



COMMUNICATE + CELEBRATE

Q1 2021



RESTAURANT BRANDING



OPTION 1

NAME
greenology

WEBSITE
greenologykitchen.com

OPTION 2

NAME
balanced leaf

WEBSITE
balancedleafcafe.com | balancedleaf.com

OPTION 3

NAME
plantery

WEBSITE
planterykitchen.com | eatplantery.com







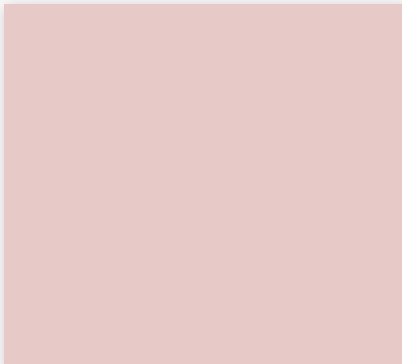
GREEN
BRAND COLOR 1

PMS 2265

RGB 101 127 82

CMYK 62 33 78 15

HEX #657F52



PINK
BRAND COLOR 2

PMS 503

RGB 231 202 199

CMYK 8 21 15 0

HEX #E7CAC7



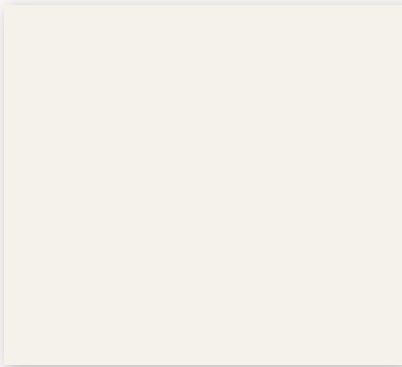
GOLD
BRAND COLOR 3

PMS 7510

RGB 219 157 90

CMYK 14 41 74 0

HEX #DB9D5A



OFF WHITE
BRAND COLOR 4

PMS 454

RGB 245 241 235

CMYK 3 3 6 0

HEX #F5F1EB

TINT 25%

Cako
Black

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

WESTMOUNT
LIGHT

ABCDEFGHIJKL
MNOPQRSTUVWXYZ



LULU'S IS AN

**authentic,
welcoming,
vibrant,
unexpected,
treasured
paradise.**

YOUR POSITION
**the long &
short of it.**

LuLu's is your treasured paradise where you
can enjoy authentic coastal cuisine and make
memories that last a lifetime.

LONG

LuLu's is your treasured paradise.

SHORT





MATCHA
MAGIC

SIP THE MAGIC

MATCHA
MAGIC

SIP THE MAGIC



MATCHA
MAGIC



STRANGER WIDE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRS
TUVWXYZ

BRAND FONT 1

HAND CRAFTED SLIM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRS
TUVWXYZ

BRAND FONT 2

STRANGER SLIM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRS
TUVWXYZ

BRAND FONT 3







SOUL
BAKERY



LEXEND TERA REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

BRAND FONT 1

MINIMALUST SMALL CAP

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

BRAND FONT 2

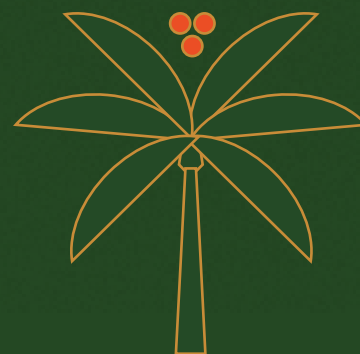
BRICE BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

BRAND FONT 3

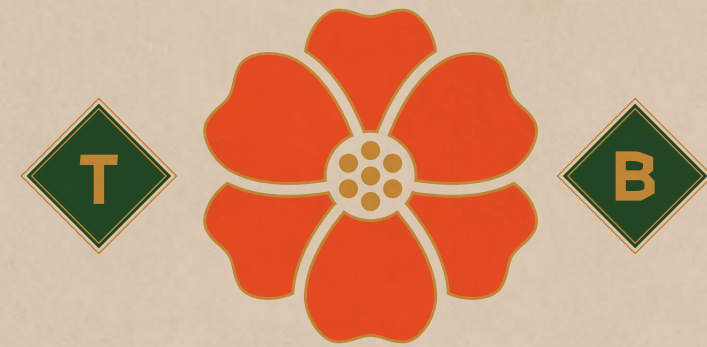
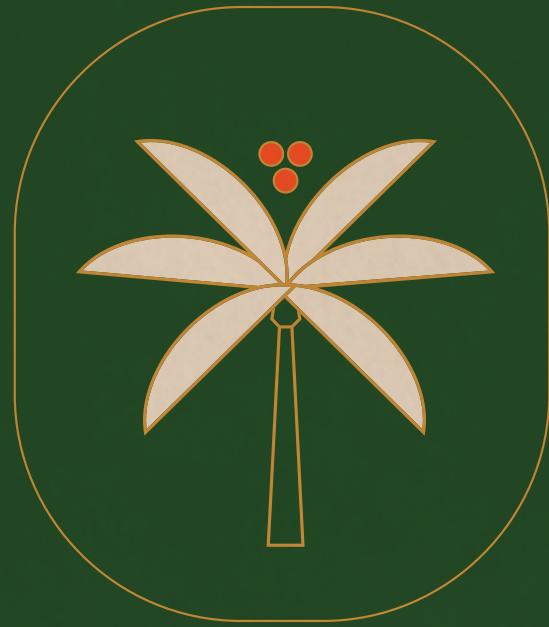




TASSO
BISTRO™

CARIBBEAN
◇ CUISINE ◇





TASSO
BISTRO

ZENGA MEDIUM

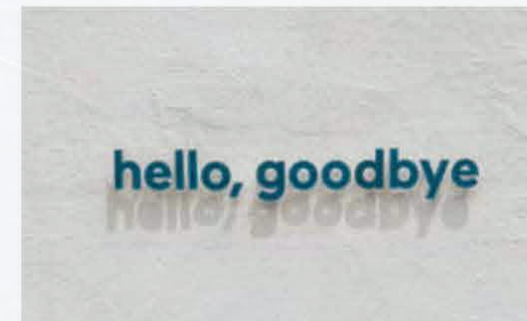
ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

BOUCHERS STAND

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Folk
goods
LOVE + UTILITY



GOOD LOOKIN'

— THE BEST PART —
OF YOUR DAY CAFÉ



GO
OD
LOOKIN'

HEY THERE
good
LOOKIN'



DONCASTER REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz

TRADE GOTHIC BOLD EXTENDED

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrs
tuvwxyz



BUSINESS BRANDING





1. make an appointment

2. shop for tires

3. lift kit sales

CURRENT FACEBOOK FOLLOWING	1,518 FOLLOWERS	3,745 FOLLOWERS
POTENTIAL FACEBOOK REACH*	400,000 FOLLOWERS	190,000 FOLLOWERS
AGES	18 - 65+	18 - 65+
GENDERS	45% FEMALE 54% MALE	53% FEMALE 47% MALE

* Within a 10-mile radius of each location and has Facebook



what we need

urls or tracking

ers on all ads

effectiveness

ocate a portion

l advertising

INSTAGRAM FINDINGS

Content

Content lacks frequency and variety. Most posts revolve around truck lift kits and there are few references to other services. For the year 2019, there were 7 total posts and prior to that the last post was from 2016. There's also no mention of the monthly specials, coupons and mail-in rebates that are featured on the website.

Engagement

Average post likes and comments combined are under 20 per post.

1.8K instagram FOLLOWERS

AGES

25 - 34

GENDER

68% FEMALE
32% MALE

GOOGLE FINDINGS

Sessions

Traffic on the website slows down in the winter (March is the lowest with 1,160 sessions) and increases considerably in the summer (June is the highest with 2,018 sessions)

Activity

Most people spend about 220 on the site. They look at 2.26 pages on average. The top page views are Home (14,627), followed by Shop For Tires (5,287) and Coupons (2,252).

Visitors

Most website visitors are ages 25-64. People ages 25-34, in particular, make up 25% of all Moody's web traffic. Men are responsible for nearly double the website sessions as women (4,194 vs. 2,184). Men also spend more time on the site and look at more pages during their visit. Most web traffic comes from Franklin (47%), followed by Nashville (28%) and Brentwood (12%).

1,160 site visitors MONTHLY

GOOGLE FINDINGS

Acquisition

Most of Moody's traffic comes from organic search (12,513 sessions), followed by direct (4,668) and paid search (1,437). We could increase traffic to the website by building a relevant social following, being that social is not in the top 3 referring sources.

Devices

The majority of visitors (57.25%) access the website from a mobile device.

the main goal of the user who comes to

1. make an appointment

2. shop for tires

3. lift kit sales

franklin	3,745 FOLLOWERS
cool springs	190,000 FOLLOWERS
18 - 65+	53% FEMALE 47% MALE

* Within a 10-mile radius of each location and has Facebook

FACEBOOK FINDINGS

Engagement

Outside of the boosted post regarding the Goodyear controversy, there is very little post engagement on either page. The best engagement rate on an organic Facebook post was 5.9%; most get under 2%. The boosted post had an engagement rate of roughly 18%.

Reviews

The company is great at consistently and respectfully responding to reviews.

1,160 site visitors MONTHLY

here's what we recommend

1. add in tracking urls or tracking phone numbers on all ads to measure effectiveness

2. potentially reallocate a portion of funds to social advertising

INSTAGRAM FINDINGS

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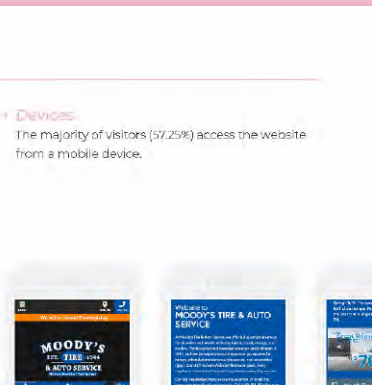
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1,160 site visitors MONTHLY



the main goal of the user who comes to the website is to

1. make an appointment

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1,160 site visitors MONTHLY

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**the
statement.**

We are a local, family-owned tire
and auto shop run by honest,
knowledgeable car people.

YOUR POSITION

**the long &
short of it.**

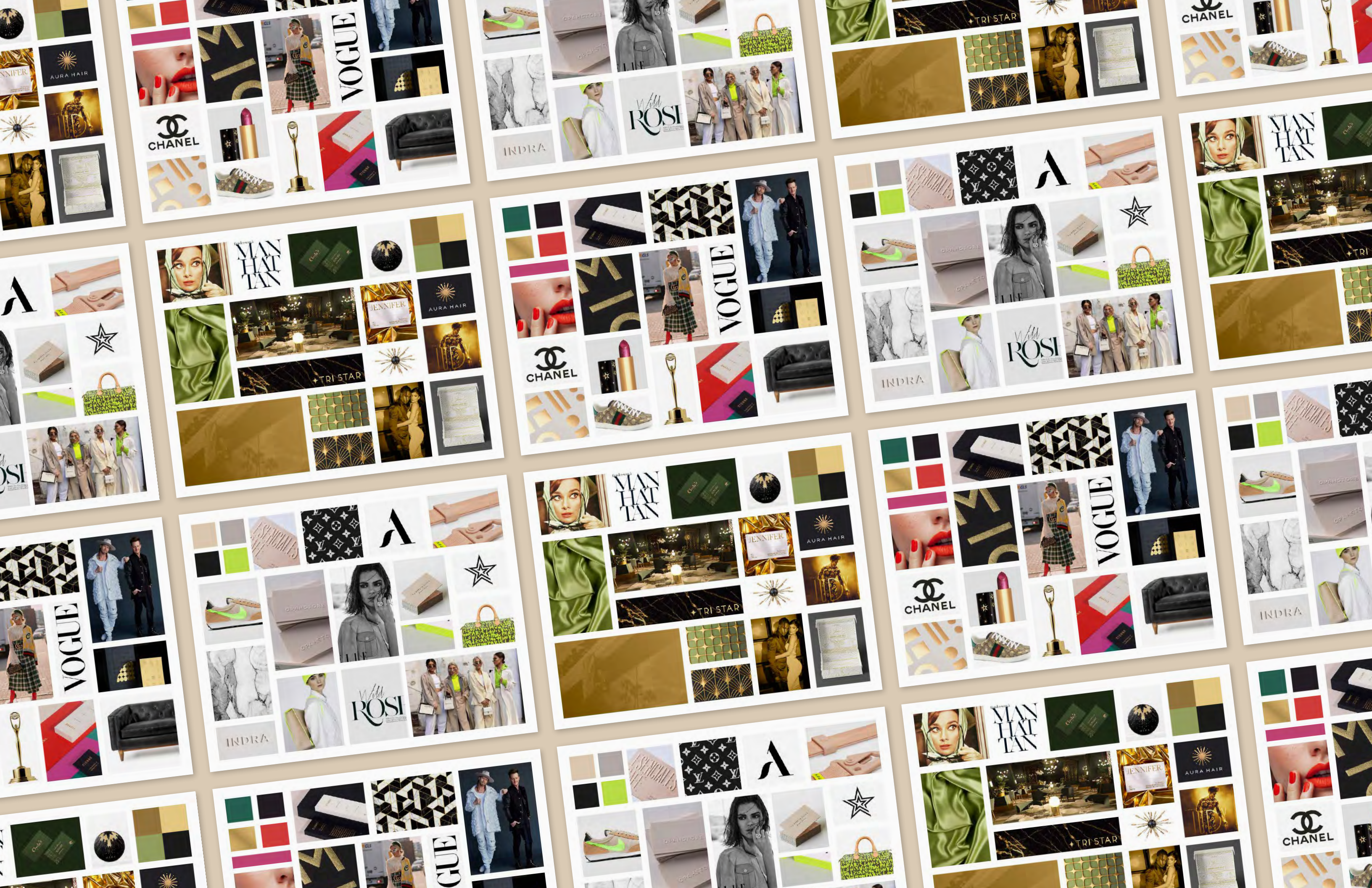
We are highly trained skincare experts that empower our patients to look and feel their best at every age, through a genuine, personable and intentional approach to aesthetic rejuvenation.

LONG

We are highly trained skincare experts that empower our patients to look and feel their best at every age.

SHORT





WE ARE

**Joyful,
Dynamic,
Wise,
Diligent
Facilitators.**

YOUR POSITION

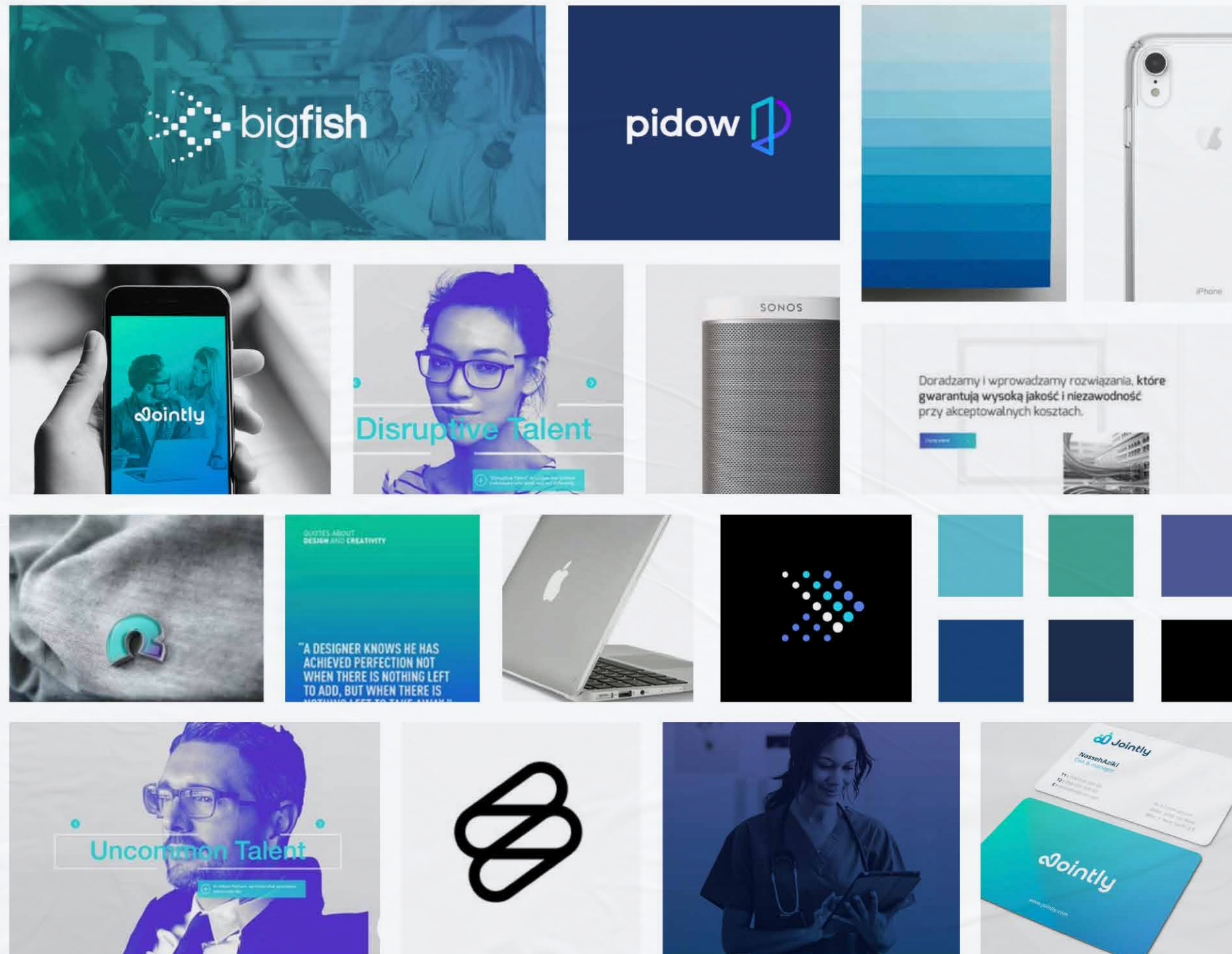
**the long &
short of it.**

We turn revolutionary ideas into reality through custom software development. Through our expertise and diligence, we help business leaders harness the limitless power of technology to solve complex problems and achieve their vision.

LONG

We turn revolutionary ideas into reality through custom software development.

SHORT





bigfish



count on



we're hiring



go with
the flow.

we make
your vision
our own.



open positions

how can
we help?

is poorly
written code
hurting your
business?

"I have **no hesitation**
recommending Big
Fish as a mobile
app developer."

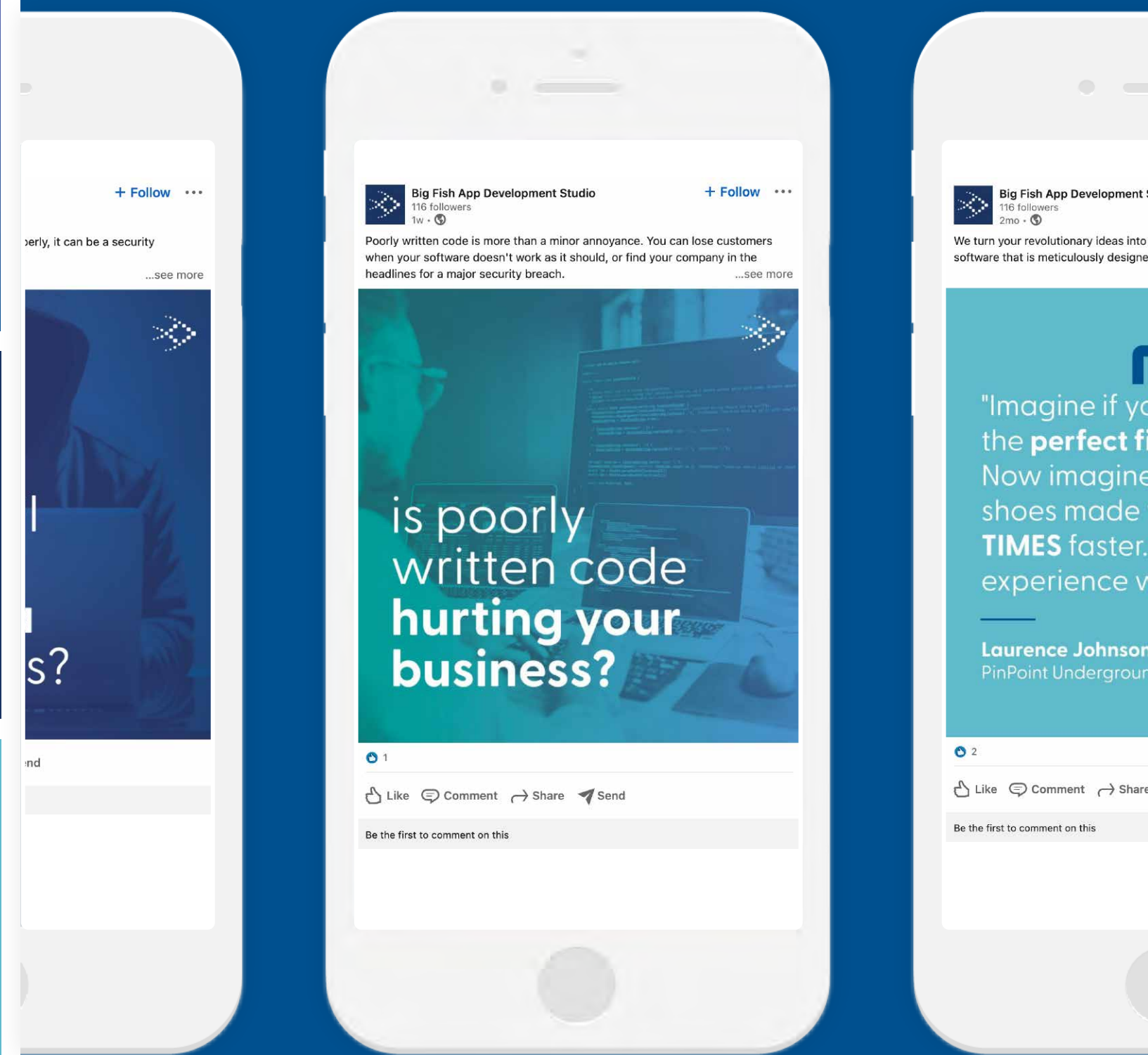
Carolyn Pierce
Divert NS

"Imagine if you found
the **perfect fitting** shoe.
Now imagine if those
shoes made you run **TEN
TIMES** faster. That's my
experience with **Big Fish**."

