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## Research Reaps the Right Rewards.

Name: Joe, Carol & Jeremy Schroetter  
 Location: Appleton, Wisconsin  
 Franchise: Safe Ship

### Why I chose franchising and Safe Ship

We spent 6 months checking all the different pack and ship franchises online and calling and talking to corporate people and stores. Safe Ship was an easy choice. They are the only ones who could answer all

our questions. They knew everything! AND they weren't pushy to sell us.

### What I did before buying my Safe Ship franchise

My wife, son and I split the day at Safe Ship and work different jobs on opposite shifts and it means that I can still be employed elsewhere.

### How I raised the finances to buy Safe Ship franchise in Appleton

I used personal savings and an SBA Loan (Safe Ship helped us get it) to buy my franchise.

### The training and support I receive from Safe Ship

It is excellent! We already know more than any of our competitors; who have been operating longer than us. We get a couple of people a week telling us that none of our competitors can ship their item. They don't know how to pack it safely or have a box big enough to fit it. Since we have a box machine, we can make any size box needed and Safe Ship trained us on how to pack everything safely. I talk with Safe Ship almost daily. They are great.

### The challenges I have faced

We are only 1 month old and have already begun breaking even. We are making money. The challenge is starting the company and feeling that we will do well, that we won't make mistakes. We are feeling real good about this now. We have one competitor across the street that has taken down his shipping signs and is concentrating on his computer repair business. Another competitor sends his wife in about once a week to mystery shop us to see what we are doing.

### My advice to someone thinking of buying their first franchise

Research the franchiser. Make sure the people you are working with know what they are doing. You need to be trained by a store owner and employees. They will teach you the business the right way. Safe Ship gave us 2 weeks of real time in store training. We experienced everything. Also, make sure you get to know the support people at the franchise HQ. We were trained in an existing store by the same people we call for support. If you don't trust the Franchiser, don't do it

### My plans for the future

To open another Safe Ship store next year.

View More Information on the Safe Ship Franchise at [www.SafeShip.Com](http://www.SafeShip.Com)