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## **ADDITIONAL INFORMATION:**

[Crestcom 'March 30, 2009 Webinar presentation slides'](#) (Click on link to view / download the slides)

## **DESCRIPTION:**

Crestcom franchisees market and deliver training in the areas of sales, customer service, leadership and management development. Crestcom uses a unique combination of video instruction and live facilitation to teach these skills. Crestcom is an internationally-renowned business. The Crestcom Video Faculty has included many of the world's leading business experts, including Zig Ziglar, Tom Hopkins, Harvey Mackay, and Lisa Ford. Crestcom training works because it changes behavior, through a 12 month program with defined goals after each session. The company is active in 50+ countries and Crestcom's materials are translated into 20+ languages. Crestcom offers a comprehensive support system for franchisees.

In 20 years, Crestcom has never had a lawsuit against them. Crestcom has an earnings claim in the UFOC. Full training is provided before making a decision to get into the business. Crestcom franchisees work out of their home. They have excellent communication skills and enjoy working at the executive level. They do not need to be trainers or subject matter experts. Crestcom will teach them how to market, sell and deliver this training.

## **BACKGROUND**

Established: 1987  
1st Franchised: 1991  
Franchised Units: 210+  
Company Owned Units: 0  
Projected New Units (12 Months): 75  
Registered: All States

## **FINANCIAL/TERMS**

Cash Investment: \$67,500  
Total Investment: \$75K - \$95K  
Minimum Net Worth: Depends on country  
Franchise Fee: \$67,500 terms available  
Royalty: 1.5% + distribution fee  
Ad: N/A

Average Number of Employees: 0 - 4

Passive Ownership: Possible, but not common

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: Yes

Site Selection Assistance: N/A WORK OUT OF THE HOME!

Lease Negotiation Assistance: N/A

Co-Operative Advertising: Yes

**Training:** Comprehensive training, full 7 days prior to signing franchise agreement. Ongoing training, international and regional meetings.

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