



out of the box

Customer Success Stories

How **Voda Cleaning & Restoration** Attained Rapid Growth With Out of the Box



Voda Cleaning & Restoration has **27 franchises** up and running and **another 20** that are currently being onboarded with **Out of the Box**.



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Voda Cleaning & Restoration

Introduction

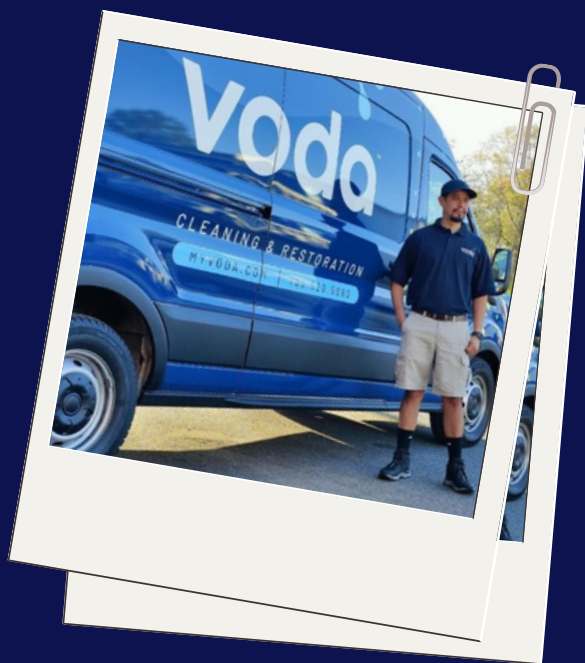
Zach Nolte, COO & Co-Founder of Franchise Playbook and Voda Cleaning & Restoration, didn't just want to create a platform for home services franchises. He and partner Dan Claps knew they could make the transition for franchise partners easier by designing and supplying them with a turnkey infrastructure to facilitate rapid growth and help them achieve their financial goals.

Part of their planned infrastructure included providing franchisees with a bookkeeping service provider that could:

- **Configure internal accounting processes and files**
- **Align each franchise partner with an optimal tech stack to promote maximum automation at minimum cost**
- **Fully onboard and train those partners on their accounting tech stack**
- **Assist them with monthly accounting functions including onboarding**
- **Conduct ongoing training to ensure accurate monthly books, and literacy and alignment on industry-specific KPIs across franchisees**
- **Deliver financial reporting necessary for strategic decision making**

For Voda Cleaning & Restoration Out of the Box was the only option.

Less than two years after founding the operation, Voda Cleaning & Restoration has experienced aggressive growth with 27 franchises up and running and another 20 that are currently being onboarded with Out of the Box.





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The Story of Voda Cleaning & Restoration

The Franchise Playbook/Voda story began in 2022 when Co-Founders Zach Nolte and Dan Claps met at a franchise conference. Zach brought more than a decade of operational leadership at two national home improvement franchises to the table where he acquired a passion for building out systems and operational playbooks. During his tenure Zach also developed an extensive network of partners he spent years vetting.

The perfect counterpoint to Zach's operational know-how, Dan also brought a decade of experience in the franchise space to the table - this time with a focus on franchise development. Having previously founded the International Franchise Professionals Group's (IFPG) sister company, Career Transition Leads (CTL), the leader in lead generation for Franchise Consultants, Dan was able to hone his ability to identify qualified franchise candidates for franchisors.



Together, Zach and Dan had identified gaps in traditional franchisor systems and, in January of 2022, they set out to fill those gaps through Franchise Playbook. Once Franchise Playbook was established by April of 2023, it was time to put their operational blueprint to the test at which point Voda Cleaning & Restoration became their next project. Voda became Franchise Playbook's proof of concept enabling them to further their mission: to empower entrepreneurs to think bigger, helping aspiring business owners avoid the curveballs of starting a business.



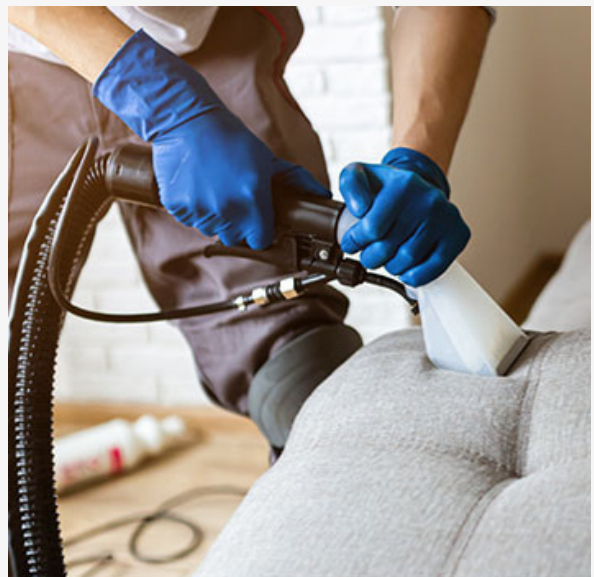
The Untapped Power of a Turnkey Bookkeeping Solution for Franchises

