 BILLION MARKET**
 - Projected to increase to **\$47 billion** by 2019
-  **FULFILL THE NEED**
 - Payroll in the **Top 3 Outsourced Business Services**
-  **TARGET MARKET**
 - **97%** of U.S. businesses with **< than 100 employees**
-  **GROWING INDUSTRY**
 - **28 million businesses** in the U.S.
 - **543** start each month
-  **COMPLIANCE DEMAND**
 - **\$4.5 billion** in payroll penalties paid in 2013
-  **JOB CREATION**
 - Small businesses generated **65% of the new jobs** since 1995

Payroll Vault IFF Investment

Your Payroll Vault Franchise

Payroll Vault

Done for You

Company Name, Domain & Website

Included

Logo Development & Trademarks

Included

Website Optimization, Blog & Content Creation

Included

Custom Public Relations, Videos & Testimonials

Included

Marketing Manual & Materials and Sales Playbook & Systems

Included

Operational Systems and Training & Support Manuals

Included

Client Engagement Agreements & Pricing Model

Included

Set-up of Ancillary Services & Vendor Partners

Included

Project Management with Opener Checklist & Support Team

Included

You can be in business with Payroll Vault in 90 days!

**Initial Franchise Fee
\$40K**

Territory Details

The Payroll Vault Territory is determined by...

- Contiguous geographic area that contains 10k businesses
- 90% of businesses are small businesses. Target demographic companies <100 employees, sweet spot 1 - 25 employees
- Protected marketing area, in-bound leads, zip code driven
- Can provide payroll service to ANYONE across the USA - Scalable with just one location
- Can work from home, no brick & mortar or office required. Must have professional business street address/Virtual Address located in their territory
NO RESIDENTIAL ADDRESS, NO P.O. BOX ADDRESS
- Do not need to reside in their territory

Investment Summary

Initial Franchise Fee \$40,000

- Expanded Territory Option - Purchase up to 2 additional zip codes (up to 5,000 business/zip code) \$10,000 each
- Military, Veteran, First Responder Discount 25% off Initial Franchise Fee

Monthly Recurring Fees Starting 4th Month of Ownership

- Payroll Vault Monthly Royalty is 6% with a \$400 minimum
- Technology Fee \$150
- Monthly CRM Fee \$125
- Monthly Digital Fee \$75
- Monthly National Advertising Fee \$300
- Payroll Software Pricing
 - \$225 per month, plus:
 - \$1.70 Per Employee Per Month (PEPM)
 - \$6 Per Client Per Month (PCPM) and \$2 Per Month for Additional State Locations

Total is \$1,275.00 per month minimum

Industry & Key Payroll Vault Indicators

Industry Payroll Services Recurring Revenue Model

- Monthly – Payroll Services
- Quarterly – Federal, State and Local Reporting
- Annual – Year End, 1099 & W-2 Reporting
- Compounding year over year growth – Building a “book of business”, building equity

Payroll Vault Indicators

- \$2,000 Average Annual Client Revenue (based on 15 employee sized business)
- 98% Client Retention Rate, Based On Client Satisfaction
- Full Time Salesperson Adds 50-80 clients per year
- Full Time Operations Person manages 75-125 clients
- \$39K – \$65K Initial Cost of Ownership

Key to Payroll Vault is the Scalability of the Business

Payroll Vault Owner Profile

- Owner/Operator preferred, or Semi-Absentee (if already own a business). Can grow to Semi-Absentee/Absentee
- Net Worth \$250K & Available Cash \$100K
- USA Citizenship, Green Card, & Filing Taxes in USA, only operate in USA
- No Bankruptcy Under 10 Years
- No Legal Issues Prohibiting Ownership of Financial Services Business
- Credit and Background Checks, Finger Printing by IRS
- No Certification or Experience Required – Teachable Skills
- Professional Experience – Relationship Sales, Operations, Sales, Management
- Multi Unit Owner – Diversification
- Business Owner – Leverage Experience & Resources
- Legacy Business Model

Consultant Testimonials

“This has become my “go to” brand for a sub-set of my clients”

“The deal was completed, from start to finish, in 36 days! – a mere 5 weeks later”

“ Absolute delight to work with”

“This is easily one of the best professional franchise organizations for those clients who want a very affordable investment that is not in-home services or other blue-collar industries.”

Franchise Leadership Development Conference – 2021 Star Awards
Best Overall Franchise Development Performance: Payroll Vault





It's Time to Re-think Payroll®



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CONFIDENTIAL INFORMATION

