



# THE ***CONNECTIVE***

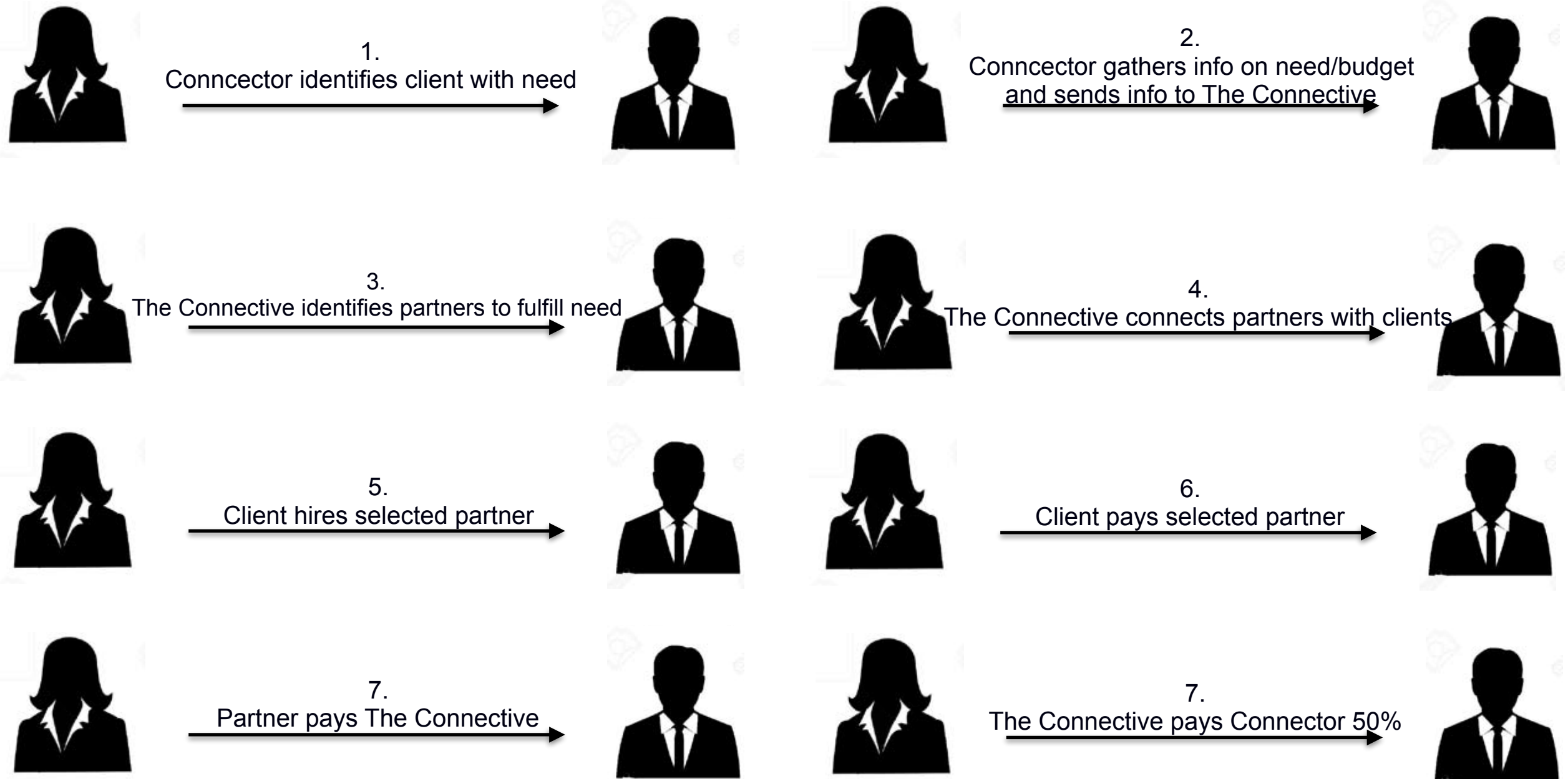
# Value Proposition

The Connective exists to find the right resources for the everyday needs of small/medium size business owners. It is a collective of professionals who fit the mold of a connector. The purpose is to connect business decision-makers with select services that have been vetted out by The Connective to ensure they find the best-in-class for the resources they need.

