

# It's Time to Restaurant**Different**

- Simply "The Greatest Restaurant System"
- Increase Location Revenue & Margins
- Increase Customer retention
- Increase Employee Retention
- Reduce Advertising Cost Dramatically



## Grow Your Restaurant 28% or More & Cut The Advertising!

**Our Philosophy:** Improve "The Client's Condition". Whether we are looking to help a restaurant in doing a complete brand and marketing turnaround or help existing restaurant to grow his or her business.

Bobby Richardson is a marketing & branding expert with BroadMoar. Bobby started his 18-year career with Apple Computer as a Channel Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group.

Over the past 30 years, Bobby has worked with many iconic Fortune 500 companies, including Disney, Nordstrom, FedEx and The Ritz Carlton. Building his unique experiences, he learned working with these companies, showed Bobby what works best and what mistakes to avoid.

Because of those experiences, numerous trade show and industry event coordinators invited him to present. He met many entrepreneurs, business owners and franchise groups. Bobby worked with them to increase revenue and grow margins while increasing customer experience.

Many business owners in the food and beverage industry engaged Bobby to meet and evaluate their business model. After nearly a half-dozen meetings, it was painfully clear that most restaurants have the same issues.

To help with the issues and challenges, Bobby created Restaurant**Different**. Restaurant**Different** combines our proven marketing method called "**REACTION MARKETING**" with four dynamic principles and our proven three-step process created just for the food and beverage industry.

The **Proven 3-Step Process** for Restaurants not only helps increase customers and revenue but also cuts advertising costs. We have over 180 restaurants, bars, coffee shops and hotels with over 1,500 locations using this incredible program, which has been shown to increase revenue by 28% - 44%, with no advertising.

This **Proven 3-Step Process** is an End-to-End System, exclusively for BroadMoar's Restaurant Advisors and Consultants.

Contact a BroadMoar Advisor today to see if Restaurant**Different** is right for your company.