

## **PreemploymentDirectory.com the #1 Online Background Screening Directory, Just Got Better**

As we stated earlier we can make such a bold offer because we are the leading online background screening directory and have more background screening firms listed than the combined online buyers guides for ASIS International, NAPBS, SHRM and Workforce Magazine and although many of these organizations are significantly larger than we are. We could only dream of having the funding that an ASIS International or SHRM has, but as Shakespeare once said, "Sweet are the uses of adversity."

It is precisely because we are small, nimble, quick in implementation and tightly focused on the background screening industry that we have become the industry leader. In addition, while many of these organizations have very large memberships and offer a tremendous amount of services, the stark reality is that marketing background screening firms is not their primary focus or priority. Consequently, marketing of background screening firms typically only receives cursory attention amongst the multitude of other services being offered. A final *viva la* difference for us and it may be the most important – since we are an entrepreneurial driven enterprise we aggressively market **PreemploymentDirectory.com**. We advertise on the web, at relevant tradeshow, use print media, presentations, articles, etc. to ensure visibility within the human resource and security community all with a sole purpose, to drive traffic to the directory to maximize your selling opportunities.

**Join PreemploymentDirectory.com, today, to take advantage of this new innovation for online directories – offering a lead generation guarantee.**

**PreemploymentDirectory.com**, the leading online directory for quickly and easily finding a background screening firm is becoming one of the leading ways that businesses can find a background screening firm to meet their needs.

### **Platinum Plus Membership has it Privileges:**

1. You are provided a full page for your advertising message.
2. Your web site URL appears with your listing and is linked to your web site so potential clients can go directly to you.
3. You get a pop up email message that goes directly to your firm.
4. Your logo will rotate on the front page which means businesses will see your listing before they even enter the Directory giving you a substantial advantage over non Platinum members.
5. Your logo will be placed at the top of the page along with other Platinum member's logos in the alphabetical and geographical (US or International) sections.
6. On your specific alphabetical and geographical (US or International) page your firm's logo will appear at the top ahead of all other non platinum listings.
7. You can place complimentary articles in *The Background Buzz*.
8. You can update your ad copy at no charge if you introduce new products and services or your marketing campaign changes.
9. Your listing will be posted on 20 other 'Platinum Only' websites on the Internet as well.

**Service Guarantee: You will receive no less than 100 leads during your 12 month membership period or we will refund 100% of your payment.**

### **Platinum Plus –The Business Case**

While we know that we have value priced the Platinum Plus Membership based on the pricing for other online directories we thought we would go one step further and actually illustrate some possible scenarios to drive this point home further. In our scenarios we have assumed a range of pricing for background screening services of \$25.00 to \$125.00.

### Breakeven Analysis

The following three examples illustrate possible scenarios that would lead to you breaking even on your Platinum Plus investment.

Table 1 illustrates an example in which you get five leads as a result of your directory listing that turn into actual sales. Each new company, A thru E, makes 2 hires per year at the indicated screening price.

<b>Table 1</b>				
<b>Client Sales</b>	<b>Price of Screening</b>	<b>Annual # Hires</b>	<b>Revenue</b>	<b>Directory Cost</b>
Company A	\$25.00	2	\$ 50.00	
Company B	\$50.00	2	\$100.00	
Company C	\$75.00	2	\$150.00	
Company D	\$100.00	2	\$200.00	
Company E	\$125.00	2	\$250.00	
<b>Total</b>			<b>\$750.00</b>	<b>\$750.00</b>

Table 2 illustrates an example in which you close one lead/client as a result of your directory listing. The new company has a basic background screening check priced at \$25.00 performed on 30 hires over the course of the year.

<b>Table 2</b>				
<b>Client Sales</b>	<b>Price of Screening</b>	<b>Annual # Hires</b>	<b>Revenue</b>	<b>Directory Cost</b>
Company Y	\$25.00	30	\$ 750.00	
<b>Total</b>			<b>\$750.00</b>	<b>\$750.00</b>

Table 3 illustrates an example in which you close one lead as a result of your directory listing. The new company hires 10 people over the course of the year and has a mid-level background screening check priced at \$75.00 performed on all of them.

<b>Table 3</b>				
<b>Client Sales</b>	<b>Price of Screening</b>	<b>Annual # Hires</b>	<b>Revenue</b>	<b>Directory Cost</b>
Company X	\$75.00	10	\$ 750.00	
<b>Total</b>			<b>\$750.00</b>	<b>\$750.00</b>

### Business Case – Profitability Case Scenario I

The following example is an illustration of one possible scenario in which we have made a very conservative assumption about the number of hires and level of checks that newly gained clients from your leads would require. We have assumed that you are successful in closing five leads and that each of the new clients will require a basic background checks on 12 people over the course of the year. Or in other words, you will need to conduct 60 basic background checks. Using an assumption of \$25.00 for a basic background check your collective revenue will equal \$1,500.00 from the five closed leads based on your initial investment of \$750.00.

### Profitable Case Scenario II

The following example is an illustration of another possible scenario in which we have made a very conservative assumption about the number of hires and level of checks that newly gained clients from

your leads would require. We have assumed that you are successful in closing five leads and that each of the new clients will require background checks on 12 people over the course of the year.

<b>Table 4</b>				
<b>Client Sales</b>	<b>Price of Screening</b>	<b>Annual # Hires</b>	<b>Revenue</b>	<b>Directory Cost</b>
Company A	\$25.00	10	\$ 250.00	
	\$50.00	1	\$50.00	
	\$75.00	1	\$75.00	
	\$100.00	0	-	
	\$125.00	0	-	
<b>Total</b>		<b>12</b>	<b>\$425.00</b>	
Company B	\$25.00	5	\$125.00	
	\$50.00	5	\$250.00	
	\$75.00	1	\$75.00	
	\$100.00	1	\$100.00	
	\$125.00	-	-	
<b>Total</b>		<b>12</b>	<b>\$550.00</b>	
Company C	\$25.00	12	\$300.00	
	\$50.00	-		
	\$75.00	-		
	\$100.00	-		
	\$125.00	-		
<b>Total</b>		<b>12</b>	<b>\$300.00</b>	
Company D	\$25.00	10	\$250.00	
	\$50.00		-	
	\$75.00		-	
	\$100.00	1	\$100.00	
	\$125.00	1	\$125.00	
<b>Total</b>		<b>12</b>	<b>\$475.00</b>	
Company D	\$25.00	6	\$150.00	
	\$50.00	3	\$150.00	
	\$75.00	1	\$75.00	
	\$100.00	1	\$100.00	
	\$125.00	1	\$125.00	
<b>Total</b>		<b>12</b>	<b>\$600.00</b>	
<b>Grand Total</b>			<b>\$2,350.00</b>	<b>\$750.00</b>