



TOWNE™  
PARK

# TOWNE PARK SYSTEMS, LLC

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YOUR  
HOSPITALITY  
SERVICES  
FRANCHISE  
OPPORTUNITY



This advertisement and the franchise sales information in this brochure do not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure document in those states. The communications in this brochure are not directed by us to the residents of any of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law.



WELCOME

## TOWNE PARK CREDO: THE WORDS WE LIVE BY.

Join us as we aim to become **the world leader in valet parking and parking management services by deploying talent and operational expertise in hospitality, healthcare and other specialized markets.**

**Now, you're invited to join us by building your own local talent team and leveraging our national expertise. We are "Driven to Serve" — and driven to support your goals!**

### THE TOWNE PARK CREDO PLACES THE UTMOST IMPORTANCE ON:

- Realizing That the Very Best People Are Our Foundation
- Recognizing Customers as Our Most Important Asset
- Striving for Profitability to Secure Our Future
- Knowing that Integrity is Not Negotiable, and that Good Enough Never Is



## GET TO KNOW TOWNE PARK!

Towne Park is a legendary story of American entrepreneurialism. From simple beginnings in 1987 as a valet parking operation for a single hotel in historic Annapolis, Maryland, the company has grown to become a nationally recognized hospitality services company with thousands of employees, all of whom are "Driven to Serve" — benefitting hundreds of clients and enriching their customer experience in markets across the country.

### What made this possible?

Founded by Jerry South, a dynamic, visionary leader, Towne Park today is guided by a multi-disciplinary team of professionals and backed by innovative systems that have helped create the \$170M+ company we are today. Over the years, Towne Park has dramatically expanded its client base and diversified its range of services.

The key to building and maintaining our reputation has been a constant focus on hiring only the very best employees, and training them to provide unparalleled service to our clients. This exceptional culture and business opportunity is now available to qualified owner/operators just like you, through an unprecedented franchise opportunity. Now, you can be part of it all. Turn your love of excellence and service into a growing business that helps to build a better community.

At Towne Park, our satisfaction comes from providing the best quality guest services. It comes from helping good people become great employees. And, it comes from owning and growing your own independent business, supported by solid operational procedures and a highly experienced management team.

Learn about this amazing opportunity and how you can be a member of the Towne Park family!





**DRIVEN  
TO SERVE®**

## A HOST OF HOSPITALITY AND PARKING SERVICES

“TOWNE PARK TRULY VALUES OUR BUSINESS AND PARTNERS WITH US DAILY IN PROVIDING A SEAMLESS, EXCEPTIONAL CUSTOMER EXPERIENCE. THEIR ACCOUNT MANAGERS ARE ACTIVELY INVOLVED IN OUR OPERATION AND HOLD THEMSELVES TO HIGH STANDARDS TO THE MUTUAL BENEFIT OF BOTH ORGANIZATIONS.”

Bill Gunderson  
Area General Manager  
Marriott Hotels & Resorts



### “Give us the keys, and we’ll be of service.”

Thousands of times a day, night and day, we park people’s cars. But parking cars — or performing any of the many other services we offer — is not what drives Towne Park. It’s the satisfaction of making an arriving hotel guest feel welcome, a hospital patient well taken care of. We are also driven to serve our clients, by delivering parking and hospitality staffing solutions that drive up both customer satisfaction and property revenue. We can show you how to do all this for clients in *your* community.

As America’s valet parking and parking management experts, the Towne Park concept encompasses a broad range of services offered to a diverse set of discerning hospitality and medical clients, which you can offer through your franchised business. Services include:

**Valet Hospitality Services** – Offer unparalleled customer service to your clients – no matter what industry they serve – as you deliver Towne Park’s top-quality valet parking services to their guests, patrons, and patients. Business and residential services provided.

**Special Event Services** – When special properties or events require excellent service and hospitality assistance, you can offer quality greeters, coat check services, parking direction, and loss prevention assurance that will set your clients apart, and make their event an unforgettable experience.

**Self-Parking Management** – Provide comprehensive systems that help clients with maximizing parking revenue, equipment design and layout, ticket control and auditing, traffic control, and loss prevention. As a Towne Park franchise owner, you will be able to put our state-of-the-art systems and processes to work for you and your clients.

**Restaurant and Country Club Services** – You’ll offer your clients’ customers the personal touch that will support their business and fulfill their missions. At the same time, your service will free up their front-line staff so they can focus on what they do best.

**Door Service, Bell and Concierge Services** – Parking isn’t all that your customers need and it’s not all we do! Working with Towne Park, you and your staff will learn the finer points of greeting guests, assisting with belongings, and providing directions to hotel amenities and area attractions.

**Municipal Parking** – Offer your community that special Towne Park professionalism with secure parking lot, garage operations and meter services.

**Shuttle Transportation** – Your Towne Park franchise drivers assist hotel guests, hospital patients or other organizations with airport and off-site parking transfers, as well as touring opportunities and VIP town car services.

