



# FRANCHISE CONSULTANT MAGAZINE



Left: Brian Haverkos with his wife, Christine, and son, Warren. Below: Haverkos with his daughter, Evie.



## THE TOTAL PACKAGE

SUPPLY POINTe offers an ideal mix of opportunity and community for this new dad

When Brian Haverkos first discovered the SUPPLY POINTe logistics franchise, he knew it was for him. It presented a refreshing break from the conventional "build it and they will come" model. "It's a business model where the harder I work, the more I get rewarded," he says.

SUPPLY POINTe, a one-stop solutions provider for manufacturing and distribution businesses, offers a full suite of logistics services including domestic and international freight services, pallet and packaging supplies, wood pallet recycling/removal, warehouse solutions, and more.

The former sales pro (specializing in truck scales for semi-trailer trucks) saw a world of opportunity upon opening his Columbus, Ohio, location in February 2018. "SUPPLY POINTe is a unique business as there are many ways we can help a customer. We can be very niche but also provide items that everyone needs. I can service Fortune 100 companies but also help companies that are manufacturing on a smaller level," Haverkos says.

### THE DAY-TO-DAY

The father of two enjoys the variety in his daily schedule. Sometimes, he finds himself on



the road engaging with new and potential customers. At other times, he's stationed at his computer sending emails and making phone calls checking on customers. In addition, he

dedicates time to processing orders, managing invoices, and handling the myriad of other typical business duties that come with business ownership.

While Haverkos currently manages his business himself, he has and continues to use contractors to assist with operations. His vision for the future involves scaling the business with a focus on recruiting "the right people in the right spaces for proper support."

Since day one, Haverkos has felt support from the franchisor. Like all other franchisees, he started at SUPPLY POINTe

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University pre-training, and was assigned a coach for his first year in business. He has access to ongoing support and training with mastermind calls, webinars and vendor education.

All in all, he has found franchise ownership both challenging and rewarding. "The most surprising part of running this business is the bond I have created with customers and other franchisees," he says.

—Haley Caferella

For more information, visit [www.supplypointe.com/logistics-franchise-opportunity/](http://www.supplypointe.com/logistics-franchise-opportunity/) or [www.franchiseconsultantmag.com](http://www.franchiseconsultantmag.com), company code 17425.



## ABOUT SUPPLYPOINTe

SUPPLY POINTe is a leading transportation and packaging services company that leverages the \$8 trillion global supply and logistics industry. Ideal candidates are problem-solving go-getters with solid networking skills — no logistics experience is needed!

### BENEFITS

- Home-based
- B2B opportunity
- Low overhead costs
- Quick sales process
- Easy-to-scale model
- National vendors and partnerships with preferred pricing

### SERVICES

- **PALLET SUPPLY:** SUPPLY POINTe offers complete pallet services from beginning to end. This includes picking up and recycling wood waste, sourcing lumber to create new pallets, and ensuring all new pallets are compliant with domestic and international standards.
- **FREIGHT SERVICES:** SUPPLY POINTe handles domestic and international shipping options covering air, land and sea.
- **INDUSTRIAL PACKAGING AND LOGISTICS:** SUPPLY POINTe prides itself on being a one-stop-shop for services encompassing packaging and shipping to inventory and storage solutions.