Laurence Johnson
PinPoint Underground



Big Fish is
limitless—
in creation



WE ARE AN

**Authentic,
Dependable,
Memorable,
Good Time,
For All.**

YOUR POSITION

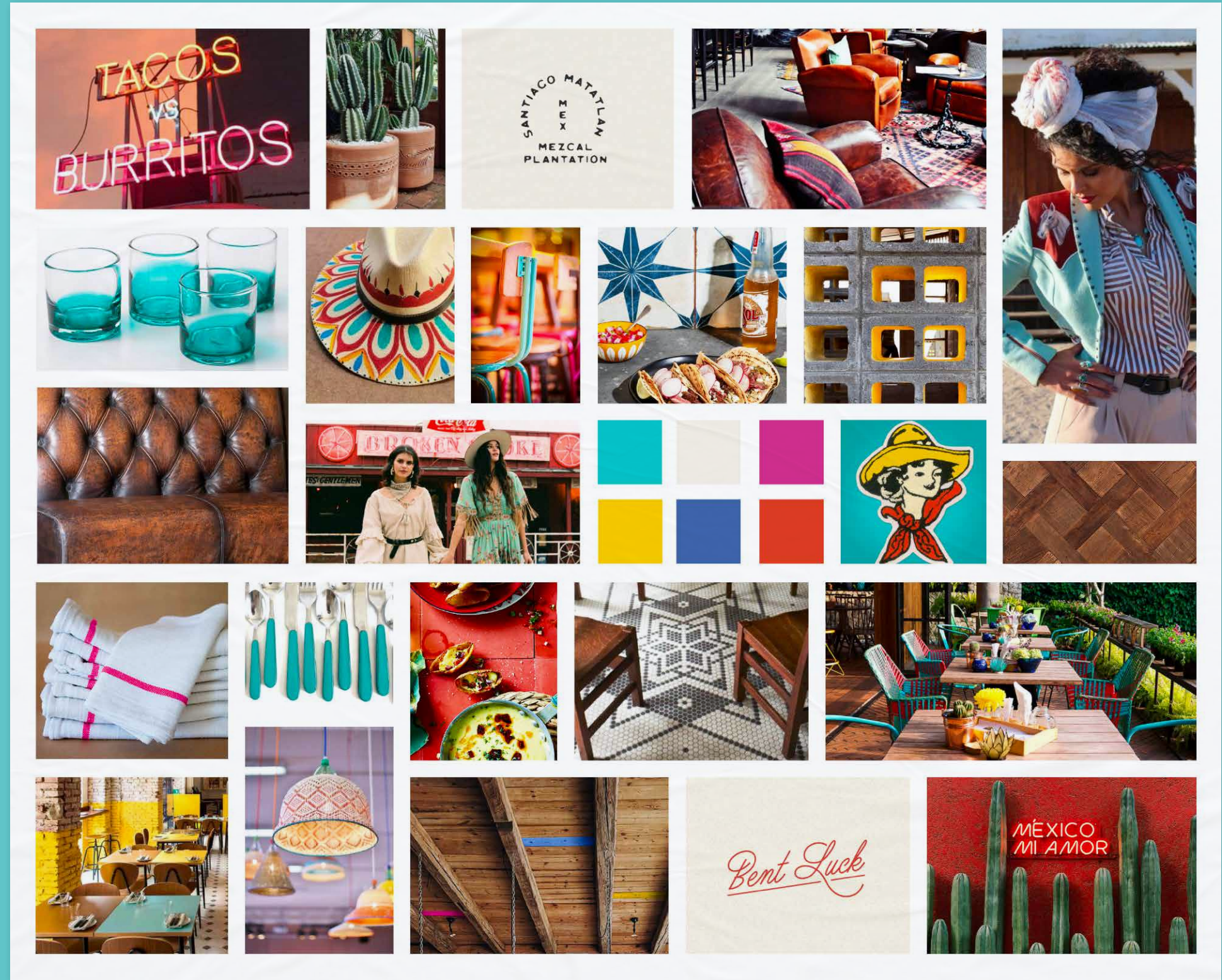
**the long &
short of it.**

We are the neighborhood spot for authentic, scratch-made Tex-Mex, signature drinks and a genuinely good time.

LONG

We are the neighborhood spot for authentic Tex-Mex and a genuinely good time.

SHORT





BRAND SUPPORT







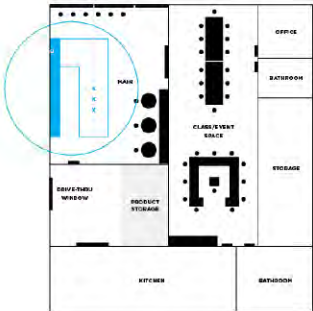
WINDOWS + DOORS
+ Doors will have logo + hours in white vinyl!
+ Windows will have branded graphics in white vinyl!



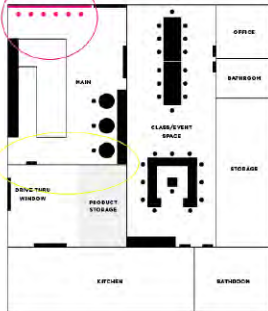
DISPLAY/CHECKOUT COUNTER AREA
White top counters with wooden lower. Glass cases on top to display cookies and cakes. Back counter will have white cabinets/drawers with white handles for storage. Wood counter tops on the back. Back splash will be white subway tile. The wall behind the counter will be hot pink.



+ COUNTER TOP + LOWER
DISPLAY CASE WOOD STYLE

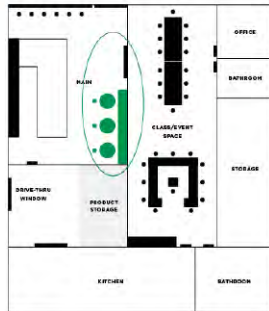


BACK WALL
The back wall will have a painted sprinkle mural with a large pink neon sign. The sprinkles will be in different shades of pink with some navy and gold. The wall will be painted light grey. This will serve as a great area for customers to take selfies/photos in the space. A new door will be on this wall that will go to the back of the store.



THE LEFT SIDE WALL
WILL BE LIGHT GREY

LEFT SIDE WALL GALLERY WALL
The wall above the seating area will have a gallery wall with various frame types and colors and various images and sayings. This will make for another great area for customers to take selfies/photos or for you to photograph the products.



THE WALLS WILL
BE LIGHT GREY

THE WALL BEHIND
THE SINK WILL BE HOT
PINK IN THE WOMEN'S
BATHROOM

THE WALL BEHIND
THE SINK WILL BE NAVY
IN THE MEN'S
BATHROOM

OUTSIDE
+ Paint brick white
+ Awnings will be hot pink
+ Window trim will be white
+ Parking blocks will be pink
+ Paint gutters and trim of building navy



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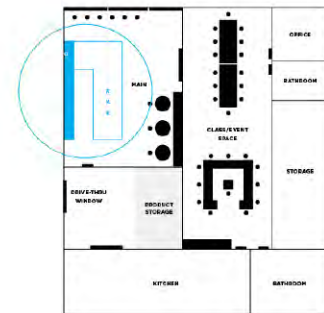


+ COUNTER TOP + LOWER
DISPLAY CASE WOOD STYLE



**BAKERY
MENU**

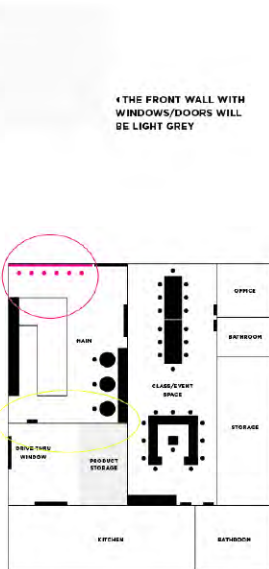
MENU BOARD
Menu board design will be simple navy text on white paper in clear acrylic frames hanging from gold chains and hooks from the ceiling behind the counter. They will be posters that can be replaced easily and cost efficiently in case of any changes.



FRONT WINDOW BAR
The bar will be at the front of the space. The bar stools will be white and the bar will coordinate with the display/counter area with a wood top and white legs. The window graphics will come partway up the window so that below the bar will be semi-covered. Window and door trim inside will be white. Pendant lights will hang over the bar area.



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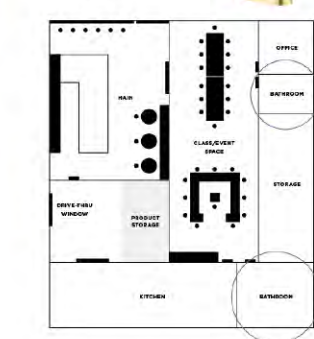


THE FRONT WALL WITH
WINDOWS/DOORS WILL
BE LIGHT GREY



LEFT SIDE WALL GALLERY WALL
The wall above the seating area will have a gallery wall with various frame and colors and various images and sayings. This will make for another great area for customers to take selfies/photos or for you to photograph the products.

and navy
top half
light as well



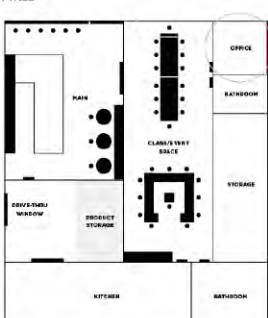
OFFICE
The walls will be grey except the wall that faces the door will be pink. You could have a small gallery wall in here as well except use photos of your friends and family and things that inspire you instead of quotes or product images since this is your office space.



THE WALLS WILL
BE LIGHT GREY



THE WALL THAT
FACES THE DOOR WILL
BE HOT PINK



OUTSIDE
+ Paint brick white
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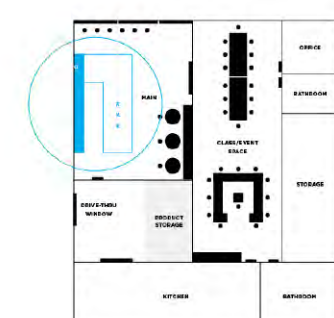


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DISPLAY CASE WOOD STYLE



**BAKERY
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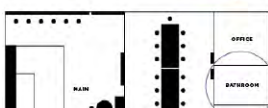


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BATHROOMS
Paint walls light grey. The wall behind the sink will be pink in the women's bathroom and navy in the men's bathroom. White subway tile the bottom half of the walls and paint the top half. The mirrors will be round gold mirrors over the sink. Add a white and gold pendant light as well as gold accessories. Replace existing tile with floor matching the rest of the space.



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D'Cora's custom cakes

BAKERY + BISTRO

ENJOY
LIFE
EAT
CAKE



BAKERY + BISTRO

chicken curry	14.95	chicken saag	16.95
m. Garlic, Ginger, green.		Cream, Spinach, Masala.	
er chicken	15.95	chicken tikka masala	16.95
m. Tomato.		Tomato, Peppers, Onion, Ginger, Garlic.	
ni chicken	14.95	chicken vindaloo	15.95
greek. Cream, Garlic, m. Masala.		Chili, Tomato, Coconut.	
ken korma	16.95	chicken do-piaza	15.95
Cashew, Raisins, green.		Onion, Peppers, Tomato.	
IB		mango chicken	16.95
er curry	15.95	Kesar Pulp, Garam Masala, Glaze.	
m. Garlic, Ginger, green.		lamb korma	17.95
n josh	16.95	Cream, Nuts, Fenugreek.	
m. Yogurt, Tomato, c. Masala.		lamb bhuna	17.95
mushroom	16.95	Onion, Peppers, Cilantro, Masala.	
c. Ginger.		lamb vindaloo	16.95
saag	16.95	Chili, Tomato, Coconut.	
m. Spinach, Masala.		goat curry	
IGIE		Bone-in, Ginger, Garlic, Onion.	
di	15.95	aloo gobi	15.95
Onion, Tomato.		Cauliflower, Potato, Green Peas.	
ni kofta	15.95	navratan korma	15.95
se. Onion, Cream, green.		Cauliflower, Potato, Peppers, Snow Peas, Cashews, Raisins.	
ar pancer	15.95	pancer bhurji	16.95
n. Peas, Cheese, Herbs.		Shredded Cheese, Fenugreek, Cilantro.	
k pancer	15.95	chole bhatura	16.95
m. Spinach, Cheese.		Chicken, Peas, Tomato, Onion, Puffed Bread.	
er masala	15.95	dal fry	14.95
se. Tomato, m. Peppers.		Lentils, Tomato, Ginger, Garlic.	
plant	15.95		
red, Onion, Cilantro.			

chicken tandoori	H	14.95
Bone-in, Yogurt, Ginger, Garlic.	F	27.95
chicken tikka		19.95
Boneless, Lime Juice, Vinegar, Yogurt.		
pancer tikka		19.95
Cheese, Yogurt, Lime Juice.		
lamb chops		26.95
Yogurt, Nutmeg, Vinegar.		
scikh kebab		20.95
Mincied Onion, Peppers, Masala.		
mixed platter		26.95
Chicken, Paneer, Lamb, Shrimp.		
SEAFOOD		
SERVED WITH SOUP		
shrimp curry		16.95
Onion, Garlic, Ginger, Fenugreek.		
shrimp vindaloo		17.95
Chili, Tomato, Coconut.		
shrimp korma		18.95
Cream, Cashews, Raisins, Fenugreek.		
shrimp masala		18.95
Tomato, Peppers, Onion, Ginger, Garlic.		
shrimp mushroom		18.95

Vegetable	15.95
Rice, Cauliflower, Tomato, Snow Peas, Potatoes, Nuts.	
chicken	16.95
Rice, Onion, Ginger, Garlic, Nuts.	
lamb	18.95
Rice, Onion, Ginger, Garlic, Masala, Nuts.	
mixed	20.95
Chicken, Lamb, Shrimp, Veggies, Eggs, Nuts.	

NAAN	2.95
Leavened. Flatbread.	
GARLIC NAAN	3.95
Garlic. Flatbread.	
ONION KULCHA	5.95
Onion. Fenugreek. Cumin.	
CHILI NAAN	3.95
Green Chili. Cilantro. Flatbread.	
KEEMA NAAN	6.95
Minced Meat. Great Peas. Flatbread.	
PURI	4.95
Deep Fried. Puffy.	
ALOO NAAN	5.95
Potato. Garam Masala. Flatbread.	
TANDOORI ROTI	2.95
Whole Wheat. Flatbread.	
TANDOORI PARATHA	4.95
Whole Wheat. Made in Tava. (Including Frying Pan)	
PESHAWARI NAAN (SWEET)	6.95
Cherry. Pineapple. Cashews. Raisins. Flatbread.	
GARLIC CHEESE NAAN	6.95
Garlic. Mozzarella. Flatbread.	

RICE PUDDING Basmati, Cardamom, Nuts.	5.95
GULAB JAMUN Rose Water, Coconut, Saffron.	5.95
KULFI Pistachio, Almonds, Rose Syrup.	5.95
MANGO ICE CREAM Kesar, Dairy, Honey.	5.95
RASMALAI Cottage Cheese, Rose Water, Cardamom.	6.95
MANGO CHEESECAKE Cream Cheese, Mango Mousse, Almonds, Graham Cracker Crumbs.	8.95
DESSERT PLATTER Gulab Jamun, Kulfi, Mango Ice Cream.	11.95

MANGO	2.95
RAYTA	2.95
MINT	2.95
HOT PICKLE	2.95

11.95
11.95
11.95
9.95
11.95
9.95
11.95
9.95
11.95
9.95
9.95
11.95
10.95
9.95

taj	9.95	budweiser	4.95
corona	4.95	bud light	4.95
yuengling	4.95	micelob ultra	4.95
heineken	4.95		

mint cucumber soda	5.95
shikanjvi	5.95
tamarind lemonade	5.95
lychee spritzer	5.95
ginger peach soda	5.95
flavored daiquiri	5.95



RICE PUDDING Basmati. Cardamom. Nuts.	5.95
GULAB JAMUN Rose Water. Coconut. Saffron.	5.95
KULFI Pistachio. Almonds. Rose Syrup.	5.95
MANGO ICE CREAM Kesar. Dairy. Honey.	5.95
RASMALAI Cottage Cheese. Rose Water. Cardamom.	6.95
MANGO CHEESECAKE Cream Cheese. Mango Mousse. Almonds. Graham Cracker Crumbs.	8.95
DESSERT PLATTER Gulab Jamun. Kulfi. Mango Ice Cream.	11.95

red wine	
sula vineyards shiraz, india	29.95
columbia crest merlot, washington	31.95
josh cellars cabernet, california	41.95
la crema pinot noir, california	48.95
chateau de marsannay bordeaux, france	102.95

sula vineyards chenin blanc, india	28.95
barone fini pinot grigio, italy	32.95
rodney strong chardonnay, sonoma	33.95
barton & guestier pouilly-fuisse, france	49.95
kim crawford sauvignon, new zealand	51.95

cavit prosecco	27.95
moet imperial	59.95
dom perignon	219.95

chardonnay	6.95
pinot grigio	6.95
riesling	6.95
sula vineyards chenin blanc, india	8.95
cabernet sauvignon	6.95
merlot	6.95
pinot noir	6.95
sula vineyards shiraz, india	8.95
moscato	6.95
sangria	7.95
cavit prosecco (bubbles)	7.95
chandon (bubbles)	9.95

	vegetable samosa Potatoes, Peas, Ginger, Fenugreek.	6.95
	meat samosa Minced Meat, Herbs, Spices.	6.95
	bhujia Onion, Cilantro, Cumin, Fenugreek.	6.95
	avocado puri Onion, Tomato, Avocado, Yogurt, Tamarind, Mint, Deep Fried Crepe.	10.95
	samosa chaat Potato Turnovers, Chickpeas, Onions, Yogurt, Tamarind, Mint.	11.95
	variety tray Vegetable/Meat Samosa, Aloo Pakora, Chicken Pakora, Cheese Pakora, Bhujia, Papadam.	13.95
	madras fried shrimp Onion, Peppers, Scallions, Sesame Seeds, Chili Paste.	12.95
	gobhi manchurian Cauliflower, Onion, Garlic, Ginger, Vinegar, Chili Paste.	12.95
	chili panacer Cheese, Onion, Peppers, Scallions, Chili Paste.	12.95
	chili chicken Peppers, Onion, Ginger, Garlic Chili Paste, Sesame Seeds.	13.95

 dal soup Yellow Split Pea, Ginger, Garlic.	4.95
 vegetable soup Tomato, Green Beans, Corn, Puree.	4.95
 garden salad Iceberg, Tomato, Onion, Carrot, Cucumber, Peppers. Choose Dressing: Ranch, Italian, or Mango Vinaigrette.	4.95

chicken tandoori Bone-in, Yogurt, Ginger, Garlic.	10.95
chicken curry Onion, Garlic, Ginger, Fenugreek.	10.95
vegetable curry Cauliflower, Potatoes, Green Peas, Snow Peas, Peppers, Tomato.	10.95
dal Lentils, Ginger, Garlic.	10.95
aloo palak Potatoes, Spinach.	10.95
chole palak Chickpeas, Spinach.	10.95
aloo chole Potatoes, Chickpeas.	10.95
keema egg matar Minced Meat, Egg, Green Peas.	10.95
lamb curry Onion, Garlic, Ginger, Fenugreek.	10.95

MANGO JUICE	4.95	COFFEE	2.95
LASSI	4.95	SOFT DRINKS	2.95
Mango, Sweet, Salty.		Coke, Diet Coke, Sprite, Lemonade, Ginger Ale.	
ICED TEA	2.95	PERRIER SPARKLING	3.95
Unsweet or Sweet.		JUICES	3.95
INDIAN TEA	3.95	Orange, Apple, Cranberry.	
HOT SPICE TEA	3.95		



amritpalace.com

ICE PUDDING asmali, Cardamom, Nuts.	5.95
ULAB JAMUN Rose Water, Coconut, Saffron.	5.95
ULFI stachio, Almonds, Rose Syrup.	5.95
LANGO ICE CREAM esar, Dairy, Honey.	5.95
ASMALAI ottage Cheese, Rose Water, ardamom.	6.95
TEAM CHEESECAKE eam Cheese, Mango Mousse, monds, Graham Cracker Crumbs.	8.95
DESSERT PLATTER ulab Jamun, Kulfi, Mango Ice Cream.	11.95

RED WINE	
sula vineyards shiraz, india	29.95
columbia crest merlot, washington	31.95
josh cellars cabernet, california	41.95
la crema pinot noir, california	48.95
chateau de marsannay bordeaux, france	102.95

sula vineyards chenin blanc, india	28.95
barone fini pinot grigio, italy	32.95
rodney strong chardonnay, sonoma	33.95
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chardonnay	6.95
pinot grigio	6.95
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sula vineyards chenin blanc, india	8.95
cabernet sauvignon	6.95
merlot	6.95
pinot noir	6.95
sula vineyards shiraz, india	8.95
moscato	6.95
sangria	7.95
cavit prosecco (bubbles)	7.95
chandon (bubbles)	9.95

tiger eye	11.95
Tequila, Lime, Cucumber, Cayenne.	
crazy jatt	11.95
Scotch, Cardamom, Drambuie.	

cucumber rus' Gin. Cucumber. Mint. Lime.	11.95
mango monsoon Vodka. Mango. Bitters.	9.95

tequila walla Tequila. Citrus. Lime.	11.95
elephant mule Vodka. Ginger. Lime.	9.95

bombay yacht club	11.95
Rum, Blue Curacao, Lemon, Mint, Basil.	
indian summer	9.95
Rum, Melon, Pineapple, Lime.	

ginger whiskey mojito	11.95
Whiskey. Ginger. Mint. Lime.	

bengali sour Amaretto. Lemon. Sugar.	9.95
tipsy lassi Infused Rum. Mango. Dairy.	9.95

tamarind margarita	11.95
Tequila. Tamarind. Lime. Salt.	

lychee martini Vodka. Lychee. Bitters.	10.95
vodka shikanjvi Titos. Lemon. Himalayan Salt. Sugar.	9.95

taj
corona
yuengling
heineken

mint cucu

shikanjvi

lychee spr
ginger pe
flavored c



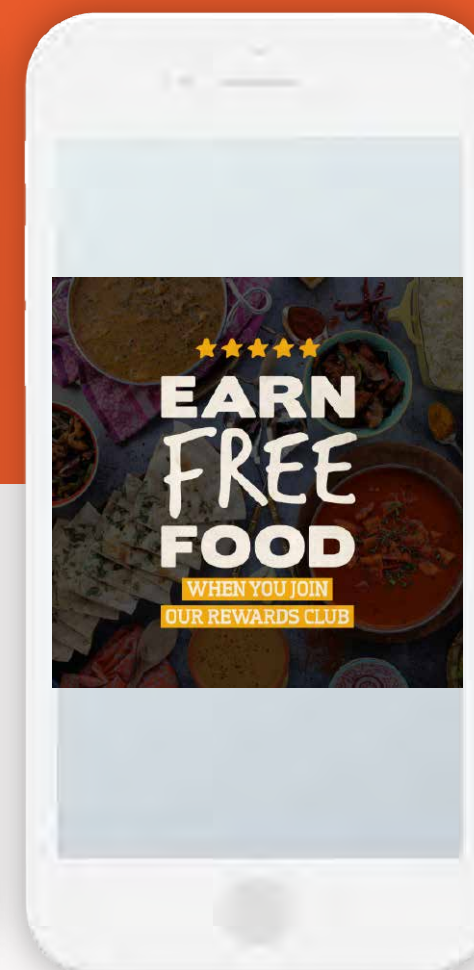






WOCKIN' REWARDS

Garlic Naan	25 Points
Samosas (2ct)	50 Points
Mango Lassi	50 Points
Vegetable Spring Rolls	75 Points
Masala Fries	75 Points
Chicken Lollipops (4ct)	90 Points



**LET'S CONTINUE
THE CONVERSATION.**

863.646.1402
info@chastainskillman.com



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DILIGENCE.
DELIVERED
BY OUR
TEAM.**

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Cost-Efficient Surveys
Since 1950.



