

TRANSACTION MANAGEMENT

- Transaction Teamwork: RMA works hand in hand throughout the transaction with the purchaser, seller, franchisor, intermediary and lender to assure that the operation is maintained, and that the transaction is managed to a successful completion.

- Franchisor Approval: The franchisor's approval and support are critical to the success of the plan. RMA works to assure that the franchisor is informed wherever appropriate.

- Successful Conclusion: The strategic alliance of RMA and the intermediary allows RMA to manage the operation of the franchised business for either short or long term, while the intermediary markets and resells the asset.

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RESTAURANT MANAGEMENT ASSOCIATES



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INTRODUCTION



MISSION:
TO EFFECTIVELY
AND PROFITABLY
MANAGE RESTAURANTS,
WHILE PROVIDING
SOLUTIONS
FOR NON-PERFORMING
ASSETS.

Restaurant Management Associates, Inc. (RMA) serves as a restaurant management company for:

- Lenders
- Franchisors
- Equity partners
- Landlords, and
- Receiverships

It helps those seeking to maximize the value of under-performing franchised assets or distress properties, by preventing the erosion of value.

Assets may be:

- In bankruptcy
- In foreclosure
- Poorly managed
- Secured by non-performing loans

RMA works in a strategic alliance with business intermediaries to effectuate the sale of the asset after the business is stabilized and improved.

RMA and its Management Team have successfully operated and turned around numerous distressed restaurants. RMA maintains a qualified management staff experienced in operating troubled restaurants.

The strategic alliance of RMA and business intermediaries allows RMA to manage the operation of the franchised business while the business intermediary markets and resells the asset under optimal conditions.

DESCRIPTION OF SERVICES



SOLUTIONS FOR NON-PERFORMING ASSETS

Restaurant Assessment

Understanding the subject business is critical. RMA begins by assessing the personnel, operations, facility, and market conditions.

Value Optimization Planning

Working with the asset owner, RMA develops and implements plans to enhance and optimize Value. Successful execution of business decisions is based on proper and thorough planning. RMA takes pride in assisting clients in reaching the most advantageous decisions.

Business Management

- Plan of Operation: RMA begins by performing an evaluation and analysis of the business. Working together with on-site management and the asset owner, the staff develops a “Plan of Operation” setting forth the basic framework within which the business will be operated.
- Rapid Response: RMA understands the importance of responding to management needs and can rapidly provide the installation of qualified

management, thus helping to prevent the further erosion of sales and value.

- Turnaround Management: By providing turnaround management, RMA maximizes a business's value through proper planning, sound organization, proven operational methods, fiscal control, and effective marketing.

- Proper and Timely Reporting: RMA provides complete and timely reports on sales, costs, trends, regional, and facility issues.

- Proven Marketing Programs: RMA knows how to quickly and effectively evaluate market conditions and implement marketing programs that economically assure results. RMA draws upon an array of proven programs that quickly generate bottom-line results.

- Renovation Management: RMA routinely oversees various capital improvement projects including correcting of deferred maintenance, equipment upgrades, and remodeling. RMA manages each project to ensure that it produces maximum return on investment.

Increased Sale Price

Restaurants are typically sold on a multiple of earnings. Each additional dollar in profit means a multiple of dollars in sales price. RMA improves all aspects of the operation so the bottom-line profit is improved and the restaurant value is increased.



Value Optimization Planning

Business Management

- Plan of Operation
- Rapid Response
- Turnaround Management
- Proper and Timely Reporting
- Proven Marketing Programs
- Renovation Management

Increased Sale Price