**Parking Consulting** – Thanks to Towne Park’s technical innovations, you will be able to help your clients refine their processes, build in efficiencies, and improve their profitability.

Tapping into a wide variety of potential revenue streams can help you grow your independently-owned business. Best of all, Towne Park — with its decades of experience in hospitality services — can help you *become the provider of choice* in your market.



THE OPPORTUNITY

# NOW IS THE TIME TO JOIN AN INDUSTRY LEADER!

“THE HOSPITALITY SERVICES MARKET IS HIGHLY FRAGMENTED, AND IN GREAT NEED OF A BRANDED NATIONAL LEADER. OUR RESEARCH SHOWS THAT THROUGH OUR CORPORATE OPERATIONS, WE ARE CURRENTLY SERVICING ONLY A SMALL PERCENTAGE OF THE TOTAL MARKET. THE POTENTIAL OF THIS BUSINESS FOR OUR FRANCHISEES IS TRULY REMARKABLE!”

Kirk Pozadzides  
Vice President  
Towne Park



### Proprietary Management Systems

Towne Park has spent years developing fast, accurate, reliable processes and systems that will help you run your entire business. These systems in turn will enable you to compile reports for your clients and help them improve their operations, offering them truly value-added service. We even offer a specialized applicant tracking system to help you hire and retain the best talent. It's all designed to drive the Towne Park brand and reputation for excellence, and foster higher customer satisfaction.

### Flexible Format

As you become the Towne Park brand ambassador in your local community, you may choose to manage your Towne Park franchise from your home office for the ultimate in convenience and administrative affordability. At the same time, we'll show you how to work with hotels, hospitals, and other clients through on-site "command centers." As your business grows, of course, you may move your office to a professional rented space where clients and staff can meet with you. This flexibility allows you to have an easier and less stressful start-up so you can focus on lining up your initial client list.

### Protected Market

As a franchise owner, you will be granted a protected market in which to launch and grow your business. In-depth market research in your area will help you identify your potential local client base of higher-end hotels, hospitals, restaurants, and other opportunities to support your growth and help you to achieve your goals. With our expert, experienced-based guidance, you'll learn how to promote your services and with the Towne Park brand, you will clearly distinguish yourself from competitors.

### A Year-Round Business

With Towne Park, you can build a year-round business base, with ongoing workflow for your team of qualified employees and recurring revenue for your business.

### Multiple Potential Revenue Streams

The Towne Park business model is designed to be expandable and highly scalable. You can easily add more clients to your portfolio and provide additional services for existing clients by offering an array of high-quality valet parking, parking management and concierge services to hotels, hospitals, restaurants, theaters, special events, and more.

### Virtual Office

As the Towne Park brand ambassador in your community, you may choose to manage your franchise from your home office for the ultimate in convenience and administrative affordability. The Towne Park management team will show you how to work with hotels, hospitals, and other clients through client on-site "command centers." As your business grows, you may want to move your business office to a professional rented space where clients and staff can meet with you. This flexibility allows for an easier and less stressful start-up period, so you can focus on building your initial client list.

### Affordable Start-Up

It gets even better. With its modest start-up fees, and much of its operating costs tied to revenues, a Towne Park franchise is accessible to entrepreneurs from a variety of backgrounds.





## TAKE THE TOWNE PARK ROAD TO OPPORTUNITY! BECOME THE MOST RESPECTED HOSPITALITY PROFESSIONAL IN YOUR COMMUNITY

### A COMPANY THAT GIVES BACK:

Towne Park cares about the communities we serve, coast to coast. A sense of social responsibility is reflected in our efforts to help the next generation achieve its potential through our green council, associate scholarship program, and other philanthropic efforts.



Work for yourself, but not by yourself. The executive team at Towne Park stands behind you and is fully committed to you and your goals. We've developed a comprehensive set of tools that will help you set-up, launch and manage your franchise business.

Here are some of the key features of the franchise program we've created to fully train and support you:

**Protected Marks:** As a Towne Park franchise owner, you will be associated with an established company, and able to use all the trademarks, service marks, logos and other elements of the Towne Park brand. This will give you instant credibility in the market and a visible connection with the nationally respected Towne Park name.

**Business Processes and Analytics:** Setting up and managing your business operations is made easier. You will have access to our approved, sophisticated operating methodologies and data analysis tools, to help you run your business efficiently and with confidence. With Towne Park's superior processes and systems, you'll be able to deliver quality service, and track and analyze your business performance on an ongoing basis for maximized results.

**Thorough Training and Comprehensive Documentation:** You'll receive complete training in all aspects of launching and running a Towne Park business. In-class and on-the-job instruction will let you get started in your new business with assurance. You'll be trained on and use the Towne Park Franchise Operations Manual, which thoroughly details key business processes, such as client service, staff training, payroll procedures, business management and reporting, and more.

**Marketing Assistance:** We'll guide you through how to find and approach new clients and how to show them what you can do for their guests and their bottom lines. Our aim is to help you get more clients, faster, and keep them coming back for more services over time.

