



The
future

THE PICABOO YEARBOOKS

Dealership Brief

FOR REAL ESTATE PROFESSIONALS

A once-in-a-lifetime opportunity to lead the revolution in the multi-billion dollar yearbook industry and boost your income to new heights


picaboo

YEARBOOKS



LEAD THE
Yearbook
REVOLUTION

As a Real Estate Professional, you know all about selling, how to engage prospects in your local area, how to build strong customers relationships, how to negotiate win-win deals, and how to work as a self starter with entrepreneurial vision.

And now you know something else, too: as a Real Estate Professional, you're an **ideal candidate** to lead the revolution in the yearbook industry and boost your income to new heights by becoming a Picaboo Yearbooks Dealer.

THE
Multi-Billion Dollar
YEARBOOK MARKET

Despite slow-downs in many other markets – including real estate – the multi-billion dollar yearbook industry is strong with even more growth potential. Currently only about half of the 100,000+ elementary and middle schools, 27,000+ high schools and 6,500+ degree-granting schools in the country purchase yearbooks. And that’s just the beginning.

There are more than 300,000 churches, thousands of military units, clubs, teams, summer camps, and corporations that are primed to purchase yearbooks. And that’s to say nothing of the 1.5 million home-schooled children who also need a yearbook to commemorate and celebrate their learning experiences.

Add it all up, and it paints a compelling picture: right now, there are millions of schools, organizations, businesses and individuals who purchase yearbooks, or who want to purchase yearbooks.

Clearly, this is not an undeveloped market, and yearbooks are not a “new sell.” The infrastructure, demand and customer base are incredibly strong. All that’s required are self-starting sales professionals with an entrepreneurial spirit – people who are driven by success, want their own exclusive territory, enjoy helping people and organizations, and are excited about playing a leading role in transforming the multi-billion dollar yearbook industry. **People like you.**

ABOUT
Picaboo
YEARBOOKS

Picaboo Yearbooks are unlike anything that the industry has ever known. To put it mildly, these are absolutely not your parent's yearbooks! They're a technology-led game changer, and designed to disrupt, enlarge, and transform the yearbook marketplace forever. And here's why:

Customers create Picaboo yearbooks via a FREE web app that's both powerful and easy-to-use. So there's no need to download and install software, or invest in IT infrastructure. They simply point their web browser, enter their login credentials, and that's all there is to it! No technical training or knowledge is required, and the web app has been carefully designed by Picaboo's User Interface experts for anyone to use – from tweens to senior citizens.

And that's just the beginning. Once customers access the web app, they'll be empowered to do something that the yearbook industry has NEVER seen before.

They'll be able to create a 100% personalized yearbook in a matter of minutes, pick their preference of hard cover, soft cover, or e-yearbook, choose to print as few or as many as they want, and have it shipped to them within a week.

Without exaggeration, the profound implications of this cannot be underestimated.

NOW
Everyone
CAN CREATE

The Yearbook that they really want, such as:

- the parents of a home-schooled child who want their son or daughter to enjoy the yearbook experience just like enrolled students
- the music teacher who wants the band to have as much exposure in the yearbook as the football team
- the corporation that wants to acknowledge employees for another banner year
- the summer camp counselors who want to give their campers a keepsake that they'll treasure for decades
- the millions of students who currently choose not to buy their school's yearbook, because it doesn't reflect their "personal story."
- ...and the list goes on. The possibilities are boundless!

And it's not just that schools will be liberated from "one-size-fits-all" yearbook publishers who need weeks and months to fulfill an order, and only offer one single version of the yearbook for all customers.

With Picaboo, EVERYONE becomes a potential yearbook customer – because EVERYONE has the desire to celebrate and capture special memories; whether they're running a school, teaching a class, leading a club, and so on. And they can design, order print and ship their yearbooks within a week – compared to the months that it takes from a traditional yearbook publisher.