# The Connectors

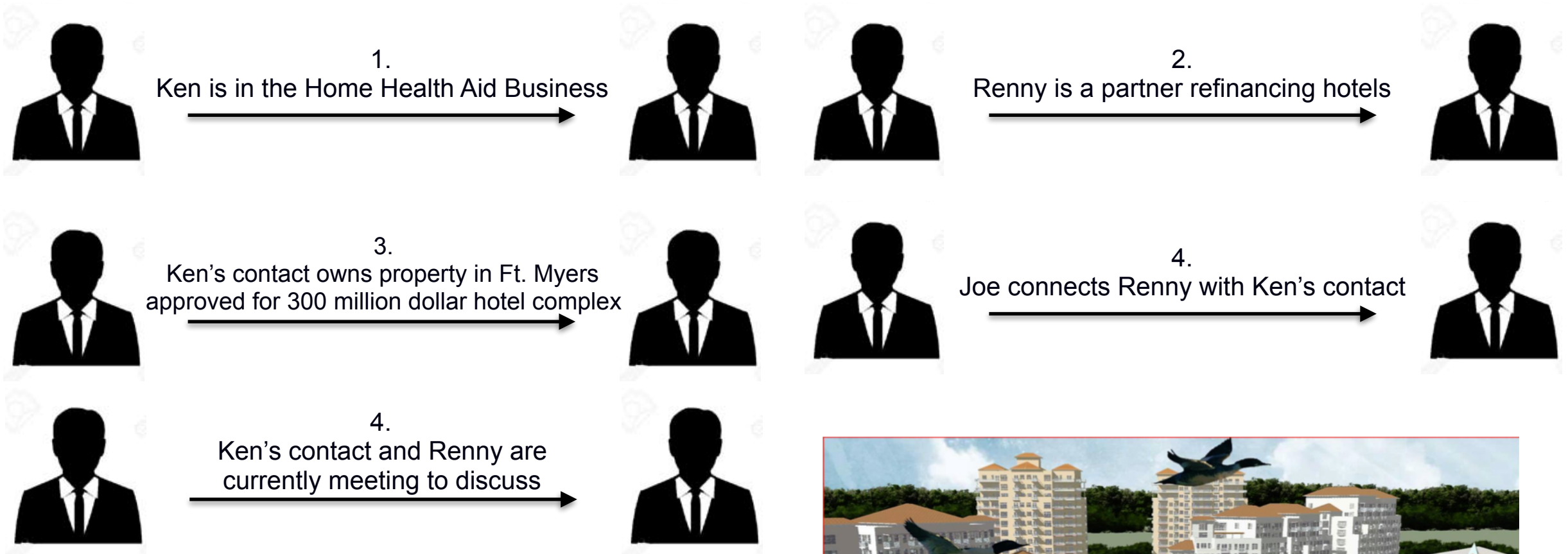
- **Value to Connector:**
  - Vehicle to make additional income through your connections
  - Produce financial return with very little effort
  - Opportunity to bring business to your current customers
  - Opportunity to add Vendors of your choice
  - Opportunity to request vendors of a category
  - Connectors do not pay referral fees on any business leads they receive
  - No fees to join
- **Expectations of Connectors:**
  - Attend and actively participate in meetings. We take the meetings very seriously and without us all, there is no meeting
  - Bring in deals to be reviewed quarterly

# How it works



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# How we connect



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# Partners



Service or product you provide:

ConsulPay turns the fees you are already paying for credit card processing into marketing dollars.

How it works. Simple:

- Your rates remain the same
- Get back 50% of your processing fees
- Use that money to pay for any vendor invoice of your choice

[Click here to see a 1min video](#)

Years in industry: 3 years

Ideal lead(title, company type, etc):

- Title: Owner, CEO, CFO
- Company Type: Restaurants, parking businesses, hair salons, spas, retail shops, pharmacy, hotels, any business that takes credit cards as a payment, including e-commerce business
- Prospect ideal revenue: from \$500K to \$300M
- Geographical reach: Nationwide

Current clients/industries you serve:

Restaurants: Bagatelle, Distilled, Junoon, Egg Shop...

Hair Salons: Angelo David...

Accounting Firms: Commerce CPA



Gerald Theresin

Strategy & Business Development

ConsulPay

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# DRUMMOND<sup>ST</sup>

## STRATEGY

Product or service: Marketing Strategy, Social Media, Website Design and Development, Influencer Marketing, SEO

Years in business: Twelve

Ideal lead: We match best with entrepreneurial-minded companies - either small or medium sized. Or, in a larger corporation, perhaps there is a department or specific initiative that is trying to amplify their message. Really, any company that is looking to do the research, try new things, and grow. As far as titles, anyone in the Marketing department, of a Director level or above, is ideal.

