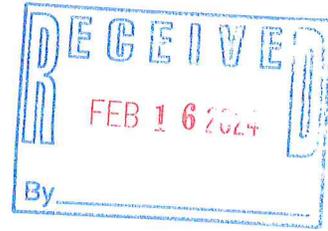


February 15, 2024



To: The City of Bunnell, Zoning, Planning and Appeals Board

From: Jacquelyn Rector, President

Franchisee Hounds Town USA, Bunnell, Florida

Greetings Board Members,

Thank you for giving me this opportunity to introduce myself. I am Jacquelyn Rector, but my friends and business associates call me Jackie. I am a native of Kansas City, Missouri but I have lived and worked in Flagler County since 2008.

I moved to Palm Coast because of a job transfer from a Fortune 500 Company where I worked for over 30 years. I have attached a copy of my resume which will provide you with some additional information about my experience and background in Sales, marketing, and customer service.

Over the past {2} two years I have been vetting the top pet franchises in this industry. In 2022, after months of due diligence, I made an informed decision to become a franchisee for Hounds Town USA. Please know there was an approval process with Hounds Town that involved a great deal of effort on my part, and I was excited to learn that in February of 2023 I was given the opportunity to become a franchisee.

Last March I was awarded the cities of Ormond Beach, Bunnell and Palm Coast as my protected territories. Since that time, I have been working closely with Margaret Sheehan-Jones, CCIM of Parkside Realty in Palm Coast.

Because I am an active resident of Flagler County it was my ardent desire to open my pet business in the county in which I live. Margaret and I have worked for months to find the right location and last summer we were excited to locate this property in Bunnell.

The pet industry is one of the fastest growing industries in the United States. Consumer pet spending has increased each year and in 2023 was projected to hit \$143.6 billion dollars. Most everyone has at least one dog or a cat that is a member of the family.

Because of the growth in our county there is a strong need for a fully interactive pet facility like Hounds Town. There is nothing like it and I am so excited to bring this business to our community not only for my pet, but for all of Flagler County. I know you will agree as you review the information provided in this package.

In closing, I wanted to share with you that last year Hounds Town USA was given recognition by The INC. 5000 class by Franchising.com and ranked #24 out of fifty small businesses in Entrepreneur Magazine.



# Jacquelyn M. Rector

Lovedogs2625@gmail.com (386) 864.1181 • 1104 S. Daytona Ave. Flagler Beach, FL 32136

## PROFESSIONAL PROFILE

**BUSINESS CONSULTANT ~ ACCOUNT MANAGEMENT & DEVELOPMENT ~ FIELD SALES TRAINING**

**Award-winning Field Sales Leader / Mentor offering extensive experience and success empowering and coaching sales professionals on best-in-breed approaches and marketing/sales tactics.**

Background reflects 25+ years of experience within the insurance industry with expertise in sales, marketing, and customer service. Specializations include financial services, life, health, annuities and property and casualty.

### SELECTED ACHIEVEMENTS

- Led a territory with over 300 sales agents: managed revenue more than \$4,000,000.
- Known as an expert at turning around under-performing agencies and exceeding aggressive sales goals.
- Proficient as an award- winning leader, having earned some of the most highly recognized and coveted awards given by Allstate Insurance, including the Inner Circle Award, 10- time winner of the Key Manager of the Year Award and Market Distribution Leader Award among many others.
- Ensured agency compliance with SEC and Broker Dealer rules and regulations.

### AREAS OF EXPERTISE

- Protecting & Developing Revenue Streams
- Support & Empower Agencies in the Marketplace
- Streamlining Corporate Vision & Values
- Competitive Market Analysis
- Profit Optimization / Sales Strategy Development
- Improving Staff Performance
- Maintaining Staff Morale & Top Talent Retention
- Coaching Performance / Leading Change

## HIGHLIGHTED EXPERIENCE

**PERSONAL SABBATICAL – Daytona Beach, FL**

**2010-2015**

- Board of Directors Member – Symphony Guild of Daytona Beach**
- Board of Directors Member – Daytona Beach Symphony Society**
- Vice President of Membership - Symphony Guild of Daytona Beach**
- Board of Directors Member - Cinematique of Daytona Beach**
- Murray & Murray Health Agent 2015-2016**
- Life Agent for MassMutual Financial Group. 2016 -2017**
- Independent Certified Benefits Advisor-American Family Life Assurance 2018-2023**

Worked closely with board members and the fundraising staff to plan and execute events. Leveraged strong business management skills honed over the years to negotiate contracts with vendors, collaborate with internal and external stakeholders, and develop ROI driven strategic plans.

- Involved in all aspects of pre and day of event execution for major fundraisers, including the largest events produced and hosted by the Symphony Guild of Daytona Beach and Daytona Beach Symphony Society.
- Secured ticket sales, identified, and negotiated contracts with event venues and caterers, planned and organized the layout of the events including securing talent, honorees, and in-kind gifts.

### Notable Accomplishments

- Assisted in the development of PR plans to secure coverage on prominent radio stations, top print media outlets, television, and social media.
- Set the benchmark and praised for helping both organizations raise the most money at a single event fundraiser in the history of the organization.

### **ALLSTATE INSURANCE COMPANY., Northbrook, IL**

Progressive career marked by a series of promotions with higher levels of responsibility and exposure within the company, background reflects experience in the field as well as at the corporate level. Titles included:

- Field Sales Leaders, Florida (2008 – 2010)**
- Market Business Consultant, Virginia (2000 – 2007)**
- Home Office Manager, Illinois (1990 – 1992)**
- Territory Distribution Leader, Virginia (2007 – 2008)**
- Territory Education Manager, Virginia (1992 – 2000)**
- Market Sales Manager, Nebraska (1988 – 1990)**

In recognition of solid sales and leadership performance, promoted to managerial roles accountable for driving the performance of agencies accountable for maintaining relationships and increasing revenues through the