Zach wanted to use Out of the Box at the Voda home office and as an onboarding partner for all things accounting/bookkeeping. Zach noted:

"I make it a core value that any of the vendors I push out to our franchisees, I also use myself. In my role I'm also the Controller and I could not do what I do today if it wasn't for Out of the Box and their support."

Out of the Box began by setting up each franchisee's QuickBooks files, industry-specific Charts Of Accounts, and products & services to facilitate accurate and timely financials while providing the insights the franchise partner needed to make strategic decisions to grow the business on the ground.

Each franchise partner was then tied into a 12-month contract with Out of the Box to ensure that their books remained clean, accurate, and up-to-date. This was pivotal to the Voda launch as it primed franchise partners for financial success out of the gate. During that initial year, Out of the Box was there to support their franchise partners by arming them with the literacy to understand the reports designed for their businesses and how to leverage them to make well-timed, accurate strategic decisions contributing to Voda Cleaning & Restorations' notable growth as a franchise system.





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Why Voda Cleaning & Restoration Chose Out of the Box

Throughout his tenure, Zach and Dan built relationships with vendors and service providers able to support a national brand. Zach had worked with Out of the Box in his previous role for approximately five years. As he and Dan conceived Franchise Playbook, they knew they wanted to begin with a platform of vendors that would immediately put the business owner in the position of working on the business - and that included a financial services vendor with the expertise to onboard, train, and service a national team of franchisees: Out of the Box.

When asked about how Nolte and Claps landed on Out of the Box as their bookkeeping service provider for their platform, Nolte stated:

"I've already been down the gamut of vendors. In a past life, I probably went through five or six bookkeeping support services at various levels and none of them worked the way that I had envisioned - until we met Out of the Box. For us at Voda, there weren't any other options."

Although other vendors and service providers had the capabilities to support a franchise system with an aggressive growth strategy, many didn't meet the stringent expectations both Zach and Dan had for their platform, but Out of the Box did.

*Finding the right accounting counterpart to your business is key to bringing you **financial peace of mind**. When your business grows to the point where accounting and bookkeeping tasks become overwhelming, **we can help**.*

Whether your needs are big or small, our team can provide services that meet you where you are.

Talk with an expert today!





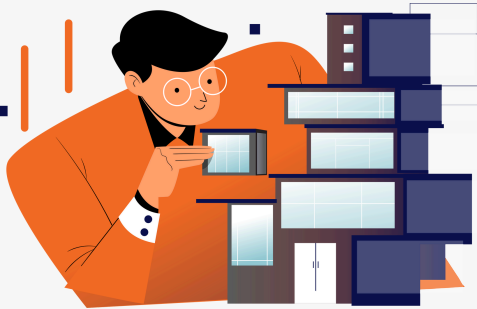
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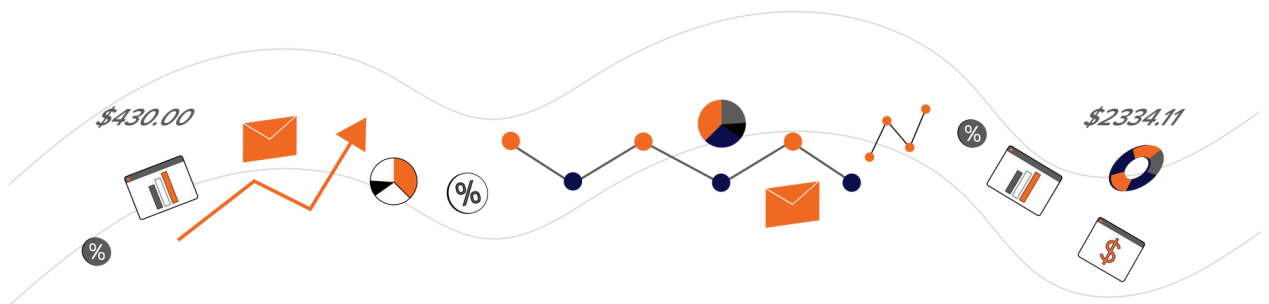


How Out of the Box Responded



As the relationship has grown, Out of the Box has continued to work with Voda, developing educational tracks for their franchise partners. Included in these tracks are courses that instruct their franchisees on how to read the major financial statements, how to verify and dissect those numbers, and how to compare them against industry benchmarks. This ensures all members of the franchise are speaking the same language, are comparing "apples to apples," and are working towards the same standards and goals.