Current clients/industries: Consumer Electronics, Colleges and Universities, Non-Profits, Marketing or PR agencies



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**Principal**

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# F10HOTELS

## INVESTMENT BANKING

Service or product you provide: Real estate investment banking.  
Specializing in hotels, we raise and structure senior debt, mezzanine loans and preferred equity, as well as joint venture equity.

Years in industry: 20+

Ideal lead(title, company type, etc). Real estate owners

Current clients/industries you serve Anyone involved in a hotel transaction. Besides real estate owners, we work with franchisors, lenders, attorneys and appraisers who may be involved in a hotel transaction requiring additional expertise to consummate.



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F10 Hotels

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Name of business - Luna Public Relations

Services - Luna Public Relations provides a range of PR and strategic communications services, including media relations, brand development, social media, b2b and b2c marketing communications, thought leadership, media training, speech-writing, press releases, website copy, promotional materials and event planning / support.

Years in industry - 10+

Ideal lead (title, company type, etc). - PR, marketing or communications freelancer / consultant

Current clients/industries you serve - Industries include (but not limited to) healthcare, technology, consumer products / services, financial services, government, nonprofit, education, green / sustainability, juvenile, luxury and advertising.



Luna Newton

Principal

Luna Public Relations

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# MarieKra Communications

Service or product you provide: WordPress website building, redesign and maintenance services

Years in industry: 3.5 years

Ideal lead (title, company type, etc): small companies, business owners with no employees, consultants, nonprofits - all industries

Current clients/industries you serve: consultants from different industries (social media, nutrition, education, SEO), library, women's club, taxpayers' association, foundry, doctor's office, media



Marie Roeling

*Owner*

MarieKra Communications

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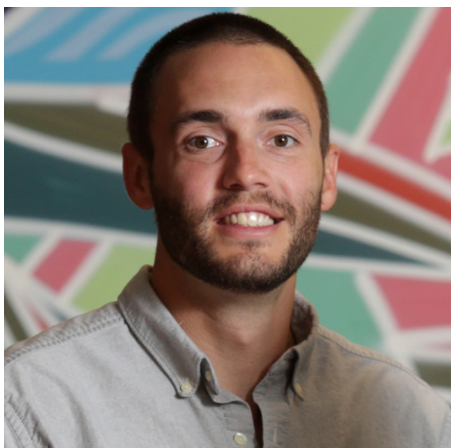


Product or service: We help employers, members, and patients achieve medically-relevant results through a powerful technology and nationally-certified health coaching staff.

Years in business: 4

Ideal lead: Hospital- (Director of Community Wellness), Employer/ Municipality- (HR Director/ Business Administrator), Insurance Broker (B2B Point person dealing with self-insured clients), Fitness Center/ Health Club (Owner)

Clients: RWJBarnabas Health, Atlantic Health, Tilton Fitness (top 50 largest health club chain), City of Newark/ City of Rahway



Clark Lagemann  
**CO-FOUNDER**  
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Service or product you provide:  
Business Brokerage and Valuations for Business Owners

Years in industry: 6 years

Ideal lead(title, company type, etc).  
Ideal lead is businesses that are thinking about selling their business.  
We cover most industries and concentrate on businesses under \$20M  
in revenue.

Current clients/industries you serve  
The Small Business Owner in New Jersey and New York.



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Product or service: Printing and promotional products.

Years in the industry: 20

Ideal client: Graphic Designers and marketing companies.

Current clients/industries you serve

Current and past commercial clients include: Real Estate,  
Trade Show Organizers, Medical Offices.



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# Simon, Tapper, Edelman & Wilner, P.A.

Service or product you provide

Accounting services: Tax planning and compliance, financial statement preparation (audits, reviews, compilations), consulting

Years in industry

32

Ideal lead(title, company type, etc).