SURVEY

chastainskillman.com



“
YOU CAN COUNT ON OUR
WORK TO BE COMPREHENSIVE,
ACCURATE AND ON-TIME;
ULTIMATELY SAVING YOU TIME
AND MONEY.”



SURVEY DEPARTMENT SERVICES

survey department services

traditional

- Boundary Survey
- Topographic Survey
- Engineering Survey
- Control Survey
- Elevation Certificate
- ALTA/NSPS Survey
- Wetland Survey
- Subsurface Utility Location
- Metes and Bounds Survey
- Right-of-Way Determination
- Legal Descriptions
- Platting Survey Services
- Easement and Right-of-Way Plats
- Minor Subdivision Platting
- Existing Conditions Plans

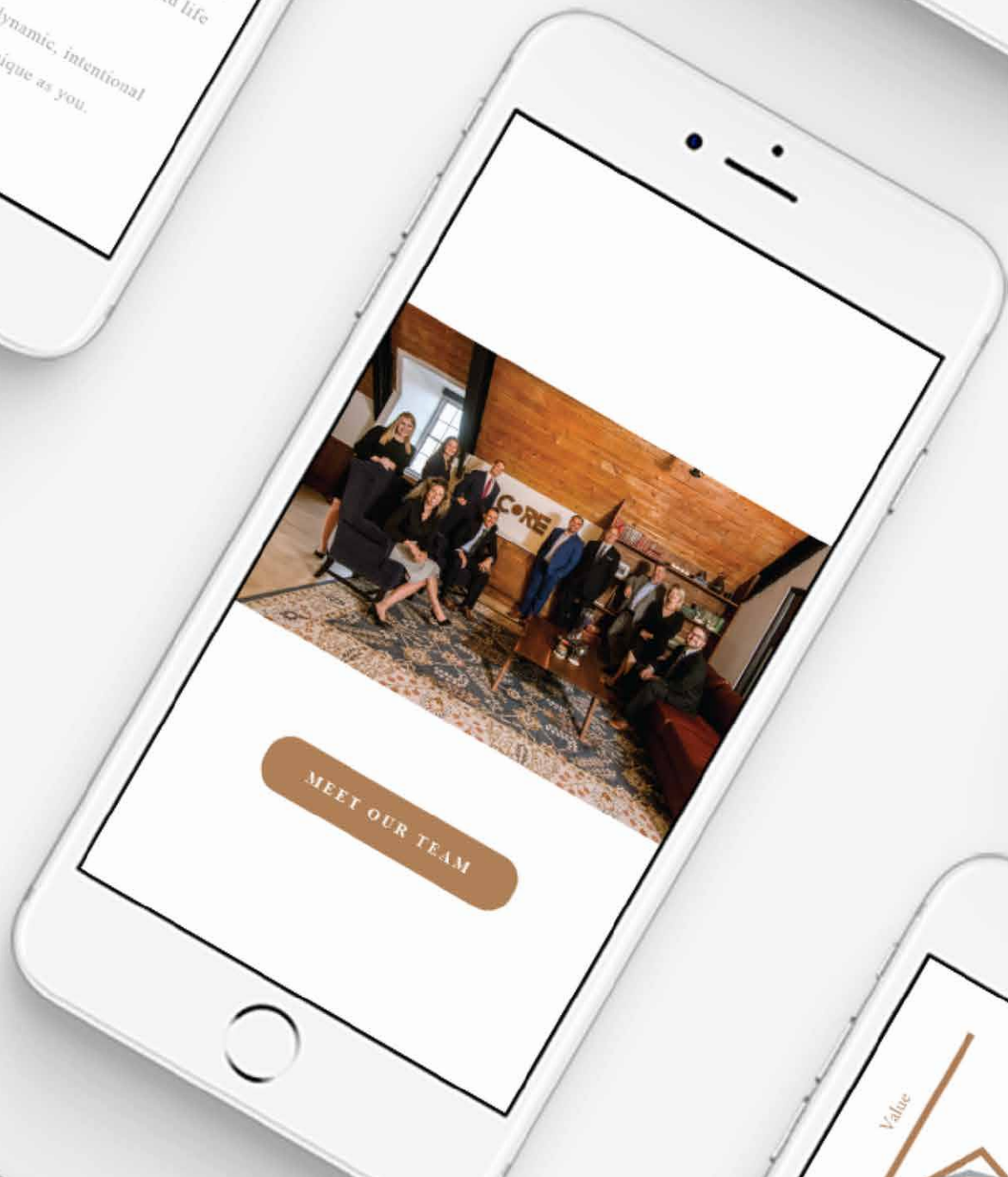
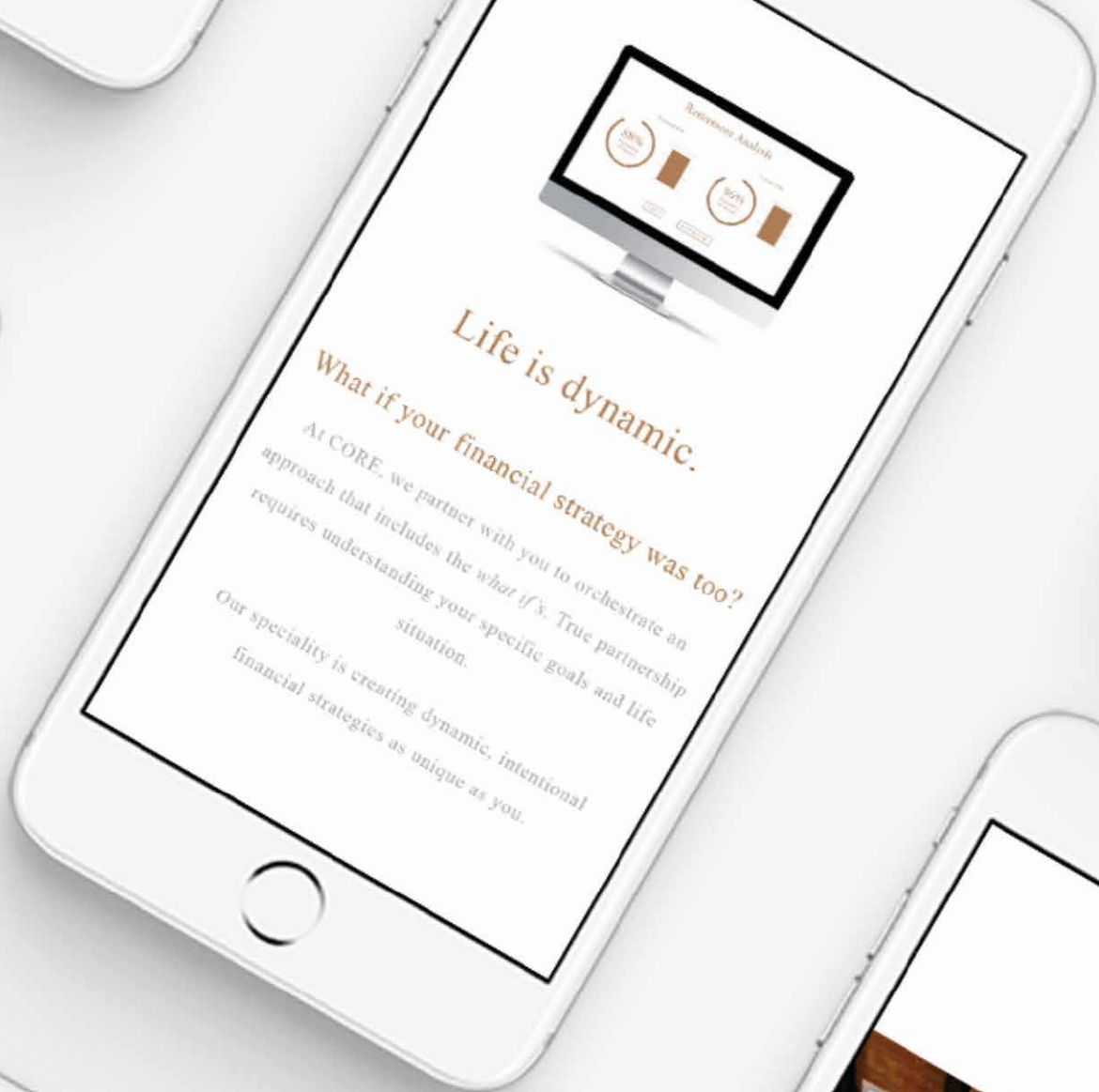
next-gen

- GIS Database and Mapping
- Infrastructure Layout
- 3-D Laser Scanning

construction

- As-Built Survey
- Construction Stakeout
- Right-of-Way Determination
- Platting Survey Services
- Minor Subdivision Platting
- Existing Conditions Plans





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financial planning questionnaire

PERSONAL INFORMATION

Name

State of Residence

Date of Birth

Marital Status

Name

State of Residence

Date of Birth

Marital Status

CHILDREN, GRANDCHILDREN OR OTHER FINANCIAL DEPENDENTS

Full Name	Relationship	Date of Birth	Full Name	Relationship	Date of Birth
1					
2					
3					

INVESTMENT & RETIREMENT ACCOUNTS

Brokerage, IRA, 401K, etc.

Investment Accounts—Description & Type	Owner	Value
1		
2		
3		
4		
5		

CURRENT INCOME

Employer	Salary

RETIREMENT INCOME

social security benefits

Are You Eligible? ☐ Yes ☐ No

Benefit Age Month

Please attach a copy of your most recent

ANNUITIES & PENSIONS

Asset Description
1
2
3

other information related to retirement income

BANK ACCOUNTS

Account Description
1
2

HOME & VACATION PROPERTY

Asset Description
1

LIFE INSURANCE

Group Life or Term Life? ☐ Group ☐ Term

Annual Premium Value \$

Whole Life Policy? ☐ Yes ☐ No

Annual Premium Value \$

Disability Policy? ☐ Yes ☐ No

CORE

PLAN

financial planning questionnaire

INVESTMENT & RETIREMENT ACCOUNTS

Brokerage, IRA, 401K, etc.

Investment Accounts—Description & Type

Owner

Value

Annual Additions

1

2

3

4

5

Please attach a copy of your most recent statement for each account.

BANK ACCOUNTS

Account Description

1

2

HOME & VACATION PROPERTY

Asset Description

1

2

Mortgage Description

1

2

LIVING EXPENSES

List a total of your monthly expenses, NOT including mortgage payments.

1

2

3

4

5

LIFE INSURANCE

Group Life or Term Life?

Group

Term

Annual Premium

Value \$

Whole Life Policy?

Yes

No

Annual Premium

Value \$

Disability Policy?

Yes

No

Annual Premium

Value \$

Long-Term Care Policy?

Yes

No

Annual Premium

Value \$

Group Life or Term Life?

Annual Premium

Whole Life Policy?

Annual Premium

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RENTAL PROPERTIES

Street Address

City | State | Zip Code

Estimated Current Value

Purchase Price

visit COREWEALTH.com | call 866.868.8686

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PLAN
financial planning questionnaire

LIFE INSURANCE

Group Life or Term Life?

☐ Group ☐ Term

Annual Premium

Value \$

Whole Life Policy?

☐ Yes ☐ No

Annual Premium

Value \$

Disability Policy?

☐ Yes ☐ No

Annual Premium

Value \$

Long-Term Care Policy?

☐ Yes ☐ No

Annual Premium

Value \$

Group Life or Term Life?

☐ Group ☐ Term

Annual Premium

Value \$

Whole Life Policy?

☐ Yes ☐ No

Annual Premium

Value \$

CORE

PLAN
financial planning questionnaire

LIFE & RETIREMENT GOALS

other information (inheritance expected, etc.)

Street Address

Annual Property Tax Amount

City | State | Zip Code

Annual Property Insurance Amount

Estimated Current Value

Annual Maintenance Expense

Purchase Price

Monthly Rental Income

Purchase Year

Vacancy Rate

CLOSELY HELD BUSINESS

other information

Type of Business — LLC | S Corp | Partnership

Annual Income

Estimated Current Value

Annual Distribution Income

Year Acquired

visit COREWEALTH.com | call 863.904.4745 | fax 863.940.4790 | find 124 South Florida Ave., 4th Floor, Lakeland, FL 33801

join us for a

CONCERT & COCKTAILS

• AN OUTDOOR EVENT •

TUESDAY, MARCH 9TH, 2021



CONCERT

performance
Concerti Grossi

hosted by
Imperial Symphony Orchestra

time
7:30 PM

where
**Polk Museum of Art
Grounds at Florida
Southern College**

COCKTAILS

time
6:30 PM

where
**Polk Museum of Art
Sculpture Garden at
Florida Southern College**

cocktails and hors d'oeuvres
will be served



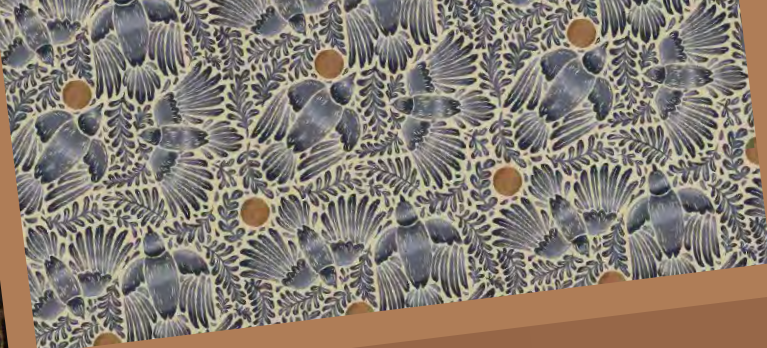
space is limited, please reserve before March 1st.

S THE
O FULLY
CE LIFE.

THE CORE INITIATIVE

The CORE Initiative was developed to enrich and inspire our clients, colleagues and community.

Our 2019 event featured an exclusive presentation from Joshua Mednick, author of "Chop Wood Carry Water." The theme of the evening, based on the book of the same name, was about the importance of hard work and the value of the journey.



At CORE, we believe in the power of hard work and the value of the journey. We are committed to helping our clients, colleagues, and community achieve their goals and live a life of fulfillment.



AT OUR
CORE

BECAUSE WEALTH IS PERSONAL, IT'S IMPORTANT FOR YOU TO KNOW WHAT DRIVES US.

APPROACHABLE

Talking money doesn't have to mean cold offices and stiff handshakes. We aim to be warm, friendly and sincere. We meet people where they are and help them get to where they want to be.

ATTENTIVE

By trusting us with your finances, you're letting us into an intimate part of your life. We take that as seriously as you do. We treat you and your finances with care and respect, paying thought and attention into every encounter.



PEOPLE ARE THE GREATEST ASSET.

"If we command our wealth, we shall be rich and free. If our wealth commands us, we are poor indeed."

Edmund Burke



WEALTH IS THE ABILITY TO FULLY EXPERIENCE LIFE.

HENRY DAVID THOREAU

"I remind myself daily... the hardest thing on earth is choosing what matters."



THE CORE INITIATIVE

The CORE Initiative was developed to enrich and inspire our clients, colleagues and community.

Our 2019 event featured an exclusive presentation from Joshua Mednick, author of "Chop Wood Carry Water." The theme of the evening, based on the book of the same name, was about the importance of hard work and the value of the journey.

enables her to do her best work. "I truly adore each person here," she says. "Each one is so supportive, fun and intelligent. It's a blast to be around people like that everyday."

Outside of work, Lynn enjoys traveling large gatherings of family and friends. Each upcoming holiday, she looks forward to cooking her mother's traditional recipe with her husband and decorating their home.

"Having family over frequently, they see that I change up my house decor once a week," she admits with a laugh. "It's a little crazy, but I truly enjoy keeping up with the

times, changing things around and making sure every holiday is truly celebrated."

When she's not opening up her home to loved ones, you can find her and her husband at Disney World. They travel to the opportunity to try out the different Disney resorts and restaurants, particularly those at Epcot. An avid Disney fan, Lynn tries to visit twice a month.

"It's my favorite place ever," she says of Disney World. "We're so lucky that we live so close where most people only get to go once in a lifetime."



PEOPLE

CORE puts people first.



UPCOMING ENRICHMENT
at the Imperial Symphony Orchestra

MAR OF 2021

Mark of Zorro - sponsored by CORE

APR OF 2021

Symphonic Brass & Percussion

"

At CORE, our philosophy is a bit unexpected. It's not often you hear financial advisers say money is not their first priority. But for us, it's the truth. Our priority is helping you create an abundant, fulfilling life. We believe reaching your financial goals is just a means to an end. And in the end, all we have to look back on is the life we've lived.



name JOHN

age 58

industry AVIATION

location PHOENIX, ARIZONA

experience 20 YEARS

BIGGEST NEED	Perimeter protection from outside threats. Crash-rated checkpoints with access control. Perimeter security assessment, consultation and design that is tailored to the airport's unique needs and layout.
APPEALING DIFFERENTIATORS	Less-than-lethal solutions and Safety Act Designation. Proven experience in airport perimeter security. Reinforced solutions to prevent security breaches.
EVENTS ATTENDED	AAAE Aviation Security Summit, ICAD Global Aviation Security Symposium 2020, International Security Conference & Exposition (ISC West)
PUBLICATIONS READ	Airport Magazine, Security Today, The Arizona Republic, Airport Business, Airport Improvements Magazine, Journal of Airport Management
ASSOCIATIONS	ALEAN (Airport Law Enforcement Agency Network), Airports Council International, AAAE

name ANN

age 60

industry DATA CENTERS

location CHICAGO, ILLINOIS

experience 25 YEARS

BIGGEST NEED	One perimeter security provider that can do all aspects of multi-phase projects, including strategy, supplying products, installation, ongoing maintenance and service. Security products and services designed to protect sensitive, confidential assets from being attacked or stolen by internal and external threats.
APPEALING DIFFERENTIATORS	End-to-end capabilities and extensive knowledge of perimeter security. Proven experience in data center protection.
EVENTS ATTENDED	Data Center World, 7x24 Exchange Conference and International Security Conference & Exposition (ISC East)
PUBLICATIONS READ	Mission Critical Magazine, Security Magazine, Data Center Knowledge and Chicago Tribune, Data Center Dynamics

name MIKE

age 38

industry LAW ENFORCEMENT

location AUSTIN, TX

experience 13 YEARS

BIGGEST NEED	Control vehicles during events with many pedestrians around. Crash-rated mobile perimeter security solutions that are easy to set up and take down.
APPEALING DIFFERENTIATORS	Lightweight perimeter security solutions that do not require special training or equipment. One officer can deploy and take them down. More effective alternatives to temporary barriers, like garbage trucks and chain link fences.
EVENTS ATTENDED	Police Security Expo, International Security Conference & Exposition (ISC West), Law Enforcement Operations Conference & Trade Show
PUBLICATIONS READ	POLICE Magazine, Police Chief Magazine, Austin American Statesman

name CRAIG

age 63

industry SPORTS & ENTERTAINMENT

location SANTA CLARA, CA

experience 16 YEARS

PERSONA	Corporate Manager of Security Operations, BASF North America, the second largest producer and marketer of chemicals and related products in North America
SECURITY	Extensive experience in risk and threat assessment, including physical security systems; may not know that Global GRAB is an option
SERVICES	Provides a variety of security support functions for BASF sites in North America, including risk and threat assessment and physical security systems
PRODUCTS	GRAB-300, Access Control, SW1000 Wedge, SW1200 Post and Cable, Drop Arm, Canopies and Guard Booths, Under Vehicle Inspection Systems
PERSONAS	A variety of perimeter security solutions for multiple entry points, including the ability to examine trucks when they arrive and before they leave
PERSONA	End-to-end capabilities with a wide variety of crash-rated perimeter security solutions to meet every need.
PERSONA	International Security Expo and International Security Conference & Exposition (ISC West)
PERSONA	BIC Magazine, Oil & Gas Journal, Security Magazine and New York Times