"A huge part of our onboarding for new franchise partners is reiterating the importance of 'knowing our numbers.' 'Knowing our numbers' means not just pulling a P&L and knowing that they're in the black, but knowing where their percentages are in comparison to industry standards and other franchises. So we really try to educate them and pull them into conversations with Out of the Box so they gain a comprehensive understanding of their financial situation and also the value that Out of the Box brings to the table," Nolte said.



Our experts can **train your team** or **engineer your accounting infrastructure** for you, ensuring you are primed to **scale**.



We can work with you one-on-one, or in a group setting to **optimize** your current accounting infrastructure, **re-engineer** it from scratch, and **define or streamline** processes.

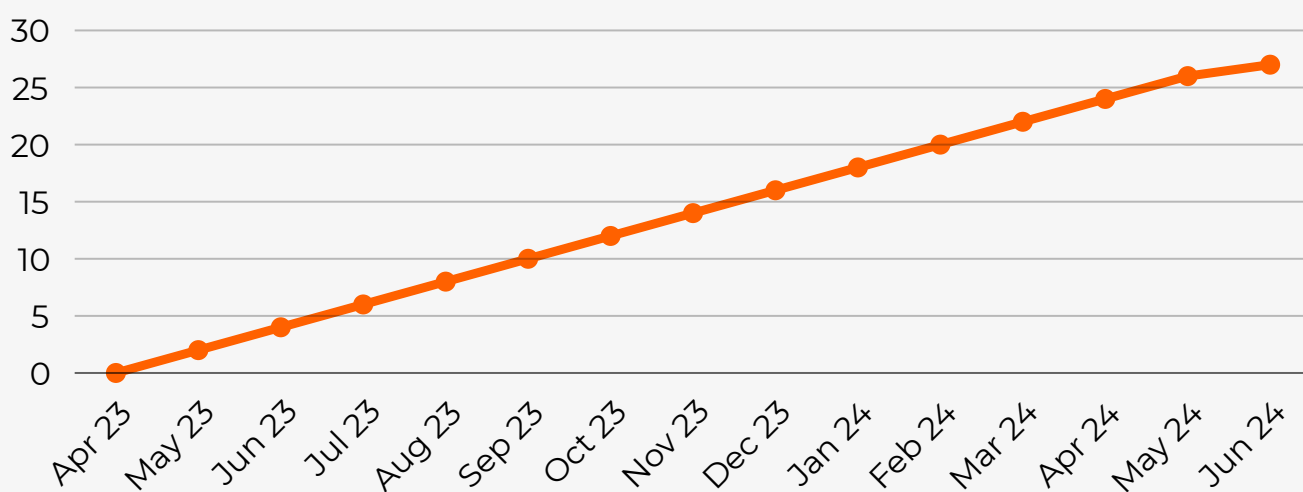


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The Results

Since Voda Cleaning & Restorations' inception in April of 2023, Voda - in partnership with Out of the Box - has experienced explosive growth. Just one year later, as of June 2024, Voda Cleaning & Restoration numbers 27 active franchises with another 20 being onboarded with Out of the Box at that time. Job costing and gross profitability are two of their biggest metrics they use to measure their success with success being defined as 60% gross profit margin after an initial three-to-six-month period. This helps ensure that labor and materials are within range and uniform across product lines.



"I have surrounded myself with like-minded individuals that think the franchisors really need to know and understand their numbers. There have to be systems in place and a way for us to internally monitor that stuff and help educate. Voda really considers itself to be on the leading edge of franchisors that are leaning into their relationship with their financial services providers and squeezing all the value we can out of that relationship," Nolte said.

Zach's advice for other franchisors is to organize as much support as possible for franchise partners and leverage technology to service them the way Out of the Box does - by taking those things off franchisees' plates that are otherwise likely to get back-burnered by work 'on the business.'

When finance, operations, and communication are prioritized and synthesized optimally, franchisees are much more likely to be profitable and able to make strategic decisions in a much shorter period of time.



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Conclusion

If you are interested in the best practices we've created to help franchise businesses streamline their accounting infrastructures - from franchise-friendly integrations to automated reporting, processes, and more, schedule your Franchise Services Expert Consultation with Out of the Box.



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Do you have access to the kind of **dynamic, insightful** reporting and analysis that reveals the opportunities for **growth** hidden within your organization?

Schedule a **complimentary bookkeeping assessment** to find out. **Get started today!**