Established businesses that require accounting services throughout the year (not just at tax time), especially preparation of financial statements (for investors or lenders)

Current clients/industries you serve

Various. Niches include real estate (development, brokerage, rental property owners), medical and dental practices (including clinics and surgery centers), entertainment (musicians, bands, circus)

Jay Edelman

Partner

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# WENCK BROTHERS FILMS

*Service or product you provide: Broadcast/Digital Production Service and Directors*

*Years in industry: 5*

*Ideal lead(title, company type, etc).*

Production/Director Service for:

- National Hockey League
- Ralph Lauren
- Tommy Hilfiger
- Nike
- Levi's
- Old Navy
- Under Armour
- Burger King
- Coca-Cola
- Pepsi
- New York Times

*Current clients/industries you serve*

Production/Director Service for:

- Madison Square Garden (Knicks, Rangers & Rockettes)
- Facebook
- Snapchat
- Reebok
- Disney
- McDonald's
- Budweiser
- Vanity Fair
- Samsung



Nick Wenck

Principal

Wenck Brothers

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# WILLIAM RAVEIS

## BAER & MCINTOSH

Product or service: Residential and Commercial Real estate brokerage in NY & NJ

Years in the industry: Personally 11 years as a realtor, the firm has been in business for 40 years

Ideal client: Any qualified buyer, seller, tenant or landlord in NY or NJ. I work with an elite team of realtors and marketing professionals that service NJ in Passaic, Essex and Bergen Counties. In NY from NYC, Westchester Rockland and Orange Counties.

Current clients/industries you serve

Current and past commercial clients include: developers, medical facility, retail, schools, religious organizations and investors. Residential clients include pied-a-terres, first time buyers, expanding families, empty nesters and everything in between.



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# How a Connector benefits

**Table 1: Earning Referral Fees and the Benefits of Residual Referral Relationships**

| Connector A Sales                          | January       | February      | March         | April          | May           | June           | August         | September       | October         | November        | December        | Year 1 Subtotals | Jan Start of Year 2 |
|--------------------------------------------|---------------|---------------|---------------|----------------|---------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|------------------|---------------------|
| ConsulPay processing \$250/month           | \$ 125        | \$ 125        | \$ 125        | \$ 125         | \$ 125        | \$ 125         | \$ 125         | \$ 125          | \$ 125          | \$ 125          | \$ 125          | \$ 1,375         | \$ 125              |
| Drummond St Agency retainer(\$2,500/month) |               | \$ 375        | \$ 375        | \$ 375         | \$ 375        | \$ 375         | \$ 375         | \$ 375          | \$ 375          | \$ 375          | \$ 375          | \$ 3,750         | \$ 375              |
| Plaid Lab T-shirt order \$5000             |               |               | \$ 375        |                |               |                |                |                 |                 |                 |                 | \$ 375           |                     |
| Veneta Cucine Kitchen \$40,000             |               |               |               | \$3,000        |               |                |                |                 |                 |                 |                 | \$ 3,000         |                     |
| ConsulPay processing \$250/month           |               |               |               | \$ 125         | \$ 125        | \$ 125         | \$ 125         | \$ 125          | \$ 125          | \$ 125          | \$ 125          | \$ 1,000         | \$ 125              |
| 9Sail SEO Retainer \$2,000/month           |               |               |               |                | \$ 150        | \$ 150         | \$ 150         | \$ 150          | \$ 150          | \$ 150          | \$ 150          | \$ 1,050         | \$ 150              |
| Wenck Brothers Video \$25,000              |               |               |               |                |               | \$1,875        |                |                 |                 |                 |                 | \$ 1,875         |                     |
| Gillian Small PR \$2,500/month             |               |               |               |                |               | \$ 375         | \$ 375         | \$ 375          | \$ 375          | \$ 375          | \$ 375          | \$ 2,250         | \$ 375              |
| Simon, Tapper accounting \$3,000/month     |               |               |               |                |               |                | \$ 225         | \$ 225          | \$ 225          | \$ 225          | \$ 225          | \$ 1,125         | \$ 225              |
| MedPro corporate health \$4,000/month      |               |               |               |                |               |                |                | \$ 300          | \$ 300          | \$ 300          | \$ 300          | \$ 1,200         | \$ 300              |
| Vincent Jets Flight \$20,000               |               |               |               |                |               |                |                |                 | \$ 2,000        |                 |                 | \$ 2,000         |                     |
| ConsulPay processing \$250/month           |               |               |               |                |               |                |                |                 |                 | \$ 125          | \$ 125          | \$ 250           | \$ 125              |
| Veneta Cucine Kitchen \$60,000             |               |               |               |                |               |                |                |                 |                 |                 | \$ 4,500        | \$ 4,500         |                     |
| <b>Subtotals</b>                           | <b>\$ 125</b> | <b>\$ 500</b> | <b>\$ 875</b> | <b>\$3,625</b> | <b>\$ 775</b> | <b>\$3,025</b> | <b>\$1,375</b> | <b>\$ 1,675</b> | <b>\$ 3,675</b> | <b>\$ 1,800</b> | <b>\$ 6,300</b> | <b>\$ 23,750</b> | <b>\$ 1,800</b>     |

NOTE: Based on the residuals from deals closed in Year 1, Year 2 would begin with an aggregate residual of \$1,800/month (i.e. \$21,600 annually) before any additional deals are closed.