A&E PERSONA

name ERICA

age 50

industry A&E FIRM SPECIALIZING IN AVIATION & SPORTS/ENTERTAINMENT

location WASHINGTON, D.C.

experience 25 YEARS

TITLE	Architectural Specifications Writer at HDR
KNOWLEDGE OF PERIMETER SECURITY	Some; mostly a high-level understanding
ROLE	Develops detailed project specifications and assists project team in product research and coordinating contract documents. Understands project design requirements and translates them into materials, methods, equipment, procedures. Installation and certification testing necessary to provide the descriptions which are used to procure, install and erect building components. Develops and maintains relationships with vendors.
PRODUCTS/SERVICES OF INTEREST	End-to-end solutions. All products, but especially for Aviation: GRAB-300, SW1200 Post and Cable, Reinforced Chain Link and Access Control. Additionally, for Sports/Entertainment: BRAB-100, HYB-3X, Canopies, Under Vehicle Inspection Systems and CATSCLAW.
BIGGEST NEED	A wide range of products and services, depending on the project requirements
APPEALING DIFFERENTIATORS	End-to-end capabilities, wide variety of perimeter security solutions, proven experience across relevant industries and Safety Act Designation.
EVENTS ATTENDED	AIA Conference on Architecture and ArchitectureBoston Expo, discipline specific expos.
PUBLICATIONS READ	Architect Magazine, Dezeen and The Washington Post, Arch Daily, Bloomberg CityLab, Building design+Construction, Azura, Architectural Record, Architect Digest



AVIATION PERSONA

name JOHN

age 58

industry AVIATION

location PHOENIX, ARIZONA

experience 20 YEARS

TITLE	Airport Security Director at Phoenix Sky Harbor International Airport, a 3,460-acre airport that typically serves 65,000 passengers per day
KNOWLEDGE OF PERIMETER SECURITY	Well-versed; Former FBI
ROLE	Decision-maker, manages the budget, has the ear and trust of C-level executives
PRODUCTS/SERVICES OF INTEREST	GRAB-300, SW1200 Post & Cable, ARES steel fencing and Access Control
BIGGEST NEED	Perimeter protection from outside threats. Crash-rated checkpoints with access control. Perimeter security assessment, consultation and design that is tailored to the airport's unique needs and layout.
APPEALING DIFFERENTIATORS	Less-than-lethal solutions and Safety Act Designation. Proven experience in airport perimeter security. Reinforced solutions to prevent security breaches
EVENTS ATTENDED	AAAE Aviation Security Summit, ICAD Global Aviation Security Symposium 2020, International Security Conference & Exposition (ISC West)
PUBLICATIONS READ	Airport Magazine, Security Today, The Arizona Republic, Airport Business, Airport Improvements Magazine, Journal of Airport Management
ASSOCIATIONS	ALEAN (Airport Law Enforcement Agency Network), Airports Council International, AAAE

DATA CENTER PERSONA

name ANN

age 60

industry DATA CENTERS

location CHICAGO, ILLINOIS

experience 25 YEARS

PERSONA	Police Sergeant, Special Events Protection
SECURITY	Well-versed, but less knowledgeable than higher ranks
SERVICES	HYB-3X, Star Barriers and CATSCLAW
PERSONAS	Control vehicles during events with many pedestrians around. Crash-rated mobile perimeter security solutions that are easy to set up and take down.
PERSONA	Lightweight perimeter security solutions that do not require special training or equipment. One officer can deploy and take them down. More effective alternatives to temporary barriers, like garbage trucks and chain link fences.
PERSONA	Police Security Expo, International Security Conference & Exposition (ISC West), Law Enforcement Operations Conference & Trade Show
PERSONA	POLICE Magazine, Police Chief Magazine, Austin American Statesman

SPORTS AND ENTERTAINMENT PERSONA

name CRAIG

age 63

industry SPORTS & ENTERTAINMENT

location SANTA CLARA, CA

experience 16 YEARS

TITLE	Director of Safety & Security Operations at Levi's Stadium, a venue that seats 68,500 people and hosts an average of 20 events per year, including NFL games and concerts.
KNOWLEDGE OF PERIMETER SECURITY	Very experienced
ROLE	Oversees all security operations for the stadium, including managing a team of security systems experts. Ensures safety of guests, athletes and performers.
PRODUCTS/SERVICES OF INTEREST	GRAB-300, HYB-3X, Canopies, Star Barriers, Under Vehicle Inspection Systems and CATSCLAW
BIGGEST NEED	Crash-rated barriers to replace outdated, insufficient systems; maintenance of current systems; mobile barriers.
APPEALING DIFFERENTIATORS	Safety Act Designation and end-to-end capabilities, including construction and project management.
EVENTS ATTENDED	International Security Conference & Exposition (ISC West) and World Stadium Congress
PUBLICATIONS READ	Gameday Security Magazine, Athletic Business, Security Magazine, The Mercury News, San Francisco Chronicle

PETROCHEMICAL PERSONA

name LARRY

age 59

industry PETROCHEMICAL

location FLORHAM PARK, NEW JERSEY

experience 16 YEARS

TITLE	Corporate Manager of Security Operations, BASF North America, the second largest producer and marketer of chemicals and related products in North America
KNOWLEDGE OF PERIMETER SECURITY	Extensive experience in risk and threat assessment, including physical security systems; may not know that Global GRAB is an option
ROLE	Provides a variety of security support functions for BASF sites in North America, including risk and threat assessment and physical security systems
PRODUCTS/SERVICES OF INTEREST	GRAB-300, Access Control, SW1000 Wedge, SW1200 Post and Cable, Drop Arm, Canopies and Guard Booths, Under Vehicle Inspection Systems
BIGGEST NEED	A variety of perimeter security solutions for multiple entry points, including the ability to examine trucks when they arrive and before they leave
APPEALING DIFFERENTIATORS	End-to-end capabilities with a wide variety of crash-rated perimeter security solutions to meet every need.
EVENTS ATTENDED	International Security Expo and International Security Conference & Exposition (ISC East)
PUBLICATIONS READ	BIC Magazine, Oil & Gas Journal, Security Magazine and New York Times

A&E PERSONA

name ERICA

age 50

industry A&E FIRM SPECIALIZING IN AVIATION & SPORTS/ENTERTAINMENT

location WASHINGTON, D.C.

experience 25 YEARS

TITLE	Architectural Specifications Writer at HDR
KNOWLEDGE OF PERIMETER SECURITY	Some; mostly a high-level understanding
ROLE	Develops detailed project specifications and assists project team in product research and coordinating contract documents. Understands project design requirements and translates them into materials, methods, equipment, procedures. Installation and certification testing necessary to provide the descriptions which are used to procure, install and erect building components. Develops and maintains relationships with vendors.
PRODUCTS/SERVICES OF INTEREST	End-to-end solutions. All products, but especially for Aviation: GRAB-300, SW1200 Post and Cable, Reinforced Chain Link and Access Control. Additionally, for Sports/Entertainment: BRAB-100, HYB-3X, Canopies, Under Vehicle Inspection Systems and CATSCLAW.
BIGGEST NEED	A wide range of products and services, depending on the project requirements
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EVENTS ATTENDED	AIA Conference on Architecture and ArchitectureBoston Expo, discipline specific expos.
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PERSONA	Airport Security Director at Phoenix Sky Harbor International Airport, a 3,460-acre airport that typically serves 65,000 passengers per day
SECURITY	Well-versed; Former FBI
SERVICES	Decision-maker, manages the budget, has the ear and trust of C-level executives
PRODUCTS	GRAB-300, SW1200 Post & Cable, ARES steel fencing and Access Control
PERSONAS	Perimeter protection from outside threats. Crash-rated checkpoints with access control. Perimeter security assessment, consultation and design that is tailored to the airport's unique needs and layout.
PERSONA	Less-than-lethal solutions and Safety Act Designation. Proven experience in airport perimeter security. Reinforced solutions to prevent security breaches

DATA CENTER PERSONA

name ANN

age 60

industry DATA CENTERS

location CHICAGO, ILLINOIS

TITLE	Physical Security Director at Lakeside Technology Center, a 1.1 million square foot facility that serves large tech companies like Facebook and IBM
KNOWLEDGE OF PERIMETER SECURITY	Extensive; Background in law enforcement
ROLE	Decision-maker, manages the budget, has the ear and trust of C-level executives
PRODUCTS/SERVICES OF INTEREST	GRAB-300, SW1200 Wedge, Drop Arm, Canopies, Guard Houses and SW1200 Post and Cable
BIGGEST NEED	One perimeter security provider that can do all aspects of multi-phase projects, including strategy, supplying products, installation, ongoing maintenance and service. Security products and services designed to protect sensitive, confidential assets from being attacked or stolen by internal and external threats.
APPEALING DIFFERENTIATORS	End-to-end capabilities and extensive knowledge of perimeter security. Proven experience in data center protection.

LAW ENFORCEMENT PERSONA

name MIKE

age 38

industry LAW ENFORCEMENT

TITLE	Police Sergeant, Special Events Protection
KNOWLEDGE OF PERIMETER SECURITY	Well-versed, but less knowledgeable than higher ranks
ROLE	Ensures civilians are safe during special events by mitigating potential threats through strategic planning and managing other officers. Focused on traffic and counter-terrorism.
PRODUCTS/SERVICES OF INTEREST	HYB-3X, Star Barriers and CATSCLAW
BIGGEST NEED	Control vehicles during events with many pedestrians around. Crash-rated mobile perimeter security solutions that are easy to set up and take down.
APPEALING DIFFERENTIATORS	Lightweight perimeter security solutions that do not require special training or equipment. One officer can deploy and take them down. More effective alternatives to temporary barriers, like garbage trucks and chain link fences.
EVENTS	Police Security Expo, International Security Conference

SPORTS AND ENTERTAINMENT PERSONA

name CRAIG

age 63

industry SPORTS & ENTERTAINMENT

TITLE	Director of Safety & Security Operations at Levi's Stadium, a venue that seats 68,500 people and hosts an average of 20 events per year, including NFL games and concerts.
KNOWLEDGE OF PERIMETER SECURITY	Very experienced
ROLE	Oversees all security operations for the stadium, including managing a team of security systems experts. Ensures safety of guests, athletes and performers.
PRODUCTS/SERVICES OF INTEREST	GRAB-300, HYB-3X, Canopies, Star Barriers, Under Vehicle Inspection Systems and CATSCLAW
BIGGEST NEED	Crash-rated barriers to replace outdated, insufficient systems; maintenance of current systems; mobile barriers.
APPEALING DIFFERENTIATORS	Safety Act Designation and end-to-end capabilities, including construction and project management.
EVENTS ATTENDED	International Security Conference & Exposition (ISC West) and World Stadium Congress

PETROCHEMICAL PERSONA

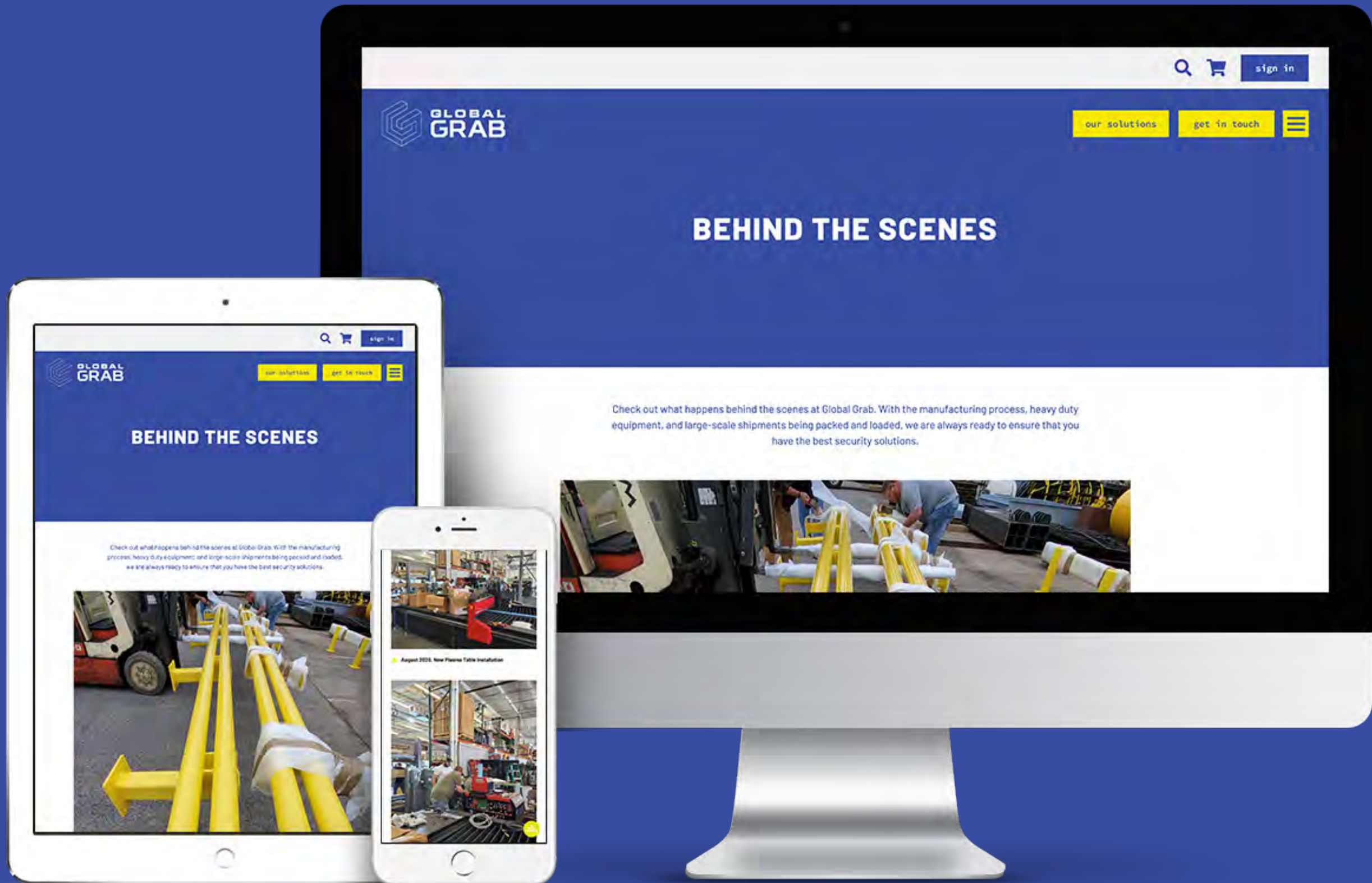
name LARRY

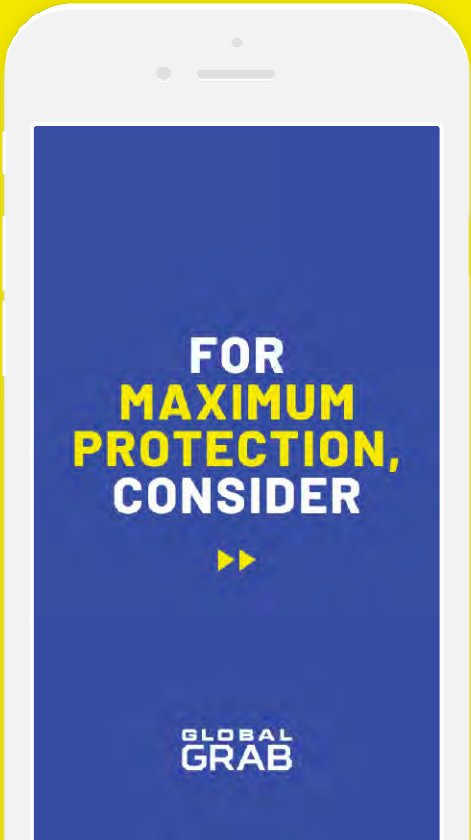
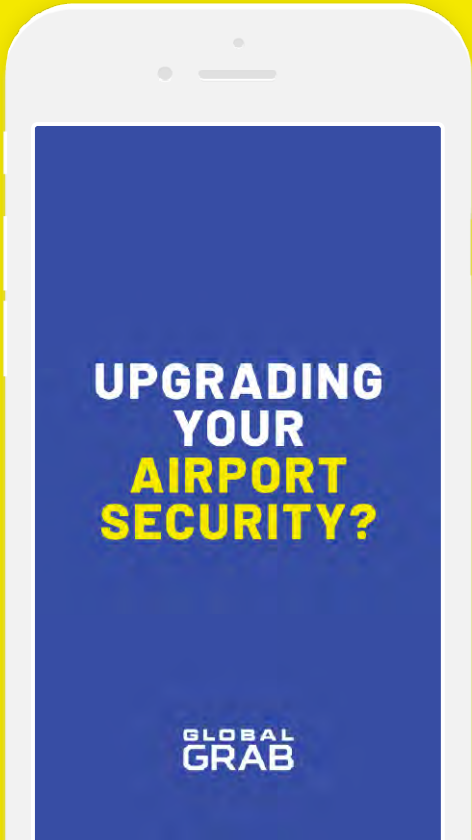
age 59

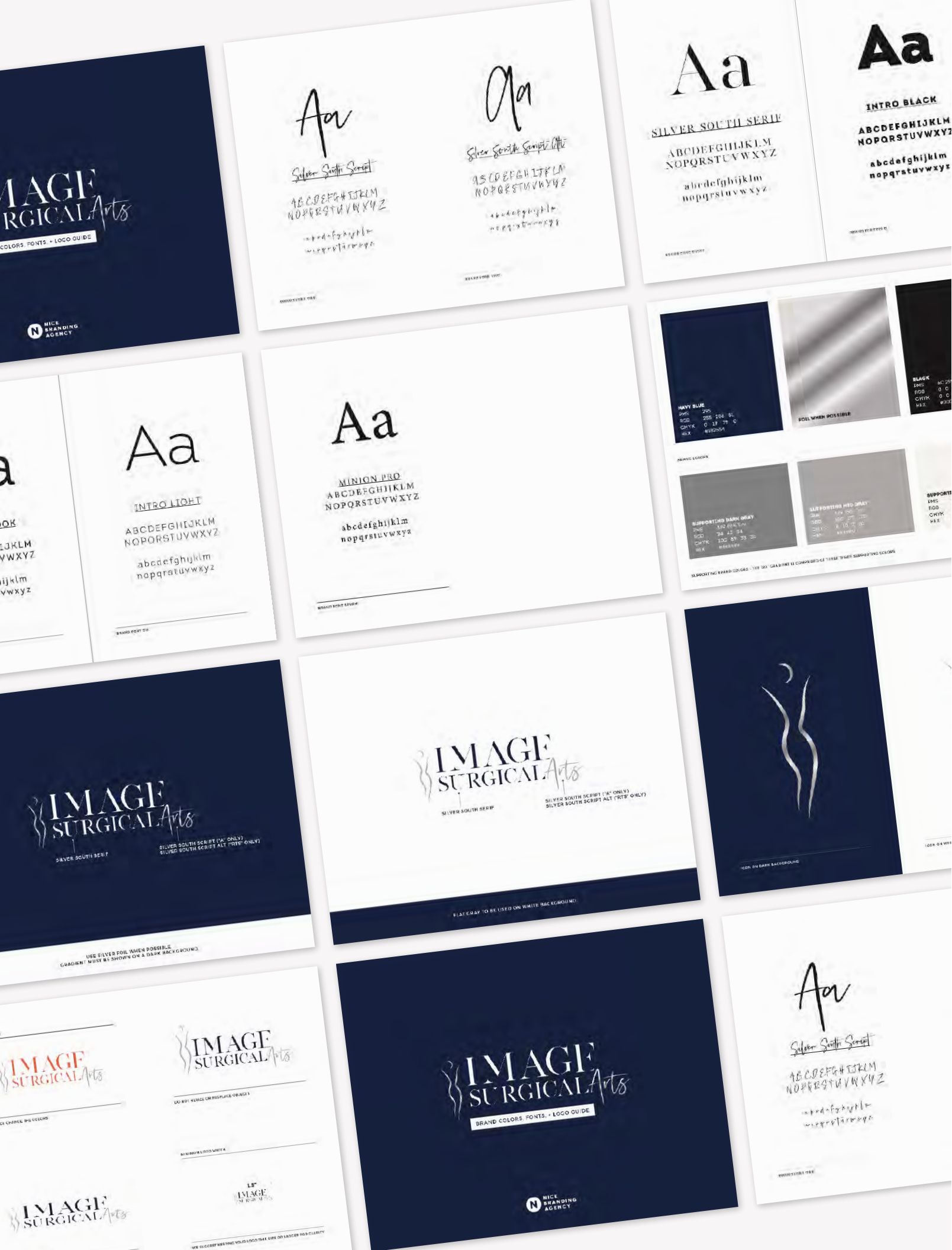
industry PETROCHEMICAL

location FLORHAM PARK, NEW JERSEY

PERSONA	Corporate Manager of Security Operations, BASF North America, the second largest producer and marketer of chemicals and related products in North America
SECURITY	Extensive experience in risk and threat assessment, including physical security systems; may not know that Global GRAB is an option
SERVICES	Provides a variety of security support functions for BASF sites in North America, including risk and threat assessment and physical security systems
PERSONAS	Control vehicles during events with many pedestrians around. Crash-rated mobile perimeter security solutions that are easy to set up and take down.
PERSONA	Lightweight perimeter security solutions that do not require special training or equipment. One officer can deploy and take them down. More effective alternatives to temporary barriers, like garbage trucks and chain link fences.
PERSONA	Police Security Expo, International Security Conference & Exposition (ISC West), Law Enforcement Operations Conference & Trade Show
PERSONA	POLICE Magazine, Police Chief Magazine, Austin American Statesman







