

# A VITAL LINK

## In America's Supply Chain



Mike Carrillo was just about to franchise with a national restoration service when he happened upon a Facebook advertisement for SUPPLY POINTE. After clicking on the site, he soon was heading in a new direction and became a SUPPLY POINTE franchisee.

In a \$2 trillion-plus industry, SUPPLY POINTE is a high-earnings, scalable, home-based B2B business, requiring no employees, specialized vehicles, inventory or storefront.

It sources pallets, industrial corrugated boxes and other packaging materials for shipping and provides full-service logistics for transport and warehousing for corporate America.

The Nashville-based Carrillo, an Army veteran and former military contractor and franchisee, was looking for an opportunity with few or no employees or real estate.

He called SUPPLY POINTE's first two franchisees – in Knoxville, Tennessee, and Columbus, Ohio – to learn about their experiences. Encouraged, he met with Co-founders Matt and Adam Cahill at their headquarters in Charlotte, North Carolina.

"Meeting them in person and talking to them is what pushed me over the edge," said Carrillo, who became SUPPLY POINTE's third franchisee in 2018. Today, the brand has nine franchises and is growing.

"I could see their heart in what they were trying to do and the people they wanted to bring onboard," Carrillo said. "They didn't want numbers; they wanted

family members, and that was very appealing."

In 2002, Matt Cahill, a former FedEx sales executive, founded SUPPLY POINTE in Cincinnati. His son, Adam, started a SUPPLY POINTE in Charlotte in 2011. Together, they franchised in 2017.

The Cahills emphasize discipline, integrity and building relationships as a recipe for repeat customers and multiple revenue streams.

"If you can't get out of bed every morning and go shake hands and make friends, this is not for you," said Carrillo, whose earnings now top six digits annually.

Because he works remotely from his office, Carrillo is able to dedicate time to his 13-year-old son, Evan, while growing his business and training new franchisees.

Training is extensive through SUPPLY POINTE University, instructor-led workshops, Zoom meetings and more. Support is ongoing, and much of the backend work, including digital marketing and a call center for referrals, is in-house.

During the pandemic, SUPPLY POINTE was deemed essential, and

a new direct-mail campaign to corporate managers promises to keep the recession-proof franchisor moving forward.

"We're still going to grow because we're part of the supply chain,"

Carrillo said.

*Patty Horansky*

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