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# How to become a successful Connector

- Listen - Pay attention to your weekly conversations with clients, friends, colleagues - they will tell you what they are looking for
- Ask - Let them know about The Connective and if there are any services or products they are in market for you can help identify partners
- Network - join clubs such as Chamber of Commerce, Rotary, etc. to meet new people with new needs
- LinkedIn - spend an hour or two a week looking at who is in your network - find the leads partners are looking for(ie. clients, job titles)

# Connectors



Service or product you provide: Personal Care Services for the elderly and developmentally disabled

Years in industry - six

Ideal lead(title, company type, etc). - social workers, discharge planners and geriatric care managers

Current clients/industries you serve - Elderly, Developmental Disabled Services



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Service or product you provide: Segwik LLC, is a CRM and Marketing Managed Services Company. We setup, customize, and manage CRM platforms on behalf of our clients while providing other marketing support in the form of social media management, email blasts, video and website production.

Years in industry - 20

Ideal lead(title, company type, etc). - Marketing Director of a trades oriented company like contracting, painters, builders, sign installers.

Current clients/industries you serve - Retail, real estate, building, manufacturing, food services.



Pete Romano  
Principal

**Segwik**

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Service or product you provide: Mortgage Banker servicing clients purchasing Single Family, 1-4 Unit Buildings, Condominiums, Investment Properties and Second/Vacation Homes

Years in industry: 18+

Ideal lead(title, company type, etc).: Builders, Realtor/Broker Offices, Real Estate Attorneys, Accountants, Financial Advisors, Title Companies

Current clients/industries you serve: Realtor/Broker Offices, Real Estate Attorneys, Accountants, Financial Advisors, Title Companies, Appraisers, Builders



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# PRIME

REAL ESTATE GROUP

Product or service: Residential Real Estate

Years in the industry: 8

Ideal client: First time home buyers, sellers, developers



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# PRIME

## REAL ESTATE GROUP

Product or service: I specialize in helping people transition in and out of the homes that suit their current lifestyle. We are a boutique real estate office that has a vast grab of the housing market all along the gold coast of New Jersey. From new construction, resales and to first time home buyers, we are able to handle every aspect of the home buying or selling process with our clients. A great referral is if you hear of anyone about to enter into a life changing event, such as an engagement, a new born baby or even a divorce or death in the family.

Years in the industry: 6

Ideal client: Most of my clients consist of first time home buyers looking to plant roots in the NYC area in hopes to stay long enough to start a family.



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# REDDINGTON

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## ADVISORY GROUP

Service or product you provide: Financial Planning

Years in industry: 8 years

Ideal lead(title, company type, etc): White Collar professionals: law firms, medical practices, CPA firms, sales offices, real estate investors, hedge funds.

Current clients/industries you serve: White Collar professionals: law firms, medical practices, CPA firms, sales offices, real estate investors, hedge funds.



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Reddington Advisory Group  
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Service or product you provide: Raw Material Ingredients Used For Nutrition Supplements, Finished Products, Skin Care, Anti-Aging, Health & Wellness

Years in industry: 15+

Ideal lead: CEO, R & D Specialist, Buyer, Purchasing Agent, Owner, Vice President Of Sales, Scientist, Marketing Manager

Current clients/industries you serve: GNC, Now Foods, Whole Foods, Pepsi, Enzymatic Therapy, Douglas Labs, Metagenics, Xymogen, Bulletproof, Kirkman



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Service or product you provide: Sysco Foodservices of Metro NY,LLC provides my customer their food service needs from the furniture, kitchen equipment, small wares, produce, fresh meats, beverages, frozen foods, dry goods, food container and much more.

Years in industry: 20 years

Ideal lead(title, company type, etc): Healthcare, Hospitals, Daycare, Restaurants, Food trucks, any establishment that sells or distributes food.



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**Thank You!**