



## Why choose WSI for your Business Internet Solution?

The WSI approach is better because we provide a comprehensive business class Internet System, not just a 'brochure website'. This includes:

1. A consultive approach to match your Internet solution to your business needs
2. By any measure, better business class websites and ongoing support
3. Traffic & lead generation expertise via multiple Internet marketing methods
4. More traffic to sales results via conversion architecture tactics
5. WSI provides professionally integrated Internet Systems; unlike here today gone tomorrow amateur programmers or a general purpose IT department doing an infrequent 'website project' or a design house that just does 'brochure websites' as a side-line

### Who is WSI?

- A franchise organization since 1996 with over 1700 locations (the Racine, WI national license office since 2002) – we're experienced!
- \*Franchise 500® - Ranked the #1 Internet services company – we're the best!
- \*Franchise 500® - Ranked #42 among all companies – That ranks WSI ahead of many well known companies such as Snap-on Tools, Denny's Restaurants, Minuteman Press, Arby's, AAMCO Transmissions and obviously, ahead of 458 of the top 500 – we're stable & substantial and thus reliable.

**Why it is important to choose wisely** - Few methods of promoting your business and serving your customers are as crucial to a company's identify and success as its website. But web success requires multiple skill-sets and time commitments that can be a trap for the unwary. Internet strategies & tactics are a never-ending evolution including: changes in your marketplace, your competitors' positions, Internet technology, or changes in your business model and message. Just when you think you have it figured out, something always changes and if your Internet Solution isn't adjusted, then your results degrade.

Most companies don't have the in-house expertise and resources to achieve and manage their Internet Success. Specialized business functions like Internet Solutions are often best outsourced. WSI has a patent pending process to discover, implement, and manage our client's Internet presence. This process maximizes your chance for Internet Success. WSI's powerful story for businesses is that we provide a turnkey ROI focused Internet Solution via a flexible, modular technology system and Internet Marketing services that are tailored to capture the unique business value that our clients want to convey.

**WSI = local expertise & service backed up by scalable, comprehensive global resources.**

**\*About the Entrepreneur Magazine Franchise 500®** - The initial Franchise 500® in 1980 was the first ranking of franchises and remains as the standard in the industry.

**All companies, regardless of size, are judged by the same criteria: objective, quantifiable measures of a franchise operation.** The most important factors include financial strength and stability, growth rate, and size of the system. We also consider the number of years in business and length of time franchising, litigation, percentage of terminations, and methods of financial transactions. Financial data is audited by an independent CPA. We do not measure subjective elements. The objective factors are plugged into our exclusive Franchise 500® formula, with each eligible company receiving a cumulative score. The 500 franchises with the highest cumulative scores become the Franchise 500®.

**WSI – We Simplify the Internet**

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