

**Example from Menu of Consulting Services Available**  
**Basis: Past Case of J. R. / Jack Muellerleile**

*Standard Rate: \$250 per hour*

**1. Assessment Consultation**  
**10 hours - \$2,500**

Interviewed client and identified the problem / opportunity. Suggested possible courses of action. Travel expenses were paid by client.

**2. Strategic Planning**  
**40 hours - \$10,000**

Helped client research situation with supplier. Assembled a team of advisors available to provide 3<sup>rd</sup> party opinions / recommendations; and formulated strategy (ies). Outside services were billed separately to client.

**3. Implementation Consultation**  
**8 hours - \$2,000**

Helped client select strategy to be adopted and commenced right actions needed for its implementation. Added costs were borne by client.

Example: Right action # 1 – Maximize operating results at existing station(s) prior to divesting the unit; or redeveloping the property adding profit centers; or redeveloping then divesting the property at a hoped for more attractive sale price.

- Added electronic control system w/ ongoing advice & counsel (Autoexec)
- Cleaned up the retailing (appearance, signage, merchandising and vehicular flow).
- Added competitive pricing using PMI's trend analysis and multi-move recommendations.
- Hours of operation – extended same.
- Personnel attire – added uniforms.
- Personnel grooming – got some haircuts, shaves and tattoo covers.
- Personnel attitudes – fired one and motivated the rest using 'carrot & stick' approach.
- Resolved all outstanding disputes (litigation, suppliers, employees, partners, investors, government agencies, etc.).

**4. Sale of Existing Business**  
**20 hours - \$5,000**

Helped client locate an experienced, professional Listing Business Broker, looked over the documents to be executed and collaborated with review by client's attorney, monitored client's progress to conclusion offering advice when requested. Added costs were borne by client.

**5. Suspension of Proceeds of Sale**  
**10 hours - \$2,500**

Collaborated with client's CPA in helping client locate an accommodator company in which to deposit proceeds of the sale directly from and upon close of escrow to attempt avoidance of capital gains taxes. Added costs were borne by the client.

**6. Locate New / Replacement Property**  
**200 hours - \$50,000**

Teamed with client and conducted search activities together via city agencies, developers, brokerage firms, oil company contacts, bank contacts, equipment suppliers, architects and contractor contacts. Analyzed and summarized sites identified. Helped client decide which site should be chosen for acquisition and development. All expenses were paid by client.

**7. Qualified Buyer / Borrower / Developer Consultation**  
**40 hours - \$10,000**

Helped client "package" himself for presentation to critical opinion leaders (seller / lessor, banker, fuels supplier, investor, loan guarantor, jurisdictional authorities, tenant candidates, etc.) emphasizing client's track record of success, business plan and financial strength. Included location description & analysis, 3<sup>rd</sup> party feasibility studies, testimonials and personal references. Showed capital requirements and how funded (client's personal funds, SBA loan, USDA loan, Investor funds, Supplier funds & vanilla shell buildout, etc.). Expenses were paid by the client.

**8. Negotiation of Acceptable Supply Contract**  
**40 hours - \$10,000**

Helped client analyze competitive positioning and identified likely suppliers. Coached client on requests for proposals and review / analysis of those received. Collaborated with client's attorney in his legal review of agreements to be executed by client. Expenses were borne by the client.

**9. Acquire New Property**  
**100 hours - \$25,000**

*Note: Since case was located in California and most Sellers / Ground Lessors expect to pay a brokerage commission to the procuring source, the client believed it to be to his advantage to enter into a separate Buyer-Broker Agreement with Consultant acting as a licensed California real estate broker and naming him his exclusive representative for the intended transaction. This earned real estate brokerage commission amounted to \$75,000 which was credited to the client's obligations under the separate Consulting Services Agreement thereby reducing the client's costs by \$75,000\*.*

Helped client negotiate the acquisition by way of a long term ground lease. Collaborated with client's attorney in his review of all documents to be executed by client. All costs associated herewith were borne by client.

**10. Development of New Property**  
**100 hours - \$25,000**

Advised client on his choice of an architect to design the improvements, acquire the necessary entitlements from the governing jurisdictional authorities, bid out the construction and oversee the work in progress to conclusion at receipt of the certificate of occupancy. Advised / counseled client as requested during his development of the site. Expenses were borne by the client.

**Total Consulting Fees (10 services)**  
**568 hours - \$142,000 - \$75,000\* credit noted above = \$67,000 net cost to client, plus expenses.**