



CASE STUDY

Nautical Boat Club Uses ROS[®] to Break Bottlenecks and Outperform Averages



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Introduction

The Recruitment Operating System® (ROS®) is a process-driven system that has helped multiple brands find a way to create step-change increases for franchise development and recruitment in a way that is predictable, sustainable, and measurable.

Tom Gardiner, CEO of Nautical Boat Club, and **Bryan Wallace**, Executive VP of Nautical Boat Club, applied the ROS® acquire-and-convert strategy to tackle unique challenges and outperform industry averages.



Tom Gardiner



Bryan Wallace

1 CHALLENGE

Running a franchise always comes with its fair share of challenges. When Nautical Boat Club, a boat club franchisor, set out to scale their business, they faced several significant challenges. The complexity of their business model, which involved recruiting candidates, acquiring real estate, and franchising, posed a unique set of obstacles. Not only do they have to find qualified candidates, but they also need to secure boat slips for them.

As a relatively new franchise, they lacked the necessary experience and expertise to navigate these processes effectively. The search for marinas and boat slips proved particularly daunting, as finding suitable locations for their clubs was always a struggle.

Combining three intricate processes is no small feat, especially for a company new to the franchise industry. The sheer complexity of these tasks can be overwhelming and deflate even the most determined entrepreneurs. Nautical Boat Club faced the risk of onboarding under qualified candidates who could fail and drain essential resources from the franchise.



Combining three intricate processes is no small feat, especially for a company new to the franchise industry.

On the other hand, selecting high-quality franchisees was crucial to building a sustainable, long-lasting business that would benefit both the franchisee and the franchisor. The stakes were high, and Nautical Boat Club needed a solution to address these challenges head-on and pave the way for growth and success.

2 SOLUTION

Enter the Recruitment Operating System (ROS®) provided by CGI Franchise. In 2021, with this innovative system, Nautical Boat Club found the framework, processes, expert team, and supportive community they needed to scale their complex franchise model successfully. ROS® offered a comprehensive solution that addressed their specific challenges.

These templates help with:

- » refining the sales/recruitment process training
- » accountability
- » and, importantly, identifying and removing roadblocks inhibiting growth

ROS® became an indispensable tool. Moreover, it facilitated the acquisition of high-quality franchisees, ensuring a healthy, long-lasting business for both the franchisee and the franchisor. By leveraging ROS®, Nautical Boat Club unlocked the potential of its franchise and set the stage for substantial long-term impact.



"...one of those great things about working with ROS® is the community. We're doing a good job because we're basing all of it off of the templates that ROS® has given us."



3 SUCCESS

Since implementing ROS®, Nautical Boat Club has experienced remarkable success. Notably, the quality of sales candidates has significantly improved, marking a critical long-term impact.

While the industry average for the lead-to-close ratio hovers around 0.5%, Nautical Boat Club's ratio stands impressively at 18%. This exceptional performance showcases the transformative effect of ROS® on their recruitment process.

Moreover, Nautical Boat Club recently completed a noteworthy acquisition, adding three locations in a highly saturated market. This strategic move translated into an impressive one million dollar increase in annual revenue for the franchise.

These tangible outcomes attribute Nautical Boat Club's growth and success to their partnership with CGI Franchise and the implementation of ROS®.

RESULTS HIGHLIGHTS

18% Lead-to-close ratio
(vs. 0.5% - industry average ratio)

+3 
locations in a highly saturated market

\$1 mil. 
increase in annual revenue for the franchise

4 CONCLUSION

The results speak for themselves, with Nautical Boat Club seeing a notable increase in sales candidate quality and positioning themselves to thrive in the competitive boat club market. Recent successes, such as completing an acquire-and-convert deal to add three new locations and generate one million dollars in revenue, illustrate the substantial long-term impact of implementing ROS®.

For Nautical Boat Club, the journey toward growth and prosperity continues, supported by the ROS® framework, expert guidance, and a thriving community of like-minded franchisors.

Ready to overcome your unique challenges?

Discover how the Recruitment Operating System (ROS®) can empower your business at

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