**Group Buying Power:** Towne Park has established accounts with numerous suppliers spanning uniforms, insurance, marketing services and other necessary operating equipment you can use to help make your new business start-up and ongoing management streamlined and affordable.

**Ongoing Training and Support:** The team at Towne Park stands behind you, giving you an experienced team of operators from Day One. After your initial training, we provide on-site support as you begin operations. After launch, Towne Park team-members make on-site visits, we provide you with ongoing remote support. Plus, you get unlimited access to our continually updated training library. Our team will help you stay on track toward your business growth and goals.



## A NOTE FROM JERRY SOUTH



Dear Entrepreneur:

Thinking about owning your own business? Want to steer your own course? Have a passion for service, the drive to succeed, and a desire to create long-term value for yourself and your community? Now is the time to become a part of our company's amazing story and bright future.

Sir Winston Churchill once said, "We make a living by what we get, we make a life by what we give." At Towne Park, we make a living by what we give. We truly are driven to serve. With a Towne Park franchise you get the competitive advantage of a highly regarded national brand, operational excellence built on established systems and processes, a reference client list of top service companies, and perhaps most important, the opportunity to create a better life for you, your family, and your community.

With drive and determination, and a passion for serving the public, you could be the right fit for the Towne Park culture. If this sounds like you, let's talk. Take us for a test drive and we'll answer your questions and show you what life can be like as a Towne Park franchise owner.

Get started on a venture that will use your skills to their best advantage. Change the course of your life. Simply complete our confidential information request form, and submit it for consideration. Our Franchise Development department will work with you throughout our mutual selection process to ensure there is a good match. If we feel there is, we will contact you to set up a personal meeting to discuss the next steps toward becoming a Towne Park franchise owner.

Thank you for your interest in Towne Park!

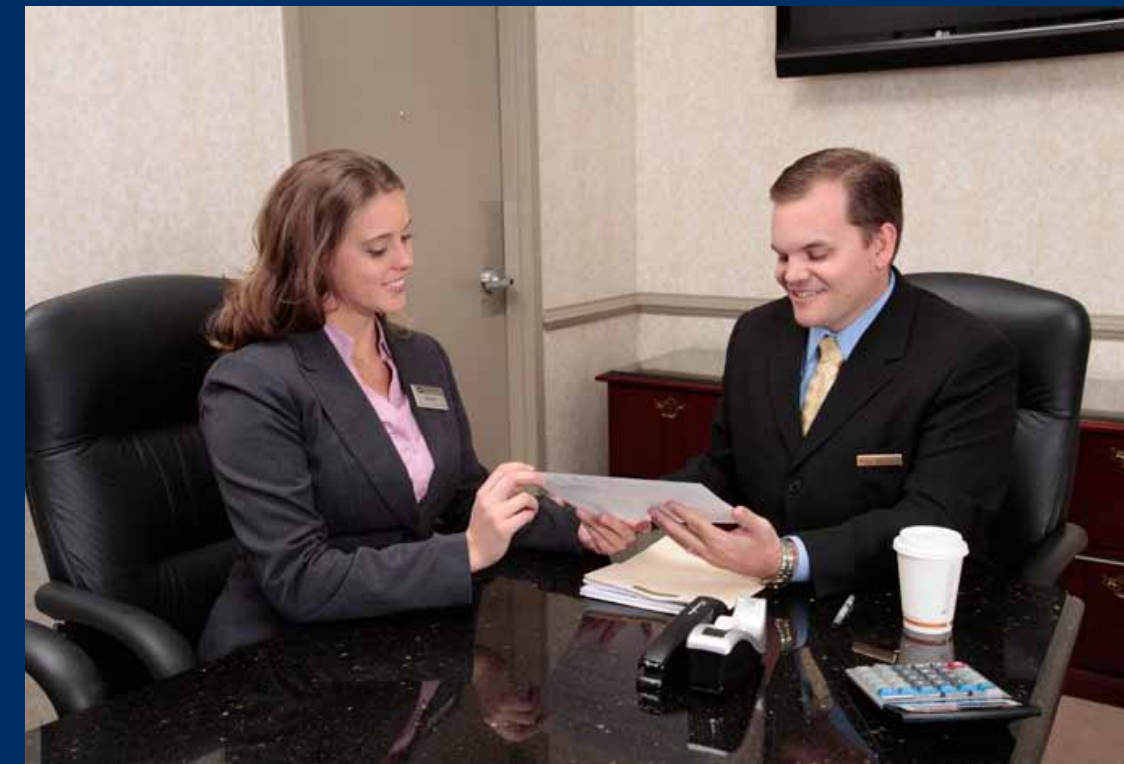
Sincerely,

*Jerry South*

CEO, Towne Park



ARE YOU  
DRIVEN TO  
ACHIEVE  
BIG THINGS?



**JOIN THE WORLD'S PREMIERE  
PROVIDER OF VALET PARKING,  
PARKING MANAGEMENT AND  
HOSPITALITY STAFFING SERVICES!**

**BECOME A TOWNE PARK FRANCHISE  
BUSINESS OWNER TODAY.**