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*“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion”*

*Jack Welch*

## What's Happening at Stone Development Group

Construction of the new car wash franchise, iShine Express Car Wash & Detail has begun. The iShine design will consist of 1 or 2 automated tunnels, large windows and skylights in the tunnels to bring in natural light. Also a 3-bay detail area for express detailing, large covered vacuum area, spacious turning lanes, automatic washes using RFID (radio frequency identification) tags, relaxing and comfortable 2 story lobby with floor to ceiling glass exposure. The design is really eye-catching and up scale. The de-

termination of a 1-tunnel or 2-tunnel system will be based on the land configuration and perimeter layout. The amount of cars that can be handled by either configuration will be the same due to the single tunnel design being longer.



The location of the first couple units are in Missouri City, TX and Sugar Land, TX. Three additional locations have been chosen in the Houston area for further development. Additionally, we have interested parties in Colorado, Indiana, Illinois, Louisiana, and Minnesota.

The Franchisor is currently enrolling new franchisees for this exciting car wash concept. If you are interested and would like more information about becoming a franchisee, please contact Jaron Stone.

## Message From The President

For a while now, Stone Development Group has wanted to partner with new franchisors and build a business model to help them grow and expand. I am happy to say that we have accomplished that goal. With the groundbreaking of the first new franchise location, iShine

Express Car Wash & Detail, Stone Development Group has been able to help design and develop the model for success. The process has taken roughly 18 months from conception to reality with our focus being on design, functionality and ease of construction. Our Architects

and Engineers worked closely with the Owners through-out this period to come up with a building that met that initial criteria. I am proud of the work we have done and the future we have secured with the Franchisor.

# Advantages of Franchising

So you think you want to buy a franchise but you're not so sure it would be the right choice. After all, why should you spend a premium on a big name when you can just duplicate their efforts? Think again. There are a few good reasons why copycatting doesn't work, and in hard economic times, these reasons make even more sense. We can't say enough about the security factor of choosing to invest in a franchise as opposed to a new start up. Below are 5 advantages of franchising.

## 1. Branding

The first thing Franchises offer franchisees is a strategic identity that is not only effective, it has cumulative market impact. Corporate Brand Identities are proven. Mega-brands like McDonald's and Dunkin' Donuts have literally spent millions on their brandings and logos and the franchisee gets to take full advantage. Most Franchisors have already survived decades in their respective industries and are easily identifiable to the public. A successful brand is one that is remembered, and Franchises have some of the most successful brand identities in the world.

## 2. Advertising

Advertising can be one of the biggest expenses for any new business and for good reason. You can't survive without effective advertising and effective advertising is expensive. These days, even if you have a prime location, if customers are unfamiliar with what you have to offer they won't come in. Franchises offer national advertising campaigns that are included in your franchise fee. This is a huge benefit when considering a franchise.

## 3. Name Recognition

People today want guarantees like never before and name/menu/brand recognition gives them that assurance. Everyone knows what to expect when they stop at your franchise because the majority of them are repeat customers even if it's the first time in your store. You get to take advantage of the fact that a family from out-of-state, for instance, who has previously enjoyed your franchise's products and services, will think nothing of visiting your facility because of their past positive experiences. In fact, like an old friend, they are counting on you to be there.

## 4. Reputation

Next to Advertising and Branding, a Franchisee enjoys the protected reputation of the Franchisor. I say protected because there are designated legal departments that take care of the inevitable issues like lawsuits, accidents, and difficulties with employees. The reputation of the franchise is important enough, it is what breeds positive expectations that keep patrons loyal, but this benefit coupled with a built-in umbrella of legal protection is an incredible bonus and one you cannot get as an independent.

## 5. Support

Unless you were raised in the specific business you are trying to start, you will need special training. Franchise Head Quarters will train you in everything from the technology involved, to the accounting, to standing behind the counter and taking money. Ongoing and online support is always available as well as special alerts and continuing education. Franchisors want you to be successful and they make themselves available every step of the way. After all, they want to keep selling franchises and high success ratios keep potential franchisees coming.

*"The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer."*

*Nolan Bushnell*

## SDG In-House Design Shining Through on Kids R Kids Renovations

Along with many other aspects of construction Stone Development Group offers free in-house design and 3D modeling to help you visualize your project. We have recently used our custom design to assist in remodeling an entire Kids R Kids school in Spring Texas. We were able to design an updated lobby and work hand in hand with the customer to visualize what their project will look like with different colors, finishes, flooring, base, chair rail, lighting, furniture, custom made desks and cabinets, and just about anything you can think of. We can then record a walkthrough of the building looking down into each hallway and room to review what your new project will look like in real time. This is also a helpful tool to get your customers excited and interested in your business. We will put together a large blueprint display for your lobby with renovations, coming soon and pictures of what your facility will shortly look like. If you have any projects you need help with visualizing concepts, please contact us for an initial consultation.