MEDICAL SPA SERVICE MENU

Our surgical services require a complimentary consultation

SPA & SKIN TREATMENTS

CHEMICAL PEELS	
Superficial Peel	\$60
ZO Stimulator Peel	\$99
ZO 3-Step Peel	\$299
Perfect Peel	\$250

AESTHETIC SERVICES

Waxing, Brow, Lash Tinting, Lash Lift	
Tweeze	\$15
Lash Lift	\$150
Lash Tint	\$25
Brow Tint	\$25
Tint (both)	\$40
Eyebrow Wax	\$25
Lip/Chin Wax	\$20
Cheeks	\$20
Nose	\$15

MICROBLADING

1st Session	\$450
2nd Session	\$150

NON-SURGICAL FACELIFT

Facial Threads	\$480 and up
----------------	--------------

FACIALS

Mini Facial
ZO Brightening Fac
Dermaplane Facial
1-Hour Custom Fac

Hydrafacial

Hydrafacial Booster
• Brightenol
• Roaztrol
• Dermabuilder

HydraFacial Keraviv Treatment (1 TREATM
HydraFacial Keraviv Treatment (3 TREATM

ADD-ONS TO

Hydrating Mask
Chemical Peel
Microdermabrasion
Dermaplane
Extractions

PERMANENT C

1st Session
2nd Session

INJECTABLE TREATMENTS

INJECTABLE PRICING

Botox (per unit)	\$12.99	Male Enhancement \$
Dysport (per unit)	\$12.99	Hair PRP
Xeomin (per unit)	\$12.99	Hair PRP (3 SESSION
Restylane (per syringe)	\$699	Juvederm Ultra (per
Restylane Lyft (per syringe)	\$699	Juvederm Ultra Plus
Restylane Silk (per syringe)	\$699	Juvederm Vollure (p
Restylane Defyne (per syringe)	\$699	Juvederm Volbella (p
Restylane Refyne (per syringe)	\$699	Juvederm Voluma (p
Versa (per syringe)	\$699	Kybella (per vial)
Sculptra: Face (per vial)	\$849	Non-Surgical Injecta
Sculptra: Body (per vial)	\$749	Facial with PRP
Female Sexual Enhancement Shot	\$1,299	Non-Surgical Breast

PRICES SUBJECT TO CHANGE

P (615) 499.4224 | IMAGESURGICALAR
2416 21st Ave S. Suite 301 | Nashville, TN 37

LASER, LIGHT & OTHER ENERGY-BASED TREATMENTS

VEIN THERAPY

Sclerotherapy	\$350 and up
Broken Capillaries	\$49 and up
Cherry Moles	\$49 and up
Spider Veins	\$99 and up
Elluminate (1 TREATMENT)	\$949
Elluminate (3 TREATMENTS)	\$2,499

ERBIUM LASER

Full Face	\$1,899
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MICROLASER

Depth of Peel	More Than 50 Microns
Face	\$599
Spot Treatment for Freckles	\$149 & up
Spot Treatment for Mole Removal	\$199 & up

VAGINAL REJUVINATION

Viveve	\$1,999
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MICRONEEDLING

Skin Pen	\$299
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VIVACE MICRONEEDLING WITH RF

Face	\$649
Face (3 SESSIONS)	\$1,799
Face/Neck	\$799
Face/Neck (3 SESSIONS)	\$2,199
Neck	\$499
Neck (3 SESSIONS)	\$1,299
Hands	\$399
Hands (3 SESSIONS)	\$899
Decollete	\$599
Choose Any 3 Areas	\$999
PRP Add-On	\$259

PLASMA TREATMENT

Plasma Pen	\$599 and up
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IPL

Full Face	\$299 & up	Forearms/Hands	\$249 & up
Neck	\$149 & up	Full Arms	\$349 & up
Chest	\$249 & up	Hands	\$99 & up
Shoulders	\$299 & up	Spot Treatments	\$49 & up
Face, Neck, and Chest	\$659		

LASER HAIR REMOVAL - REGULAR PRICING (ask about our package pricing)

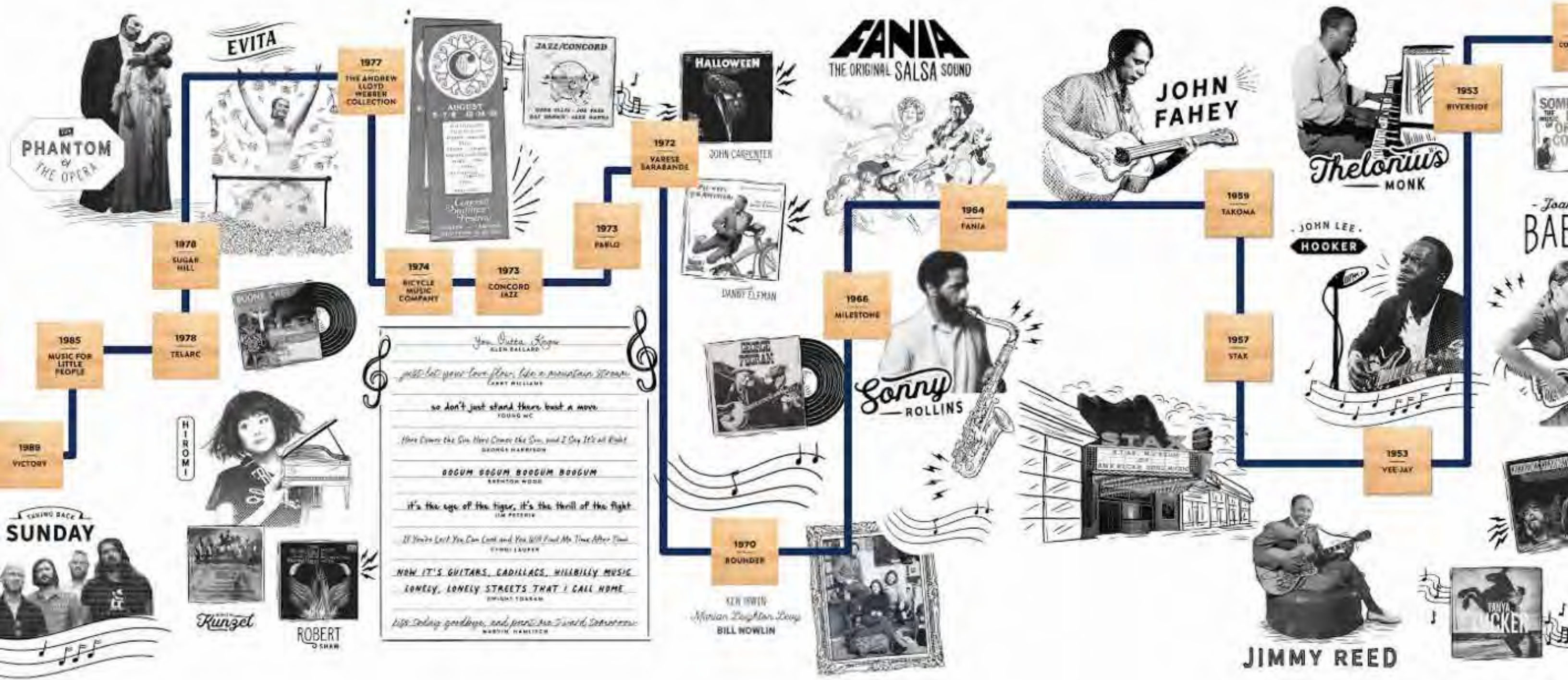
Consult	No Charge	Ears	\$29
Upper Lip	\$49 & up	6 SESSIONS = \$145	\$129
Chin	\$59	Back of Neck	\$75
6 SESSIONS = \$249		Front of Neck	\$149
Upper Lip & Chin	\$79	Underarms	\$79
Nose (exterior)	\$49	Line Below Belly Button	\$69
Sideburns	\$49	Hands	\$345
6 SESSIONS = \$95		Toes	\$49
Between Eyebrows (Glabella)	\$19	Feet & Toes	\$75
Forehead	\$75		

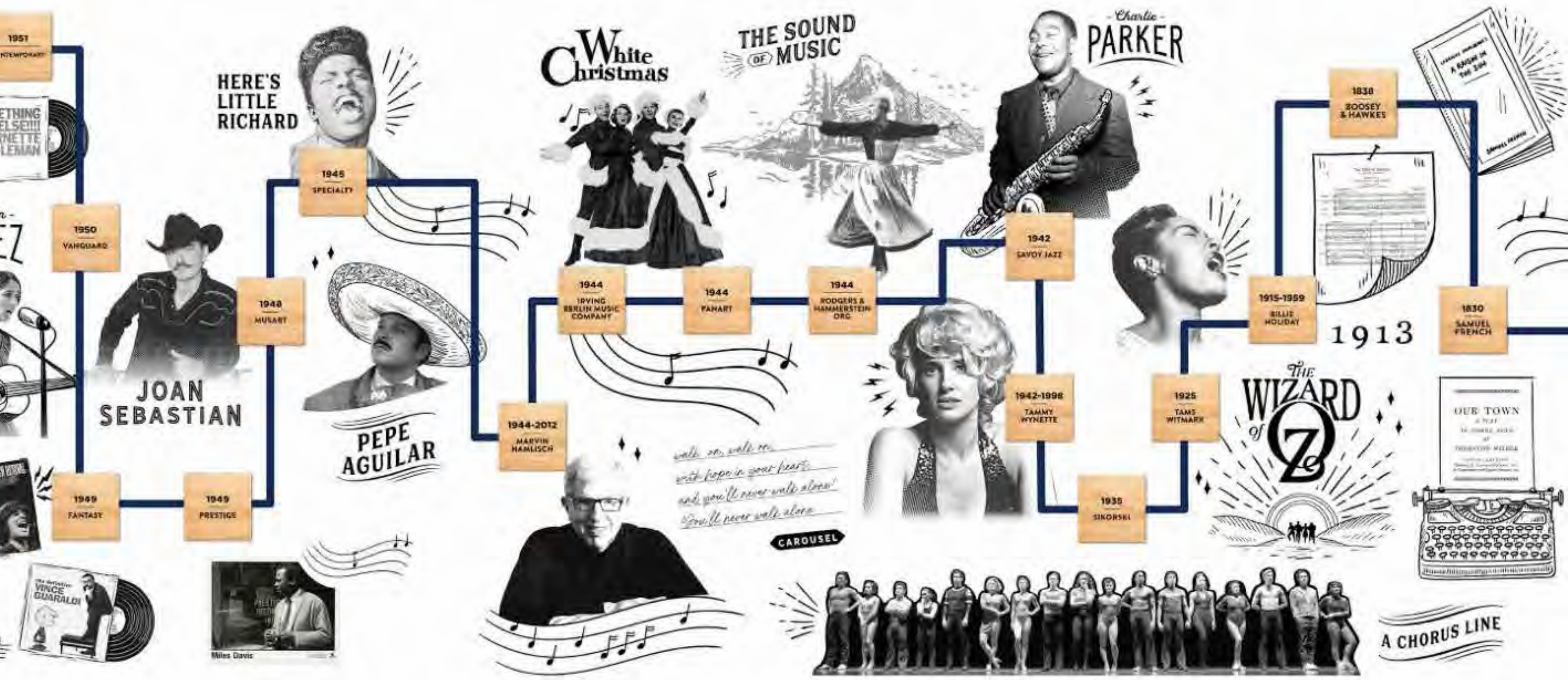
LASER HAIR REMOVAL WOMEN'S PRICING

Lower Face	\$149
Full Arms	\$299
Arms: Hand to Elbow	\$199
Areolae	\$49
Lower Back	\$249
Full Back	\$499
Buttocks	\$129
Thighs	\$149
Legs: Toes to Knees	\$249
Full Legs	\$399
Traditional Bikini	\$99
Brazilian Bikini	\$199
Full Legs & Bikini	\$499
Full Legs & Brazilian Bikini	\$399
Extended Bikini	\$149

LASER HAIR REMOVAL MEN'S PRICING

Beard	\$149
Full Arms	\$399
Arms: Hand to Elbow	\$249
Chest	\$249
Abs	\$249
Chest & Abs	\$499
Shoulders	\$249
Lower Back	\$249
Back & Shoulders	\$499
Buttocks	\$299
Thighs	\$249
Full Legs	\$499
Traditional Bikini	\$199
Brazilian Bikini	\$299
Full Legs & Bikini	\$599
Full Legs & Brazilian Bikini	\$699







**MOODY'S
MOBILE
REPAIR**

Moody's is the best. They have been taking care of our cars for over 10 years. Whether you need an oil change or new tires or major repairs, Moody's will do an excellent job. I highly recommend Moody's Tire and Auto Service.

KATHRYN KEATON

DID YOU KNOW?

THAT YOUR TIRES SHOULD BE ROTATED EVERY 8,000 MILES SO THAT YOUR TIRES WEAR EVENLY?



**YOUR
PRIORITY
IS OUR
PRIORITY**



**TWO IS BETTER
THAN ONE**



**OUR LOVE
FOR OUR
CUSTOMERS
WILL NEVER
GO FLAT**

**GOOD MOOD.
GREAT SERVICE.**

**MOODY'S
EST. TIRE 1944
& AUTO SERVICE**

BOOK AN APPOINTMENT

**MOODY'S
EST. TIRE 1944
& AUTO SERVICE**

**AUTO SERVICE
YOU CAN TRUST.**

CALL MOODY'S

**GOOD MOOD.
GREAT SERVICE.**

BOOK AN APPOINTMENT

**MOODY'S
EST. TIRE 1944
& AUTO SERVICE**

**NEED A
LIFT?**



**MOODY'S
EST. TIRE 1944
& AUTO SERVICE**

We're Your
Source For
**SUSPENSION
& BODY
LIFT KITS**

**MOODY'S
EST. TIRE 1944
& AUTO SERVICE**

Learn More
About Our
Lift Kit
Services
Today.

**MOODY'S
EST. TIRE 1944
& AUTO SERVICE**

**GOOD MOOD.
GREAT SERVICE.**

**MOODY'S
EST. TIRE 1944
& AUTO SERVICE**

**MOODY'S
EST. TIRE 1944
& AUTO SERVICE**

**AUTO SERVICE
YOU CAN TRU**

CALL MOODY'S

NO. 1
STRANGE SOUNDS

If you hear squealing or grinding noises while braking, your brake pads may need to be replaced.

NO. 2
FAVORING A SIDE

Does your car pull to one side when braking? This can indicate worn brakes, a malfunctioning caliper or low brake fluid.

NO. 3
"SPONGY" BRAKES

If your brake pedal presses down too easily, there may be too much air in the hydraulic brake lines.

NO. 4
DASHBOARD ALERTS

Your electronic diagnostic system could signal an underlying brake issue, so be mindful.

If you have any doubts or concerns, we can help. Our ASE-certified technicians will restore reliability to your vehicle so you feel confident on the road.

[Book Appointment](#)



[Shop Tires](#)



[Shop Lift Kits](#)

TIRES YOU CAN TRUST

FIND TOP BRANDS
AT COMPETITIVE PRICES



GOODYEAR

BRIDGESTONE



KELLY TIRES

Firestone

UNIROYAL

DUNLOP



BFGoodrich

We carry a wide selection of the industry's leading tire brands so you can get the best possible fuel economy, performance and handling.

[Shop Tires](#)

MOODY'S
EST. 1944
& AUTO SERVICE

BIGGER IS BETTER



When it comes to trucks and other off-road vehicles, leveling and suspension kits are game changers.

More ground clearance allows for bigger tires and overall better performance capabilities whether you're going mudding or taking a roadtrip.

Our expert technicians will help you find and install the best lift kit for your vehicle so we can get you off the ground and onto your next adventure.



Top Instagram Organic Posts

POST	FOLLOWERS	ENGAGEMENT	LIKES	COMMENTS	REPLIES	REPOSTS	SHARES	DETAILS
FEB 2, 2021 Need a 20T Our suspension lift kit	1,870	1%	15	1	254	139	N/A	Details
FEB 10, 2021 Did you know that a 20T's air filter can	1,853	1%	15	1	145	136	N/A	Details
FEB 23, 2021 We've been family owned and	1,870	1%	15	1	139	131	N/A	Details
FEB 8, 2021 Thank you for the wonderful review	1,832	1%	7	0	136	144	N/A	Details
FEB 18, 2021 Love off-roading? A suspension lift	1,834	0%	5	1	127	139	N/A	Details

Instagram Stories

Instagram Story reach this month was 280 (number of times a unique account viewed each slide) and impressions were 255 (total number of views, including replays). The overall completion rate of stories was 92% this month, meaning most people watched the entire slide before moving forward or exiting. The themes for Instagram Stories in February were Valentine's Day, Mobile Services, Rewards Club and Shop Online.

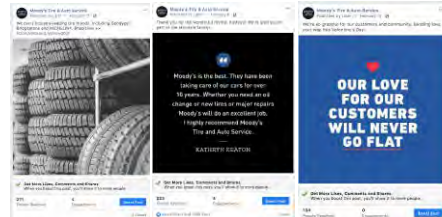


Facebook Organic Posts

On February 4, we merged the Cool Springs and Franklin Facebook pages in order to focus our efforts on growing the following and engagement in one place. By the end of February, the main Facebook page had 4,623 followers. The posts reached 16,271 people and earned 73,502 impressions.

Top Facebook Posts

The top performing organic (unpaid) posts this month on the Facebook page had good engagement rates ranging between 1-2%. The average engagement rate was 0.69%. The themes of the top three posts this month were tires, a testimonial, and Valentine's Day.



Organic Social Media Recommendations

We recommend optimizing the About section of the merged Facebook page so that it aligns with the key messaging developed during our Foundational Branding process.

As we post new content and advertise through the Facebook page, we recommend engaging with customers (current and potential) by replying to comments and reviews, as well as inviting new people to like/follow the page.

We are confident that our fresh content and posting strategies will grow the following over time in accordance with Moody's business objectives. We recommend continuing to position Moody's as the trusted local source for leading brand tires, automotive expertise, unbeatable customer service, lift kit installation and more. We will rely on eye-catching graphics, compelling captions, relevant hashtags, and customer engagement to achieve these goals.

We recommend continuing to utilize social advertising to grow the Facebook and Instagram following over time.

We recommend launching a social media contest in the Spring in order to encourage more customers to like the page, drive website traffic and increase overall brand awareness.

Email Campaigns

The February Eblast promoted Brakes. This eblast had an open rate of 21.5%, which is greater than the average [18% for all industries](#).

MOTR.06.02-Email Marketing-February 2021

Subject Line: 4 Signs You May Need a Brake Check
Send Date: Monday, February 22 at 8:00 a.m.
Sends: 3,976
Successful Deliveries: 3,829
Total Opens: 1,232
Open Rate: 21.50%
Total Clicks: 34
CTR: 0.70%



This Eblast generated 34 total clicks. The "Shop Tires" button had the highest number of clicks (14), followed by "Book Appointment" (11) and "Shop Lift Kits" (6).

Our open rate and clicks decreased compared to the January Eblast, however, we're still in the learning phase to determine what content most interests Moody's audience. This will be an iterative process in order to figure out what topics and services resonate best with Moody's customers.

MOTR.01.02-Social Ad- General Brand Awareness- February 2021 - Facebook Only

Campaign Objective: Reach
Dates: February 2-28
Budget: \$1,000
Amount Spent: \$1,000
Results: 215,303 Reach
Frequency: 1.48
Reach: 215,303
Impressions: 318,689
Clicks: 472
CTR (Link Click-Through Rate): 0.15%
Outbound Clicks: 236
CPC (Cost per link click): \$3.41
Outbound CTR: 0.07%
Cost Per Result: \$4.64 per 1,000 people reached



This Brand Awareness Ad performed better than the January Ad. We reduced the CPR from \$5.68 per 1,000 people reached to \$4.64, which is great. The goal of the ad was to reach as many potential customers as possible. We targeted individuals aged 24-65+ who live in or were recently within 10+ miles of Brentwood, Franklin, Spring Hill and Thompson's Station.

It's also important to note that we limited this campaign to Facebook only. The next ad (below) was developed specifically for Instagram.

We included people who have the following interests: Goodyear Tire and Rubber Company, Tire, Cars, Mechanic, Firestone Tires, Automobile repair shop, Auto mechanic, Vehicles, Automotive Products, Automotive restoration, Automobiles, Hankook Tire, Mechanics, Bridgestone, Dunlop Tyres, Engine tuning, Automotive industry, Michelin, Bridgestone Tires, Auto maintenance, Motor vehicle, Automotive design, Car tuning or Discount Tire.

Feb 2021 - Lift Kits

Campaign Objective: Reach
Dates: February 2 - 28
Budget: \$800
Amount Spent: \$800
Results: 180,575 Reach
Frequency: 1.56
Reach: 180,575
Impressions: 281,366
Clicks: 534
CTR (Link Click-Through Rate): 0.19%
Outbound Clicks: 371
CPC (Cost per link click): \$2.15
Outbound CTR: 0.13%
Cost Per Result: \$4.43 per 1,000 people reached



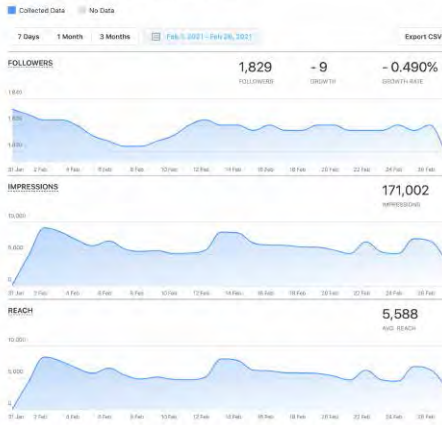
This Lift Kit Ad was our top performing ad of the month, in terms of website traffic. It generated 371 clicks to the website, which is significantly higher than the other two campaigns we ran.