Indeed, imagine telling a prospect that you can provide them with a yearbook solution that is:

- better and more personalized than anything else on the market
- ships in days instead of months
- costs less than traditional yearbooks
- is available in hard cover, softcover or e-yearbook for iPads and other devices
- can be ordered in ANY volume – from 1 yearbook to 1000 to 10,000...there's no minimum or maximum, or price difference – EVERY school gets the volume price, because every student deserves a yearbook!

Frankly, just one of those benefits would be enough to impress. But when you put them all together, it tells a GREAT sales story!



YOUR
Typical
DAY AS A PICABOO DEALER

If your application to become a Picaboo Yearbooks Dealer is approved, your “typical” day will be anything but typical! Rather, it’ll be filled with variety and fun as you apply your knowledge and skills to achieve the following:

Engage your Target Market: You’ll use your exceptional communication skills to contact schools and other organizations, evaluate their needs, schedule sales presentations with decision-makers, lead interactive Q&A sessions, and provide sales collateral, such as brochures and other material.

Network and Lead Development: You’ll mine your extensive list of contacts, networks and partners to connect with prospects within the academic sector and outside as well (e.g. clubs, corporations, etc.). You’ll also develop the qualified leads that you receive through Picaboo’s extensive online presence and national marketing campaigns.

Close Sales: You’ll use your seasoned “win-win” sales expertise to present a compelling offer, negotiate incentives and terms, close sales, and sign agreements.

After-Sales Support: After introducing your new customer to their dedicated Picaboo Customer Service Representative (a trained professional who is added to your team at no cost to you), you’ll use your communication skills and product knowledge to provide basic training.

Relationship Management: You’ll use your interpersonal and relationship-building skills to reconnect with your customers at scheduled intervals to check on progress, strengthen the relationship, and identify opportunities to sell additional or complimentary Picaboo products and services.

Indeed, a “typical” day

as a Picaboo Yearbooks Dealer leverages the skills, abilities and knowledge you already have as a Real Estate Professional. And because you'll have your own exclusive territory, you'll get credit for all sales within your territory that use Picaboo Yearbooks -- regardless of the origin.

Plus, as you can see, this role is people-focused; not paper-focused. So you'll spend the majority of your time connecting with people, helping them achieve their goals, and doing what you love doing – and very little time on paperwork and administration.



FITTING WITH
Your
REAL ESTATE CAREER

Becoming a Picaboo Yearbooks Dealer with an exclusive sales territory is a smart way to leverage your existing knowledge and boost your income. And while the established customer base and infrastructure make it an ideal full-time pursuit, if you wish to maintain your real estate career then be assured that this opportunity fits seamlessly with your choice – and here's why:

You'll Increase your Network: You'll greatly expand your network among high-level decision makers, young professionals with young families, and other highly desirable real estate target markets. All of these people are potential home buyers and sellers!

You'll Augment your Income: You can earn lucrative referral fees ("passive income") by connecting prospects to other real estate professionals in your network.

You'll Stay Independent and Entrepreneurial: One of the things you like best about being a Real Estate Professional is that you're independent, you have flexibility over your schedule, and that you're financially rewarded for your entrepreneurial vision and success. All of these cross over perfectly into your new role as a Picaboo Yearbooks Dealer.

You'll Build Long-Term Customers: Selling Picaboo Yearbooks isn't a one-off experience. It's an annuity business. So you'll build loyal, long-term customers that continue to drive direct and indirect (i.e. referral) revenues.

Selling Picaboo Yearbooks: Five Key Success Drivers

Even if you're impressed with the technology, the product and the opportunity, as a realistic sales professional, you naturally need to ask yourself: What are the key drivers that will help me sell Picaboo Yearbooks in my exclusive territory?

Most products have one key factor. Some have two. A rare few have three.

