

## **Menu of Consulting Services Available From J.R.Muellerleile @ Internet Rate**

**Standard Rate: \$240 per hour (\$4.00 / minute)**

**Internet Rate: \$120 per hour (\$2.00 / minute) a/o 03.01.03 and until further notice.**

**1. Assessment Consultation  
10 hours - \$1,200**

Interview client, determine problem / opportunity, suggest possible courses of action. Travel expenses, if any, are paid by client.

**2. Strategic Planning  
40 hours - \$4,800**

Help client research situation with supplier; assemble team of advisors available to provide 3<sup>rd</sup> party opinions / recommendations.; and formulate strategy(ies). Outside services billed separately to client.

**3. Implementation Consultation  
8 hours - \$960**

Help client choose strategy to be adopted and commence right actions needed for its implementation. Added costs are 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.

- Add electronic control system w/ ongoing advice & counsel (Autoexec).
- Clean up (Appearance, signage, merchandising, vehicular flow).
- Competitive pricing using PMI's trend analysis and multi-move recommendations.
- Hours of operation.
- Personnel attire.
- Personnel grooming.
- Personnel attitudes.
- Resolve all outstanding disputes (Litigation, suppliers, employees, partners, investors, government agencies, etc.)

**4. Sale of Existing Business  
20 hours - \$2,400**

Help client locate an experienced, professional Listing Business Broker, look over documents to be executed and collaborate with review by client's attorney, monitor client's progress to conclusion offering advice when requested. Added costs are borne by client.

**5. Suspension of Proceeds of Sale  
10 hours - \$1,200**

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

**6. Locate New / Replacement Property**  
**200 hours - \$24,000**

Teamed with client, conduct search together via city agencies, developers, brokerage firms, oil company contacts, bank contacts, equipment suppliers / architect / contractor contacts. Analyze / summarize sites identified. Help client decide which site should be chosen for acquisition and /or development. All expenses paid by client.

**7. Qualified Buyer / Borrower / Developer Consultation**  
**40 hours - \$4,800**

Help 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. Include location description & analysis, 3<sup>rd</sup> party feasibility studies, testimonials and personal references. Show capital requirements & how funded (client's own funds, SBA loan, USDA loan, Investor funds, CRA funds, Supplier funds, etc.). Expenses paid by client.

**8. Negotiation of Acceptable Supply Contract**  
**40 hours - \$4,800**

Help client analyze competitive positioning and identify likely suppliers. Coach client on requests for proposals and review / analysis of those received. Collaborate with client's attorney in his legal review of agreements to be executed by client. Expenses borne by client.

**9. Acquire New Property**  
**100 hours - \$12,000**

**Note:** If located in California and Seller / Ground Lessor expects to pay a brokerage commission to the procuring source, it may be to the client's advantage to enter into a Buyer-Broker Agreement with Consultant naming him his exclusive representative for the intended transaction.

Help client negotiate acquisition in fee through close of escrow or by lease through bilateral execution of the lease agreement. Collaborate with client's attorney in his prior review of all documents to be executed by client. All costs associated herewith are borne by client.

**10. Development of New Property**  
**100 hours - \$12,000**

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

**Total possible consulting fees (10 services)**  
**568 hours - \$68,160**