We targeted men aged 15-45 who live in or were recently within 10+ miles of Brentwood, Franklin, Spring Hill and Thompson's Station.

We included people who have the following interests: Goodyear Tire and Rubber Company, Ford F-Series, Tire, Chevy Trucks, Pickup truck, Cars, Mechanic, Off-road vehicle, Firestone Tires, Automobile repair shop, Trucks, Auto mechanic, Vehicles, Automotive Products, Automotive restoration, Automobiles, Hankook Tire, Mechanics, Bridgestone, Dunlop Tyres, Off-roading, Engine tuning, Automotive industry, Michelin, Bridgestone Tires, Auto maintenance, Motor vehicle, Automotive design, Car tuning, Discount Tire, GMC (automobile) or Suspension (vehicle)

Profile Growth & Discovery

See insights on how your profile has grown and changed over time.



CallRail Tracking

In February, the top source for calls was Google. The Franklin Google listing brought in 321 calls (compared to 91 in Jan.). The Cool Springs Google listing brought in 139 calls (compared to 49 in Jan.), the Direct listing brought in 135 calls (compared to 54 in Jan.).

The number of calls coming in from the Eblast increased from 2 in Jan. to 6 in Feb. The Social Ads also generated 2 calls (up from 1 in Jan.).

Email Marketing - Franklin Location: 3 calls
Email Marketing - Cool Springs Location: 3 calls
Social Ads: 2 calls

Leads for Feb 1, 2021 - Feb 28, 2021



CallRail Tracking Recommendations

We recommend continuing to utilize CallRail Tracking for campaigns and online listings, so that we can learn which platforms are generating leads. This information will inform our digital marketing strategy and help us improve the overall user journey.

Tire Connect

The number of tire searches increased 15% from Feb. 2020 (2,718) to Feb. 2021 (3,141). The number of general leads increased 23% from Feb. 2020 (214) to Feb. 2021 (265). And the number of actionable leads jumped from 1 in Feb. 2020 to 12 this month.

From Jan. 2021 to Feb. 2021, there was one less appointment at Franklin (15 in Jan. vs. 14 in Feb.), but an increase of 11 appointments at Cool Springs (11 in Jan. vs. 22 in Feb.).





Ocean Drive Plastic Surgery, Dermatology, & MedSpa

5070 Hwy A1A, Suite A • Vero Beach, FL 32963 • 772 | 234 | 3700

[OceanDrivePlasticSurgery.com](#) • [OceanDriveDermatology.com](#) • [OceanDriveBeauty.com](#)





DOG adoption checklist



petsense
happy national
PUPPY DAY



#PetsenseFurryFriends



HOME OF
TRUE-SOURCE

petsense

Feb 1st
thru
Feb 14th

ALL THE BRANDS from tip to tail



- ✓ Premium Picks
- ✓ Science-Sourced
- ✓ Everyday Value

 \$10 GIFT CARD	 \$6 OFF Blue Buffalo® Wilderness Dry Dog Food 22.24lb	 \$10 GIFT CARD	 \$5 OFF Purina® ONE® Dry Dog Food 31.1-36lb	 \$3 OFF Victor® Dry Dog Food 30-50lb
FREE With Every Bag Purchased of Hill's Science Diet Dry Dog Food 21.5lb and Up		FREE With Every Bag Purchased of Purina® Pro Plan® Dry Dog Food 41-50lb		

Assortment May Vary By Store

Find Your Local Store at [Petsense.com](https://www.petsense.com)

FOOD DOGS DIG

 \$6 OFF Earthborn® Holistic, Unrefined and Venture Dry Dog Food 25-28lb	 \$6 OFF Nulo® Frontrunner Dry Dog Food 23lb	 \$2 OFF Purina® Dog Chow® Dry Dog Food 46lb	 \$5 OFF Fromm® Gold Dry Dog Food 33lb
--	--	--	--

 5 for \$10 Blue Buffalo® Wilderness Canned Dog Food 12.5oz, \$2.99 \$3.29 for One	 20% OFF Vitamins and Supplements Applies to Nutri-Vet and Vet's Best	 \$3 OFF Iams® Dry Dog Food 29.1lb and Up
TREATS TREATS TREATS		
 2 for \$13 Pur-Peroni® Beef or Lean Beef Treats 10oz, \$7.99 for One	 \$2 OFF Milk-Bone® Biscuits 10lb, Medium or Large	 20% OFF Pet 'n Shape® Treats and Chews

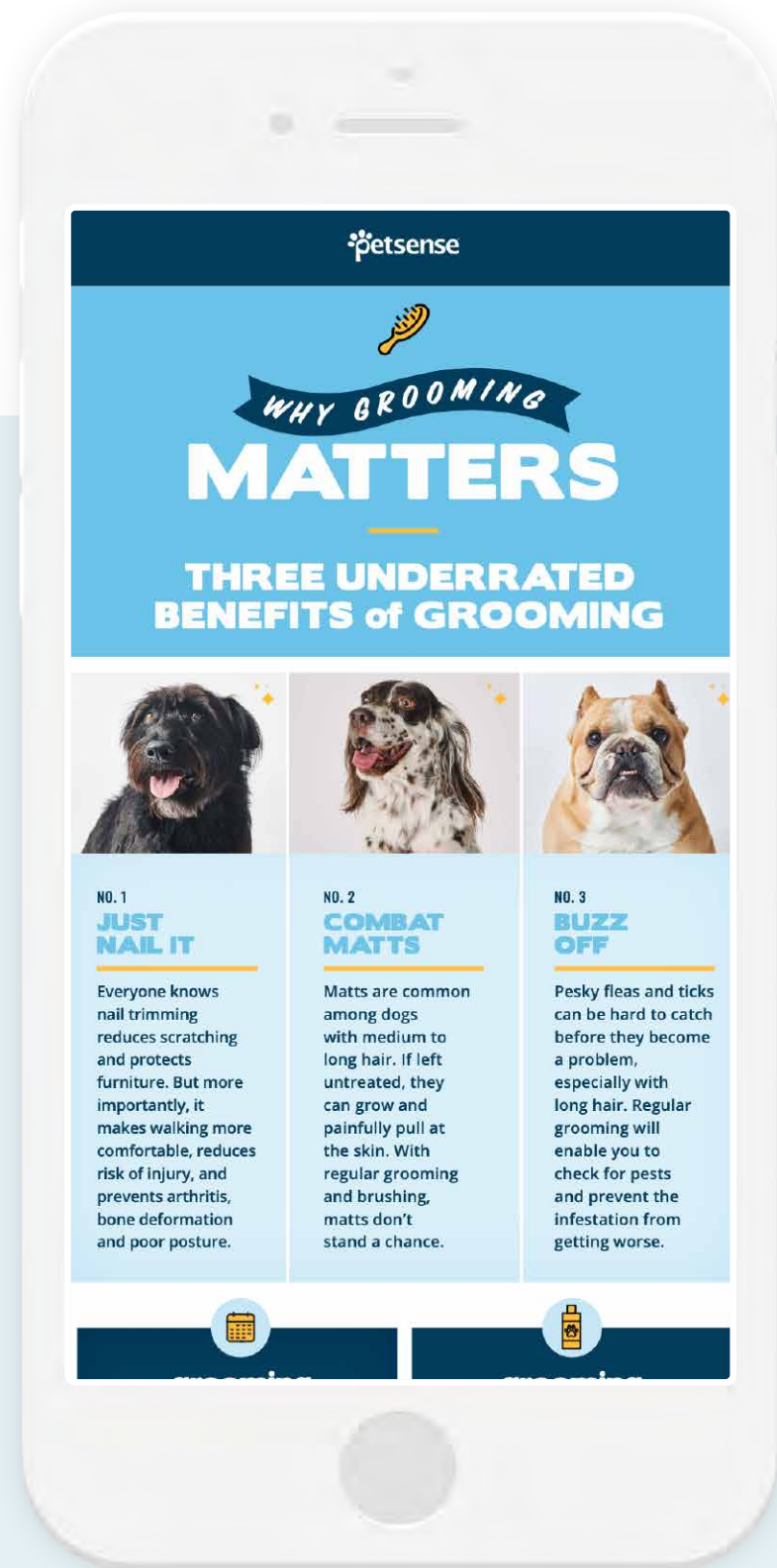
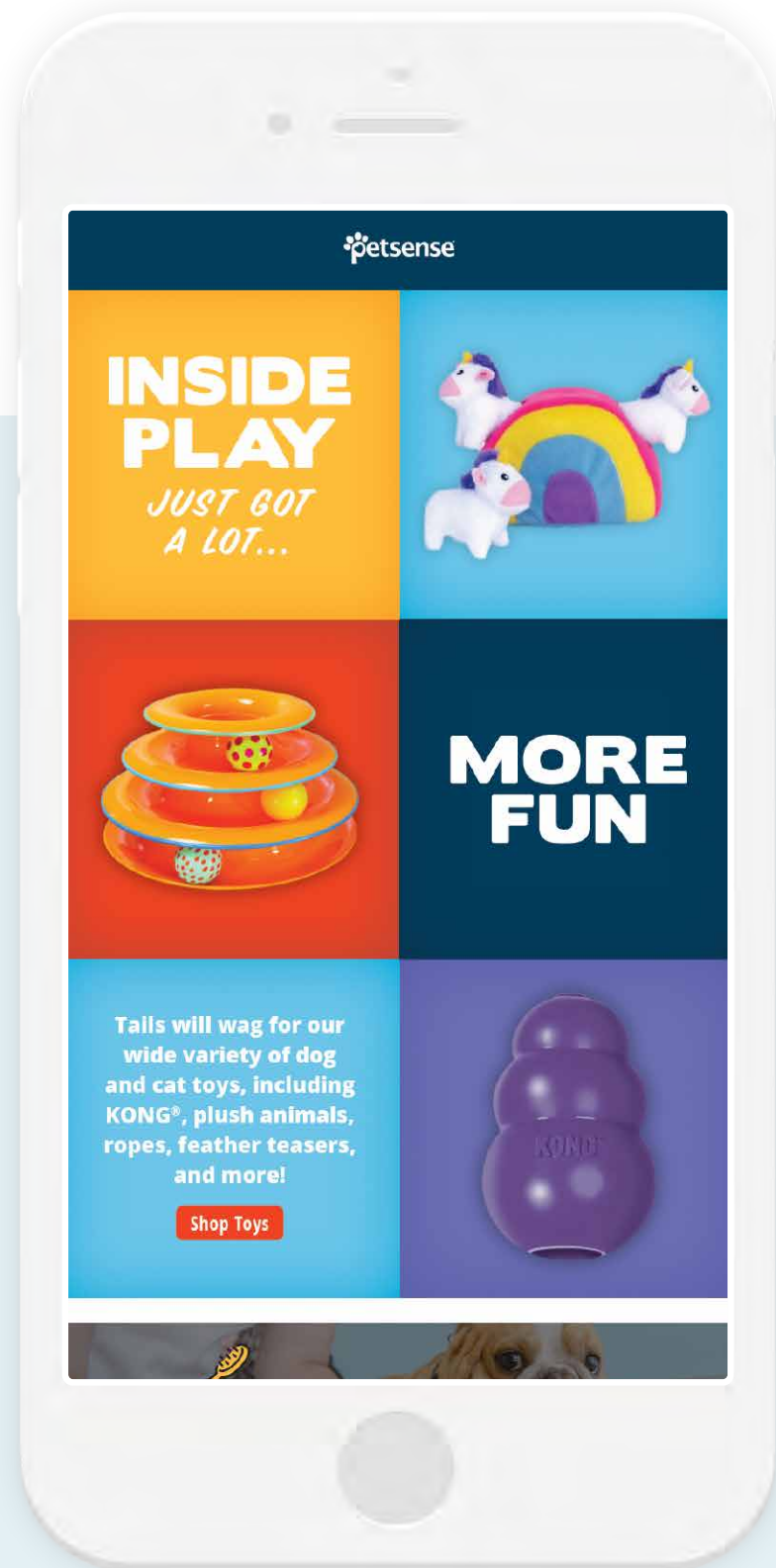
Assortment May Vary By Store

PURRFECT PICKS

 \$2 OFF Meow Mix® Dry Cat Food 16lb	 \$3 OFF Purina® Cat Chow® Dry Cat Food 15lb	 FREE With Every Bag Purchased of Hill's Science Diet Dry Cat Food 13lb and Up	 FREE With Every Bag Purchased of Purina® Pro Plan® Cat Food 16lb
--	--	--	---

 buy six, get ONE FREE Hill's Science Diet Cat Food Pouches 2.5-2.8oz, \$1.50 for One, Free Item Must Be of Equal or Lesser Value Than Purchased Item	 get up to \$3 OFF Tidy Cats® Breeze Litter Accessories	
CHOOSE YOUR SAVINGS!		
 \$7 OFF ACANA® Dry Dog Food 20.5-24lb	 \$4 OFF ACANA® Dry Dog and Cat Food 10-13lb	 \$2 OFF ACANA® Dry Dog and Cat Food 4-4.5lb
 2 for \$35 Arm and Hammer® Clump & Seal, Slide and Cloud Control 28lb Boxes, \$21.99 for One		

Assortment May Vary By Store



Date Xth | 10am - 4pm



Valentine's Day PHOTOS



Bring the woof of
your life to Petsense
to get your Valentine's
Day photo taken with
your furry friend!
We'll have the props,
you bring the pet!

FREE EVENT!

10% OFF

Your Entire Purchase

VALID THROUGH XX.XX.XX



Bring the *woof*
of your life.
We'll have the
props, you
bring the pet!



Valentine's Day PHOTOS

THIS SATURDAY!

IS YOUR CAT YOUR

PURRFECT MATCH?

yes or no answer



IS YOUR DOG THE

WOOF OF YOUR LIFE?

yes or no answer

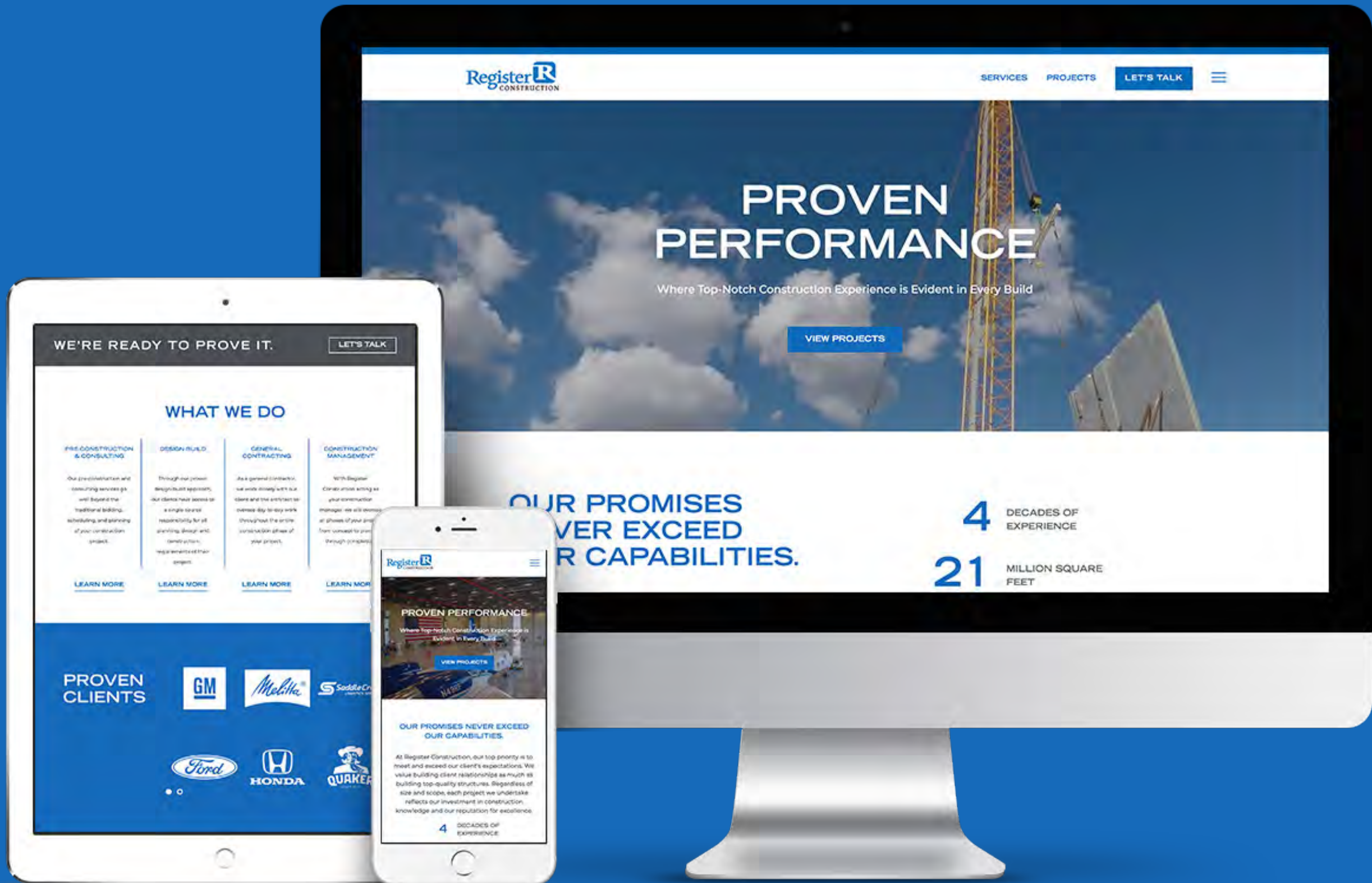


add camera gif

Bring your pet to
Petsense for a
**VALENTINE'S
DAY
PHOTO!**

add moving gif
lines on side
of "day"

We'll provide the
props and your furry
friends can provide
the kisses!



**30 YEARS OF
HONEST PRICES.**

CALL NOW

**30 YEARS OF
KEEPING IT COOL.**

CALL NOW

INSTALLATION

MAINTENANCE
& SERVICE

REPAIR

ABOUT US

Founded in 1983, Rideout & Sons delivers air conditioner repair, seasonal a/c system maintenance, heating installation and repair, air handler installation, and air conditioner replacement service in Lakeland.



**HEATING AND COOLING
LAKELAND, WINTER HAVEN,
PLANT CITY, AND BEYOND
SINCE 1990**

Rideout & Sons is an authorized Bryant dealer providing heating and cooling services to the residents of Lakeland, Winter Haven, Plant City, and

READY TO
**HIT THE
ROAD?**

APPLY TODAY

**BYNUM
TRANSPORT**



**BYNUM
TRANSPORT**



APPLY TODAY

**BYNUM
TRANSPORT**

#THANKATRUCKER

**BYNUM
TRANSPORT**

**JOIN OUR
TEAM**

APPLY TODAY

**BYNUM
TRANSPORT**

"TRUCKING ISN'T
JUST THE BACKBONE
OF OUR ECONOMY,
IT IS THE HEARTBEAT
OF THIS NATION."



CHRIS SPEAR
PRESIDENT OF AMERICAN
TRUCKING ASSOCIATIONS

YOU'RE NOT JUST A
**TRUCK
NUMBER**

#NOWHIRING

**BYNUM
TRANSPORT**



#BYNUMSAFETY



**BEST
SERVICE
IN THE INDUSTRY**

#NOWHIRING



TRUCK DRIVER CHECKLIST

✓ **MAKE SURE YOU
THE VEHICLE
IS IN GOOD
WORKING ORD**

**BYNUM
TRANSPORT**



CONNER
exteriors & more



CONNER
exteriors & more

responsible
25-30%
of residential heating
and cooling energy use.
- Department of Energy

CONNER
exteriors & more



CONNER



CONNER



CONNER
exteriors & more



CONNER

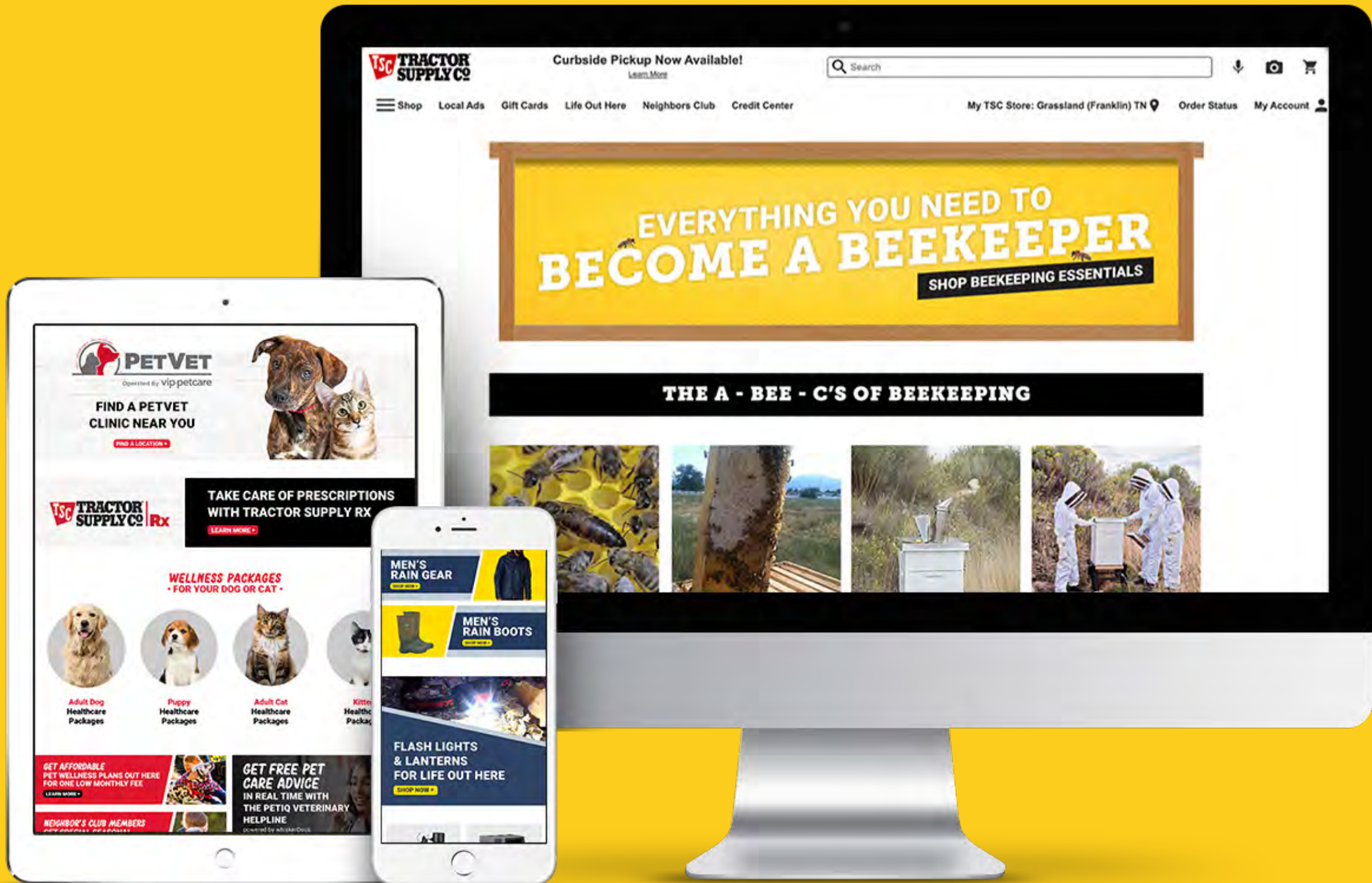


CONNER



**SHOW
YOUR HOME**
Some Love





EXCLUSIVELY AT



GRANTS FOR GROWING™



SUPPORTING HIGH SCHOOL

AG EDUCATION

FEBRUARY 17 - 28

DONATE AT CHECKOUT

100% OF FUNDS RAISED BENEFIT FFA

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education. Visit [FFA.org](https://www.ffa.org) to learn more.

