



**SANFORD ROSE ASSOCIATES®**  
EXECUTIVE SEARCH

## **SRA VALUE PROPOSITION: SUMMARY**

You have now heard about all the areas of our value proposition and we would encourage you to think not just of how this is meaningful for you personally at this moment for YOU, but also how this will provide value for your clients, candidates, and current or future people within your organization who have desires to learn and grow.

Once your recruiters experience a significant level of success, most will have a desire to grow - and they will be able to leverage these resources that you provide for them through SRA, thus elevating the value proposition of continuing to grow within the walls of your organization.

You are now providing a scale of support services that they would not experience on their own, nor would you be able to provide as much depth in each area without the entire operational and leadership team that exists within SRAI.

Consider the positive impact that this could have on your ability to not only attract top talent but most importantly to retain them!

Remember if you do grow a team, at some point, the people will not think about what percentage you are paying them but rather what percentage they are giving up.

We provide all of what you have heard and seen for 5.5%.

Compare that against what you provide for most likely 10x that amount. Losing one good producer that we would have helped you retain could be many fold our royalties in just one year!

Think of joining Sanford Rose Associates as joining a country club.

Very few individuals have the ability to build their own golf course, tennis court, fitness facility, restaurant, and Olympic size swimming pool in their backyard and hire the staff to maintain such a significant operation. Nor are you going to want to utilize 100% of the facilities at a country club 100% of the time - but when you feel like a round of golf, you want to be able to do so on one of the best courses available.

By joining an organization of like-minded individuals and combining the financial resources of those individuals, you are able to play golf on an immaculately manicured course whenever you need to, and you can dine in the fully staffed restaurant knowing you are in for an impeccable dining experience.

Joining the country club of SRA allows access to a corporate recruiting department to help you find people for your firm, it gives you trainers to develop both new and tenured recruiters, and it gives you a coach who is responsible for helping you build the firm you desire. The country club of SRA gives you an IT team to help with your tech needs, a lawyer to help with some legal matters, marcom experts to help you build and grow your brand and feed you newsletters, blogs, and videos.



**SANFORD ROSE ASSOCIATES®**  
EXECUTIVE SEARCH

Our club conducts conferences that bring like-minded professionals together, provides a foundation for split business, and allows you to take part in buying power that saves you thousands or tens of thousands on things you are already using today (or wish you could use).

The SRA country club is a nationally recognized brand that you can be part of while still maintaining your current brand in its entirety. With the annual dues of this country club, SRA allows a search firm owner to capitalize on a leadership and operational team that would never be afforded under any other terms.

The combined years of SUCCESSFUL experience in search is unmatched anywhere, and each contributor to that team is a subject matter expert with proficiencies that do not exist within the executive search industry.

You don't need to use or even care about many of these value propositions. You simply must see that what you do use and want is worth more than what you pay - and again at only 5.5% of revenue, replicating this with a person or team is virtually impossible!

We hope you can see how unique our approach is and what an incredible opportunity this is for the chosen few that are invited to actually redeem their golden ticket and join Recruiter Land!

We are passionate about what we do and, as you can see, certainly are not shy about promoting and selling our offering. That said, we do have the luxury of growing at the pace we want, with the people we want and without creating over- saturation in any market.

To this end, once we secure an organization or a combination of organizations that are able to serve a specific industry at a national level or function at a local level, we will not admit any additional organizations without the consent and desire of their admission by the office or offices in that space.

So, as they say, the early bird gets the worm! If all markets become saturated we will simply only allow members to join when one retires or leaves, and like many elite country clubs, we hope our waiting list becomes years to join as well!

Whether we continue as-is for years to come, pursue strategies like a roll up where we actually provide for a succession strategy and buy-out for our franchise owners, or we provide additional revenue streams or ownership opportunities in all of our organizations for our franchise owners, we are committed to a perpetual journey to our own next level!

No one has a crystal ball as to what is next. What we do know is that we will be surrounded by people we care about and doing work we truly love. Let us know if you want that too!