Picaboo Yearbooks has FIVE:

- ▶ 1. You'll be selling a product to a market that has an established buying, budget and production infrastructure. So that means you won't be spending time convincing prospects to buy something -- instead you'll be talking about benefits, features and advantages of something they already want, need and pay for.
- ▶ 2. You'll be selling a product that stands far above anything else in the industry, and is a true game-changer. This gives you a tremendously compelling "story to tell" that is exciting, rewarding and memorable. Picaboo Yearbooks don't get lost in the crowd – there is no crowd.
- ▶ 3. You'll be selling a product that is clearly a better deal than what your customers have bought in the past/are currently buying now. Frankly, any sales discussion that starts out with "you'll get better value at zero risk" is one that professional sellers dream of having!
- ▶ 4. You'll be selling a product that scales and expands within schools to clubs, teams and other sub-groups. Plus, it expands beyond schools to outside clubs, teams, churches, corporations, and more. A single sale can rapidly lead to exponential sales.
- ▶ 5. You'll be selling a product that offers unprecedented personalization. EVERY student, EVERY group, EVERY team and EVERY club can create a personalized yearbook, whether that means creating a single page, a series of pages, or the entire yearbook.



Support That Enables Success

As a Picaboo Yearbooks Dealer, you can count on full training and support throughout the start-up phase and beyond. You'll also benefit from extensive sales and marketing efforts, including:

- National marketing campaign in magazines, direct mail, email, online, and trade shows
- Public relations editorial publicity in television, radio, newspapers, magazines, and online
- Social media, including Facebook and Twitter
- Online search engine marketing
- Custom dealer websites by region
- Marketing materials and sales samples
- Regional dealer sales support manager
- Full product training

Plus, you'll be empowered to hire your own sales people, and have the opportunity to network and share best practices with other Dealers to learn new strategies, tactics, market insights, and more.

Opportunity Overview

Picaboo Yearbooks is selling protected territories to entrepreneurial business-minded professionals with a passion for sales and sales management who want to:

- own their own home-based business
- leverage their knowledge to boost their income
- avoid significant overheads costs
- have the potential to generate a 6-figure+ income
- build equity in their business if they wish to sell it down the road
- have the freedom and power to determine the direct sales model they wish

Picaboo Yearbooks provides selected Dealers with exclusive rights to sell and market the Picaboo Yearbook solution within a protected territory. This includes the right to use the Picaboo Yearbooks trademarks, software and sales management tools. It also includes access to Picaboo Yearbooks' customer support. While guidance, support and tools are provided, as mentioned above, Picaboo Yearbooks Dealers are empowered to determine the direct sales model they wish to follow.



Next Steps

If becoming a Picaboo Yearbooks Dealer sounds like the right step for you, then contact us to schedule your initial phone consultation. You'll be invited to ask questions and learn more about the opportunity, product, technology, company, and industry.

Per mutual interest and the signing of an Non-Disclosure Agreement, you'll also receive the Picaboo Yearbooks Dealer Prospectus, which includes enhanced information on the marketplace, role and relationship.

Contact Picaboo Yearbooks today

Picaboo Yearbooks is currently selling exclusive territories to selected Dealers in advance of the official launch date of September, 2012. Territory fees start at \$5,000, and Dealers receive special incentives that can help them rapidly recoup their investment, and start generating profit and equity.

If you're interested in leading the revolution in the multi-billion dollar yearbook industry, and you're inspired to boost your income and career success to new heights, contact Picaboo Yearbooks today at dealerships@picabooyearbooks.com.



Headquartered in Silicon Valley, Picaboo is one of North America's leading photo book providers with over 1 million active and satisfied customers. The company is privately held, and its funding partners include several leading Silicon Valley venture capital firms.

Picaboo leverages a core competence in designing, developing and deploying easy-to-use book creation web apps that are elegant and intuitive. Through its seasoned expertise and entrepreneurial spirit, the company is perfectly positioned to disrupt, revolutionize and revitalize the multi-billion dollar yearbook industry via its groundbreaking, technology-led Picaboo Yearbooks solutions.

The name "Picaboo" is a play on the phrase peek-a-boo, which is a common expression that brings smiles to people's faces. Picaboo's use of the term reflects the company's culture, target market and mission.