GRANTS FOR GROWING

A COMPETITIVE GRANT PROGRAM ONLY AT TSC

FFA Chapters have been invited to submit a request for funds to help support project-based or experiential learning opportunities.

▶

Grant Application

▶

Grant Applications

▶

Award Notification

▶

Maximum Grant

CASHIER PLEASE SCAN


4 49394

SKU 87

*This is a competitive grant program. Funds awarded will be based upon the quality of the request and alignment with program objectives.

 **TRACTOR SUPPLY CO.**



I SUPPORT FFA!



PAPER CLOVER

CREATING OPPORTUNITIES FOR KIDS OUT HERE

Funds raised provide opportunities for 4-H'ers to attend 4-H Camp or other 4-H Leadership Experiences

**DONATE AT CHECKOUT
APRIL 28 - MAY 9**

No endorsement by 4-H is implied or intended. Use of the 4-H Name and Emblem is authorized by USDA. 4-H is the youth development program of our nation's Cooperative Extension System.



HOW ARE PAPER CLOVER FUNDS USED:

Funds raised provide opportunities for 4-H'ers to attend 4-H Camp or other 4-H Leadership Experiences. In situations where attending in-person camp is not possible, 4-H has a number of activities available to help meet the needs of 4-H'ers, such as 4-H at Home, Virtual Camp, and more.

YOUR DONATION

4-H Camps, Virtual Camp, and more.

WHAT

4-H is America's largest youth organization, empowering nearly six million young people to lead for a lifetime. 4-H programming in science, civic education, and more incorporate hands-on learning and leadership with the skills and confidence to succeed.

TO LEARN MORE VISIT



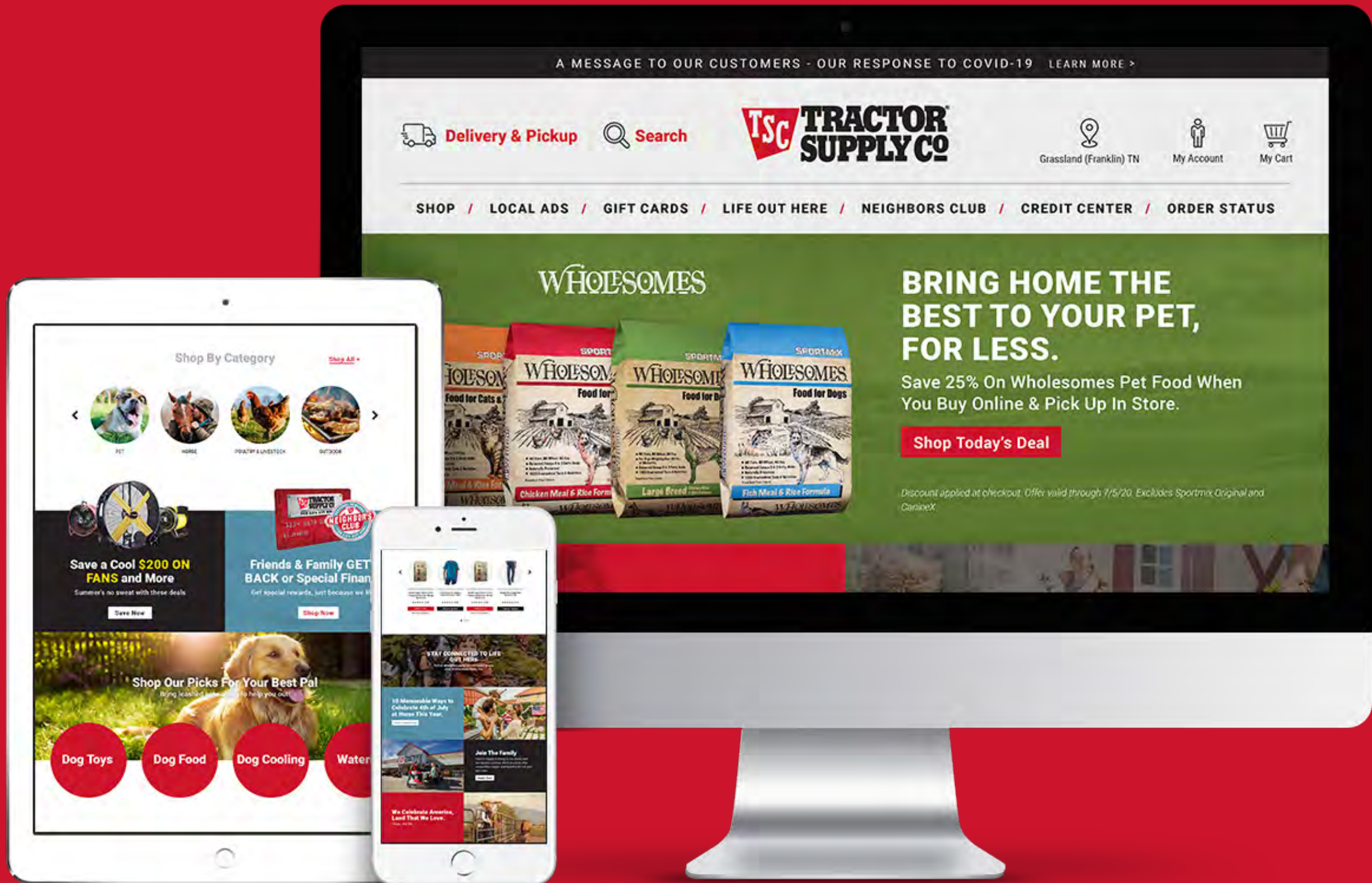
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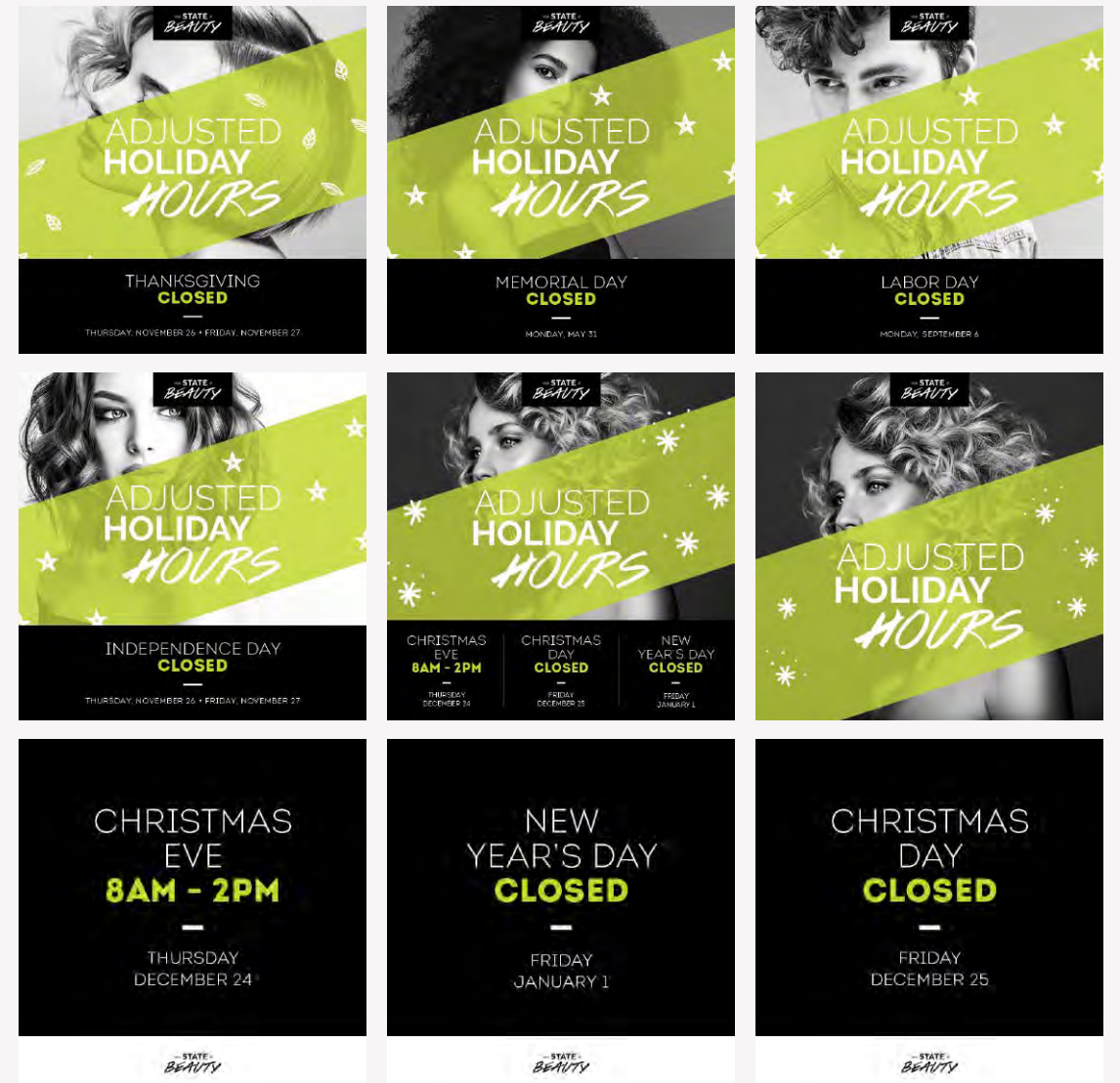
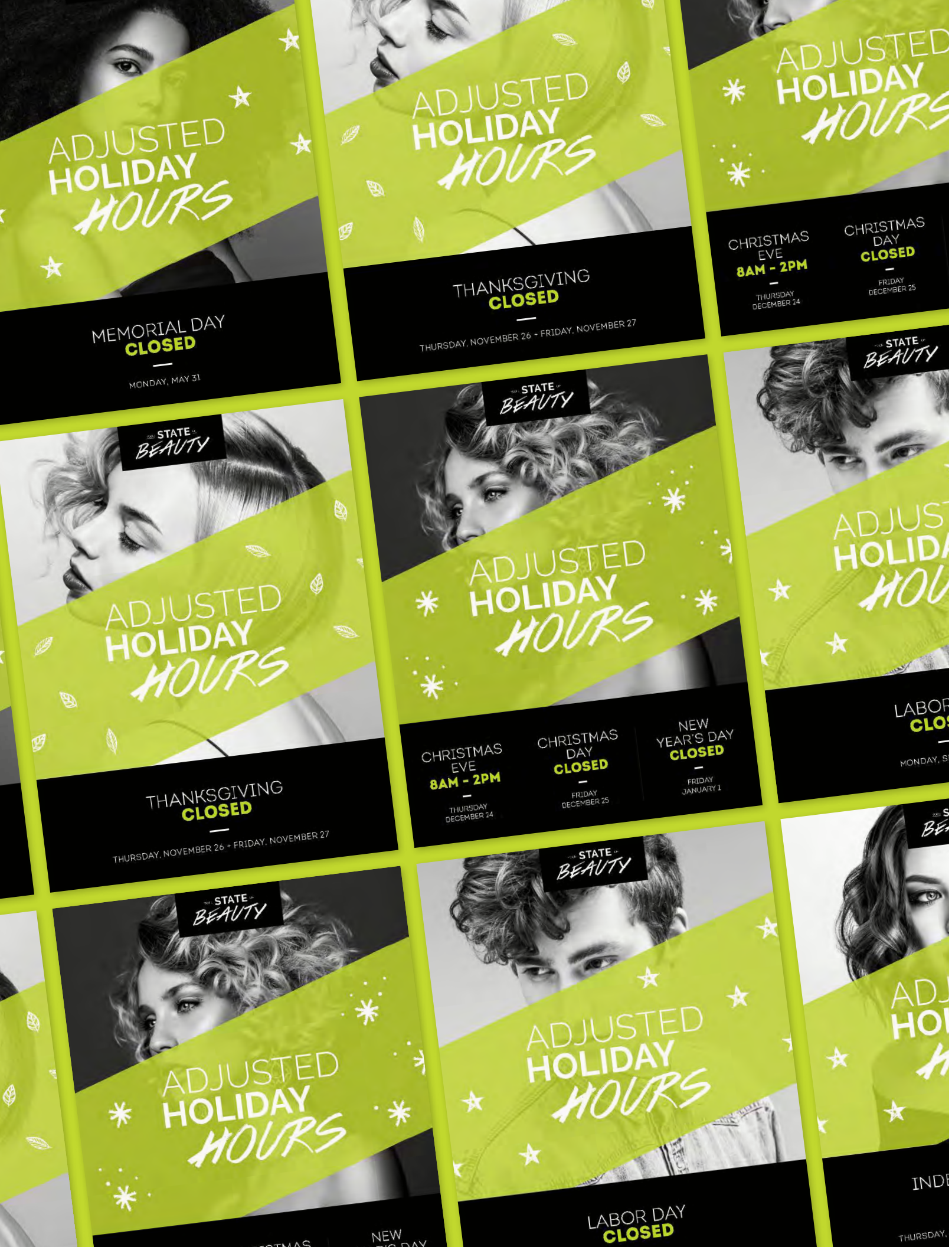
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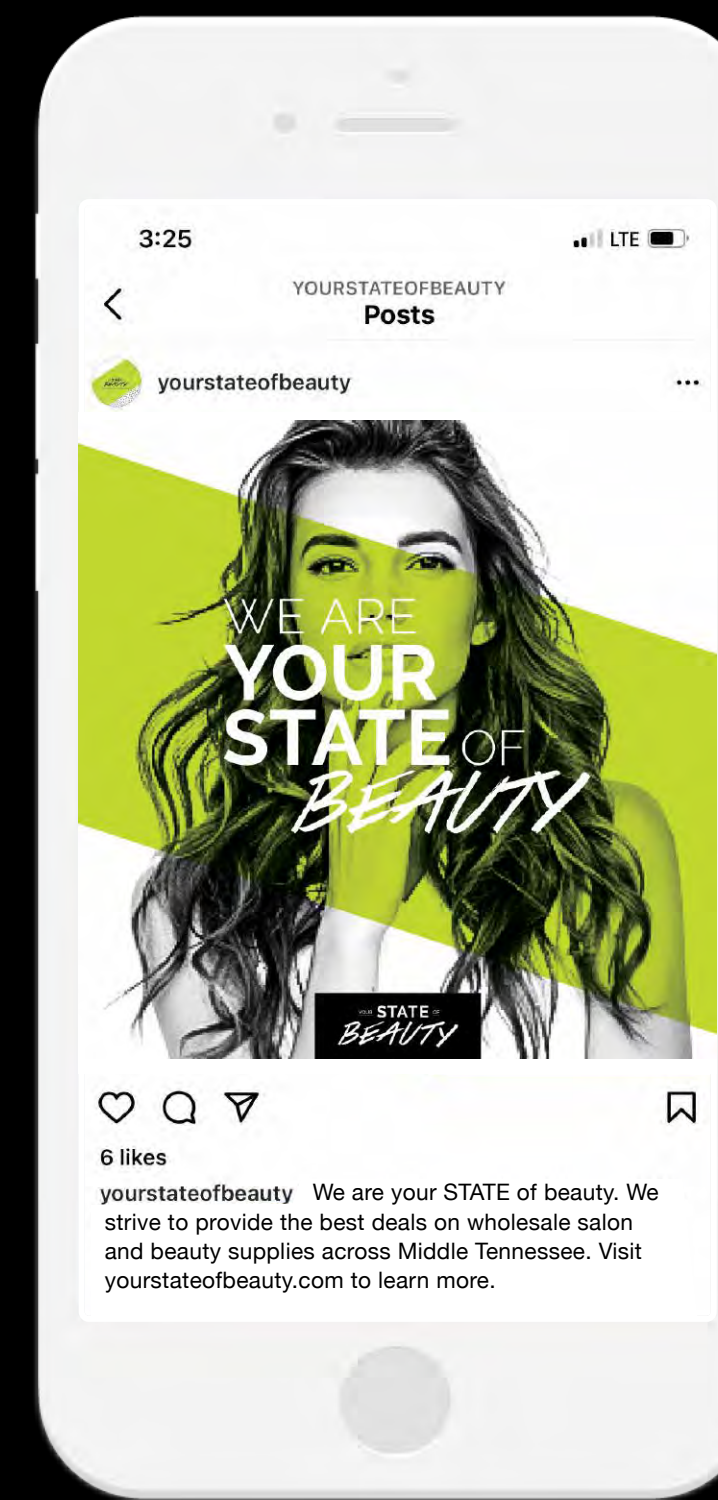
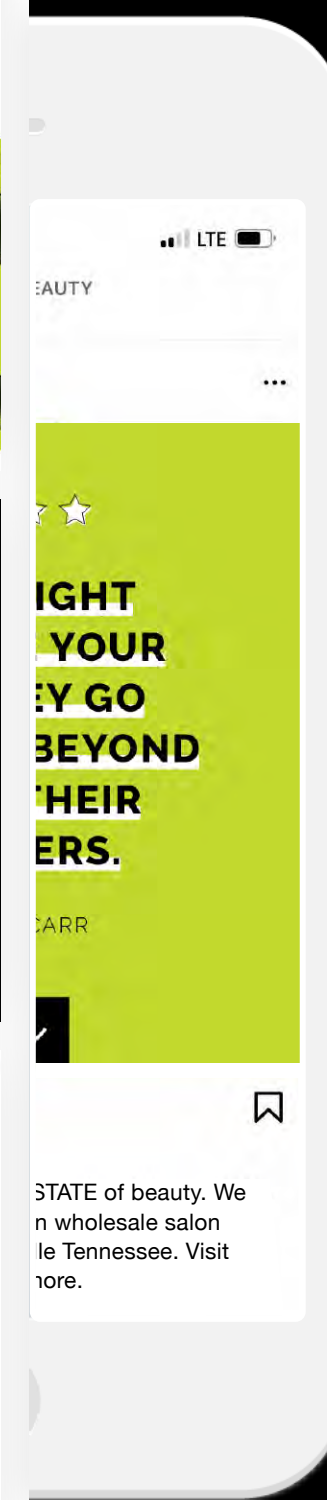
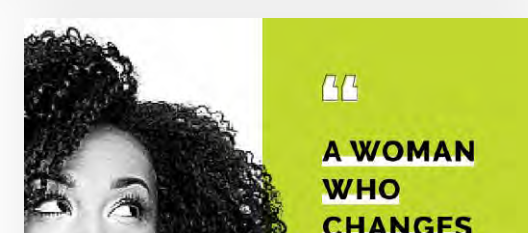
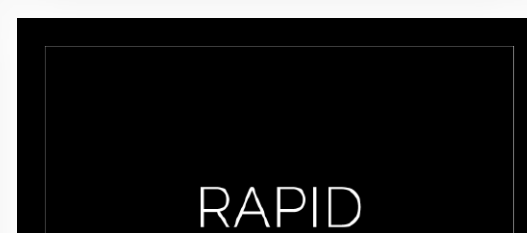
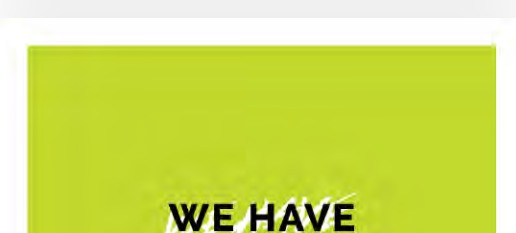
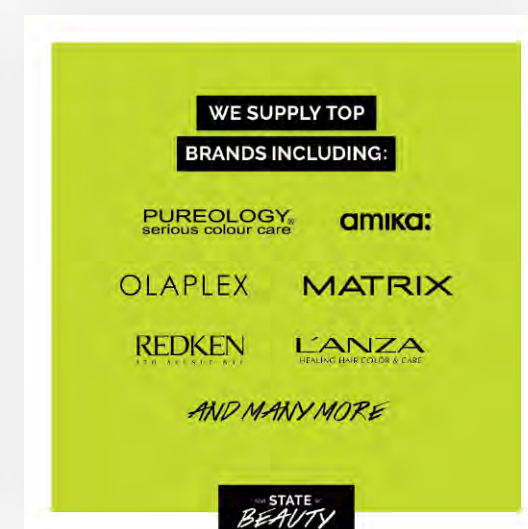
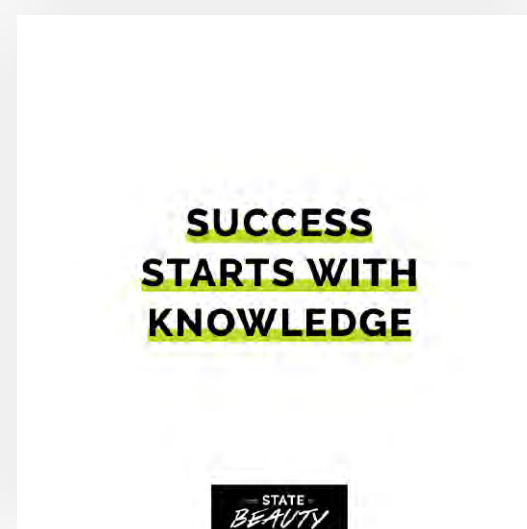
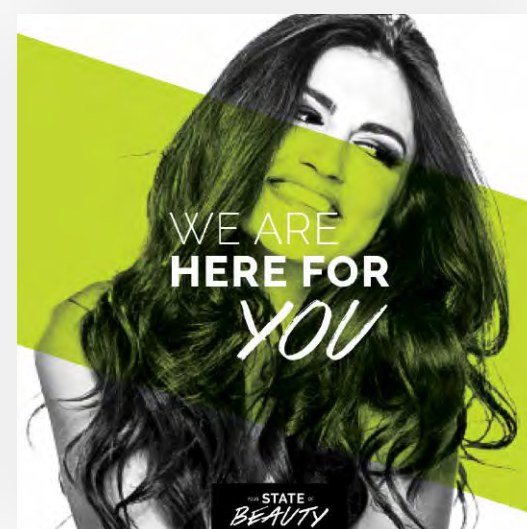
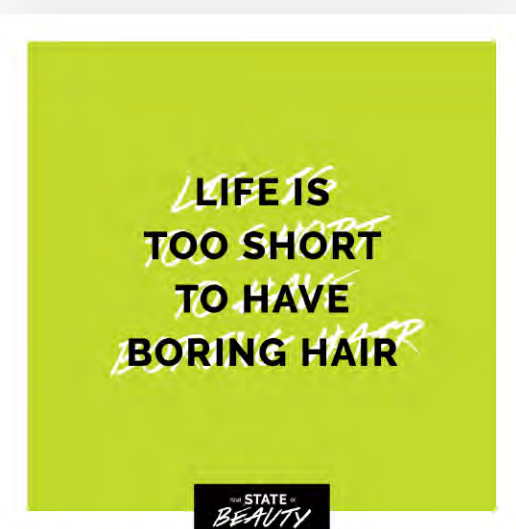
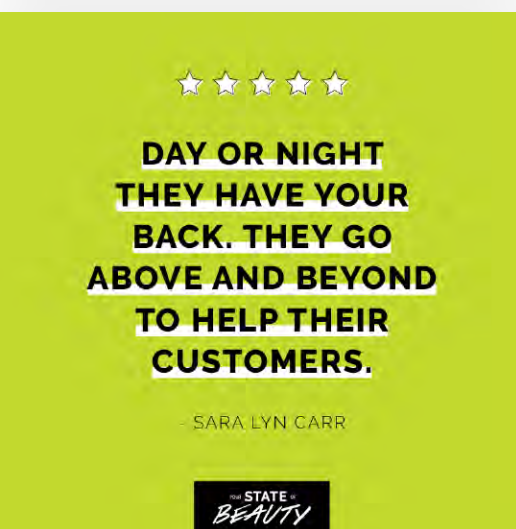
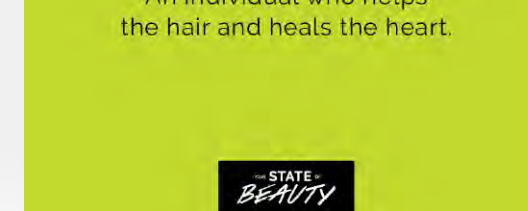
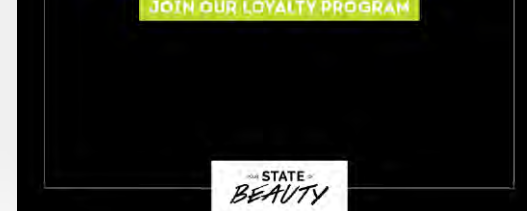