# Getting to Know Stone Development Group

Your Name: Kristy Keeling

What's your favorite sport? No sports for me.

What's your favorite thing to do in the summer? Go to the pool with my son.

What's your favorite cartoon character, and why? Funshine Bear from the Care Bears ~ Reminds me of being a kid.

Are you a morning or night person? Evening

What's the weirdest thing you've ever eaten? I don't eat weird things, I'm a very picky eater.

If you were a comic strip character, who would you be and why? The girl in the "Love Is..." Don't think she has a name.

What thought or message would you want to put in a fortune cookie? Forgive, But Don't Forget.

If you had to give up a favorite food, which would be the most difficult to give up? No specific food would be that hard to give up but Coca Cola would be very difficult.

If you won a lottery ticket and had a million dollars, what would you do with it? Open a no kill animal shelter, share it with my family, then just spend it.

You've been given access to a time machine. Where and when would you travel to? The future ~ already know what happened in the past, why not see what's to come.

If you could be any superhero and have super powers, which one would you like to have and why? Susan Storm / Invisible Girl ~ Why not? How cool to be invisible.

If you could transport yourself anywhere instantly, where would you go and why? Hawaii

Growing up, what were your favorite toys to play with as a child? Care Bears and Cabbage Patch Dolls

What is the last book you read? Been reading a book about a dog detective to my kid for a couple weeks now and can't remember the name of it.

*A bridge built in Lima, Peru around 1610 was made of mortar that was mixed not with water but with the whites of 10,000 eggs. The bridge, appropriately called the Bridge of Eggs, is still standing today.*

## Remembering 09/11

*The plot of land known for a decade as "the pile," "the pit" and "ground zero" opened to the public Monday for the first time since that terrible morning in 2001, transformed into a memorial consisting of two serene reflecting pools ringed by the chiseled-in-bronze names of the nearly 3,000 souls lost.*

*The 9/11 memorial plaza opened its gates at 10 a.m. under tight, airport-style security. Visitors were allowed to walk among hundreds of white oak trees on the eight-acre site and gaze at the water on the exact spots*

*where the World Trade Center's twin towers stood.*

*They were also able to run their fingers over the names of the 2,977 people killed in the terrorist attacks in New York, at the Pentagon and in Pennsylvania, as well as the six who died in the bombing of the trade center in 1993. Electronic directories with a "Find a Name" button will help people locate their loved ones.*

*The memorial plaza opened to the families of the victims for the first time on Sunday, the 10th anniversary of the attacks.*

*Admission is free, but access will be tightly controlled. Visitors need to obtain passes in advance, allowing them to enter at a specified time. No more than about 1,500 at a time will be allowed in.*

*Visitors will have to empty their pockets, walk through a metal detector and send their handbags and backpacks through an X-ray machine.*

*About 7,000 people were issued tickets for opening day. Some 400,000 have reserved tickets for the coming months.*





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**National Presence...Local Approach!**

## PROFESSIONAL CONSTRUCTION DEVELOPMENT

Stone Development Group is a full service Developer, General Contractor with headquarters in Minneapolis/ St. Paul, Minnesota and a regional branch in Chicago, Illinois . We are proud of our national presence, but continue to take a local approach to all our projects. Our work consists of 500 square feet to 150,000 square feet build-outs, re-sets, and multi-floor units for the restaurant, retail and office complex industry. As an organization, our construction crews travel to any geography our customers operate in; past projects have taken us to; Indiana, Iowa, Missouri, New Jersey, Ohio, Wisconsin, as well as our home markets in Illinois and Minnesota.



# Why Work With Stone Development Group?

As our own General Contractor, Stone Development Group can control the timing and quality of every job we do. As a result, we can help reduce the overall cost of your project while keeping them running on schedule and budget. SDG has the expertise and knowledge to implement effective systems for staffing, scheduling, cost and budget control and reporting functions that will keep your project running efficiently from start to finish.

Development - Getting your project done right, on time and under budget is not a goal at SDG; it is the way we do business. At SDG we believe the amount of time and effort you put into the pre-construction phase has a direct

affect on the success of your project. By working as a team from the initial stages of your project to the finish, SDG will make sure your project is done right every step of the way while allowing you to only have to interact with one company, SDG.

We have a wealth of experience in providing construction development-services to our wide array of retail, restaurant and office complex clients.

Construction Management - SDG can coordinate and supervise the construction process from the conceptual development stage through final construction, making sure the project gets done on time and within budget. At SDG we work with the owners, engineers, architects, sub-contractors, and any others who are involved in the construction process to make sure your job gets done right SDG has the resources and staffing to insure that you get quality work on each aspect of the job. No need to worry about the big things or sweat the small details, SDG will do it all for you.