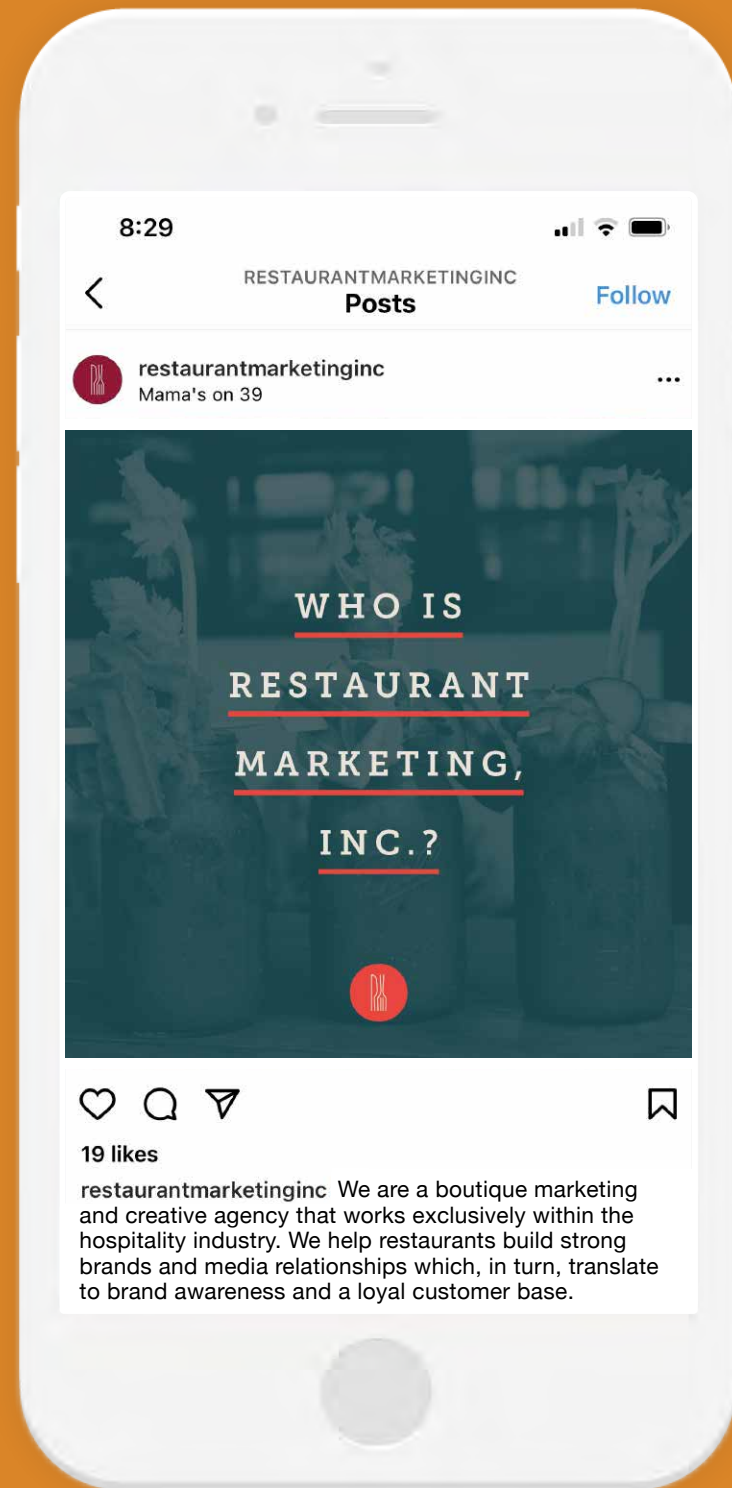
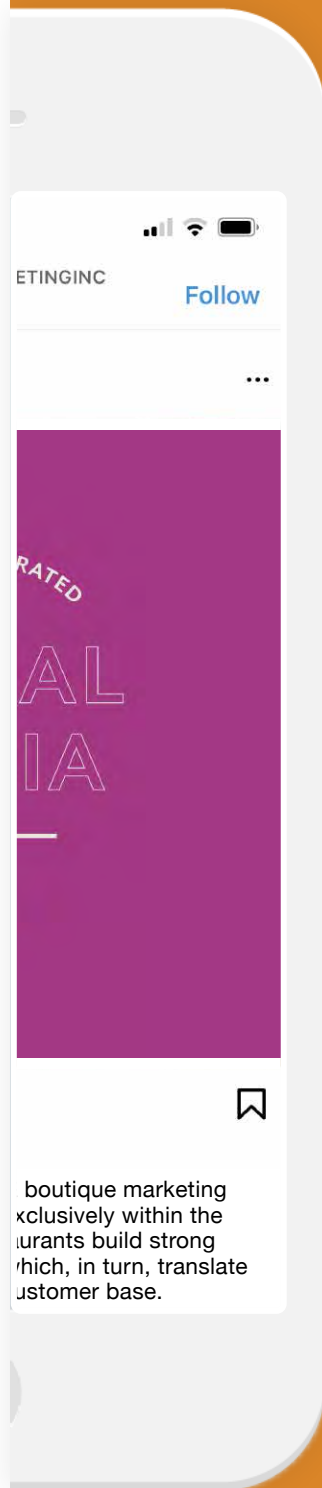
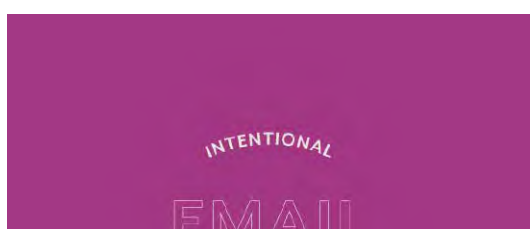
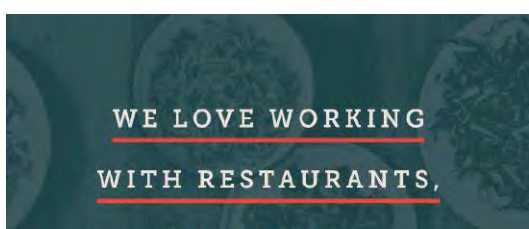
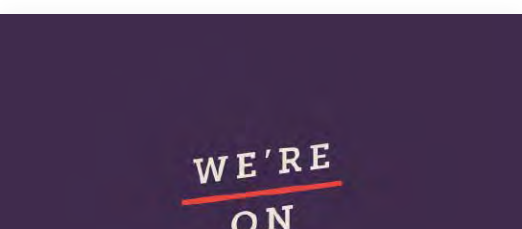
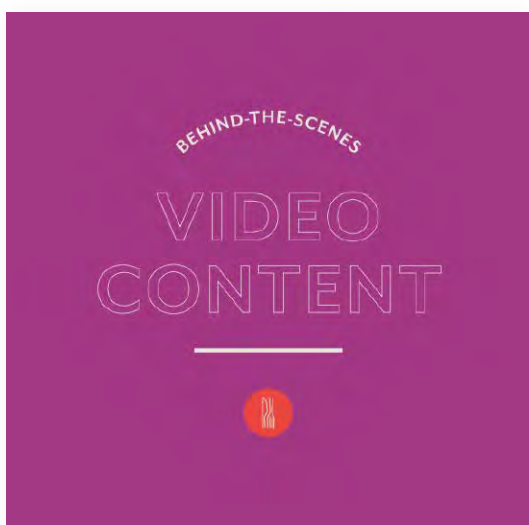
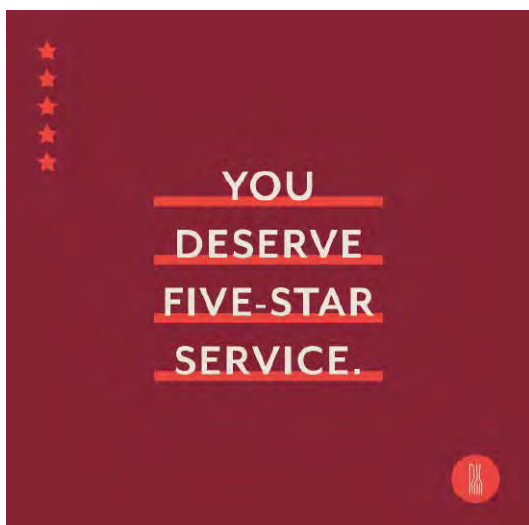
I SUPPORT 4-H!











VIRTUAL
KITCHEN

CURATION

STRATEGY



DELIVERY
GOT YOU
DOWN?

FACT
ALMOST HALF OF
DINERS SAY THEY'VE
TRIED A RESTAURANT
BECAUSE OF A
POST THEY SAW ON
SOCIAL MEDIA.

GAIN
EXPOSURE
TO NEW
CUSTOMERS.

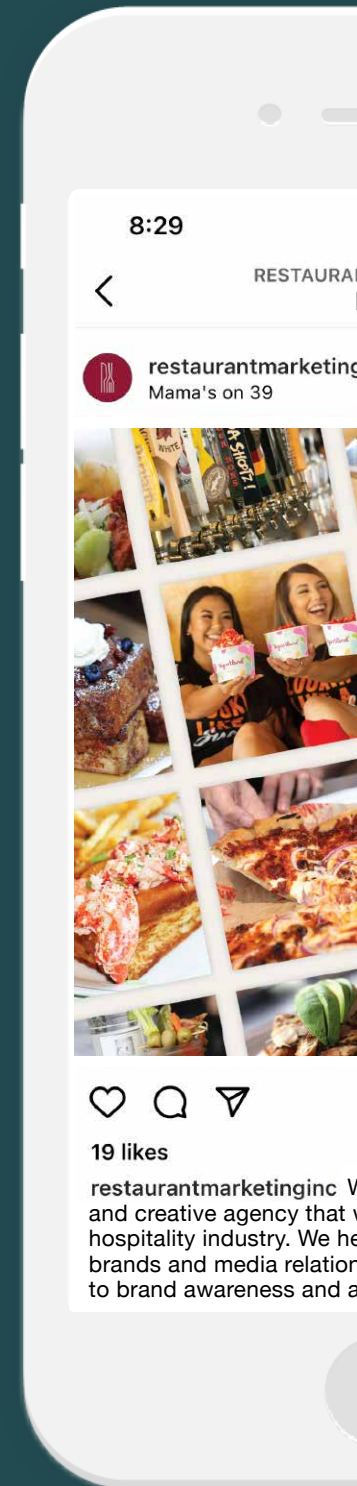
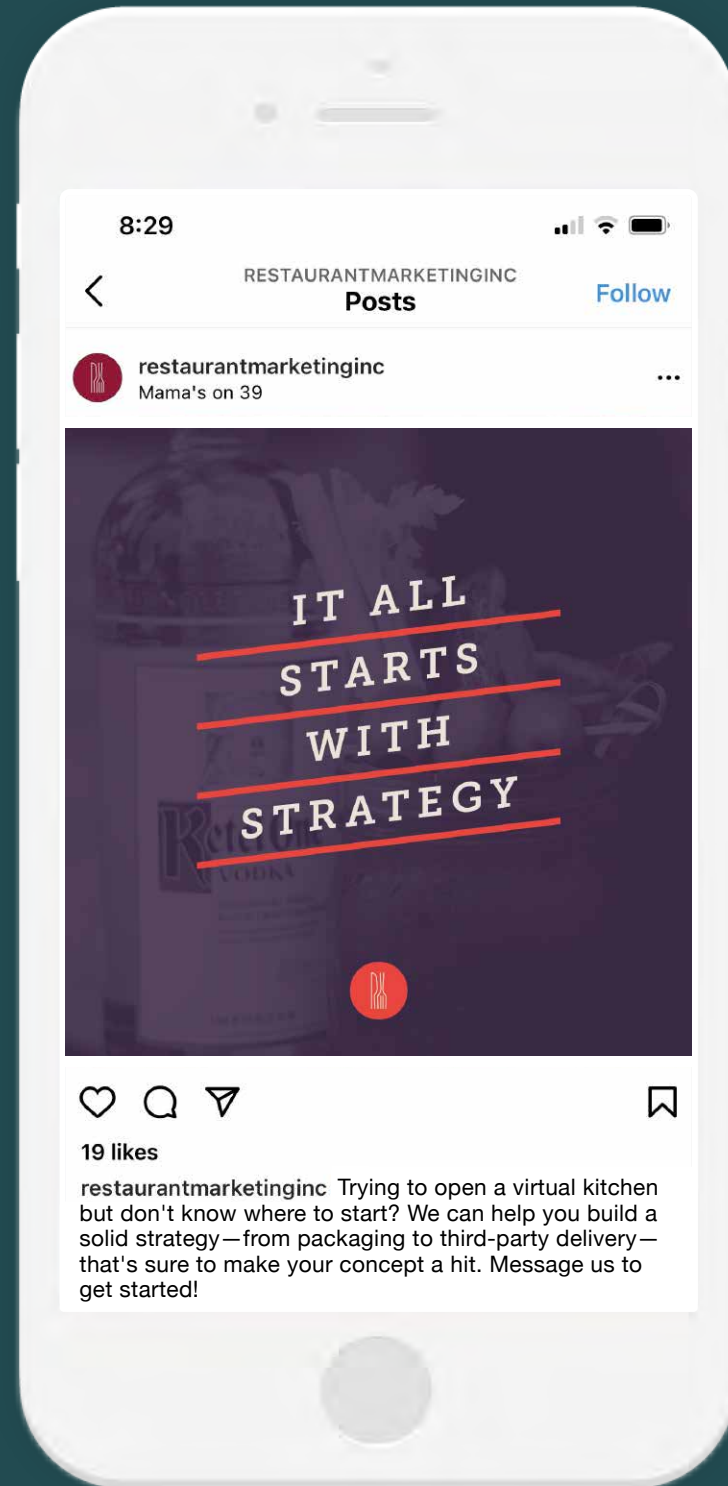
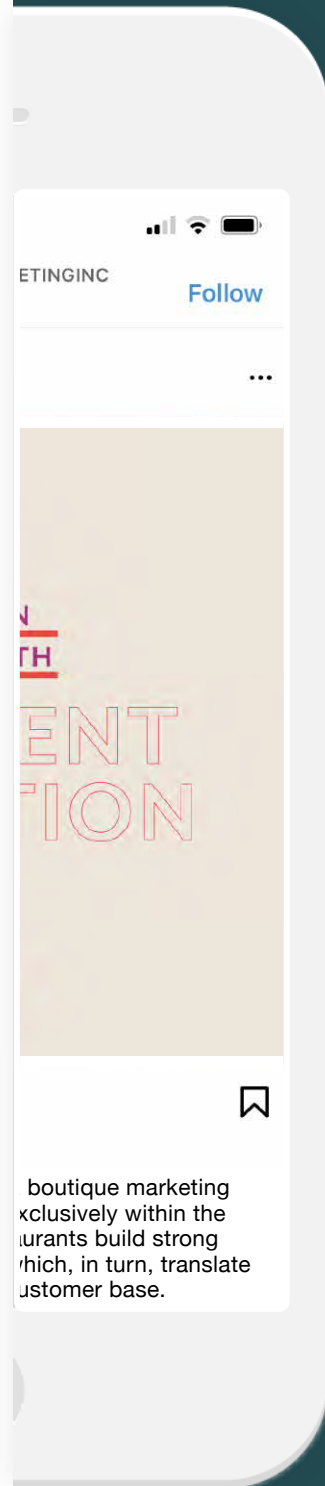


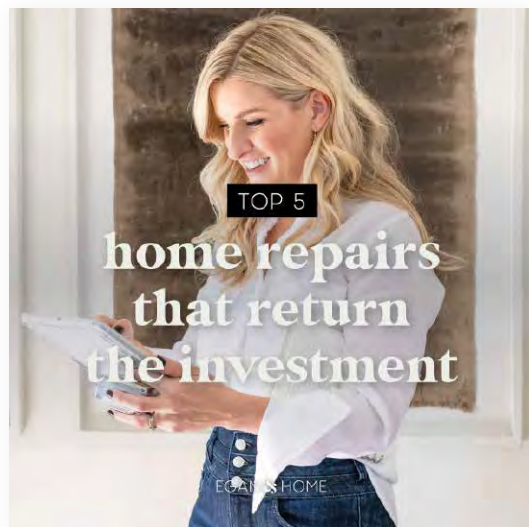
LEVEL
UP YOUR
DELIVERY
GAME

WHAT WE HAVE BEEN
WORKING ON

YOUR
SUCCESS

TURN YOUR
VIRTUAL





SECONDS.

LISTING

Your Resume



"HEATHER HELPED ME
LAND MY DREAM JOB."

CAROLYN DREYER
Clinical Consultant



GET YOUR
FOOT IN
THE DOOR.



FEATURED LISTING
FEATURED LISTING
FEATURED LISTING
FEATURED LISTING
FEATURED LISTING
FEATURED LISTING
FEATURED LISTING



HOW TO
Stand Out
in a Sea of
Applicants



Find Your
Next
Rock Star



"HEATHER IS A WILDLY
TALENTED SALES RECRUITER.
THE CALIBER OF INDIVIDUAL
SHE RECRUITS, MEET OR
EXCEEDS MY EXPECTATIONS
EVERY TIME"

TARA LANDGRAF
Regional Sales Manager



5 TIPS
for Nailing
a Zoom
Interview



"HEATHER IS THE BEST
RECRUITER I HAVE
EVER WORKED WITH!"

HEATHER NICOLE SCHWARZ
Medical Device Sales Rep



HOW TO



Take Your



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