



THE STORY

The People and the Lives that Build Our Business

Young Rembrandts

THE CANDIDATE

Corporate Veterans Searching for Security and Job Satisfaction

Richard Gonzales's career involved business analysis in the area of operations and procurement. Over many years of working for high-profile employers, Richard found that his specialized field was quite vulnerable to economic influences and experienced a series of lay-offs, including one delivered by his wife Claudia, who worked in the Human Resources department of his company.

After getting laid-off in 2003, the last thing Richard wanted to do was to search for yet another job that offered little security and entailed a long commute, long hours, and no real sense of personal enjoyment. He had grown tired of working very hard for someone else's benefit.

Meanwhile, although Claudia Gonzales maintained a successful and more rewarding career in Human Resources, she too was beginning to grow disenchanted with the coldness of corporate America, and began to consider consulting work or changing her career entirely.

THE DECISION

A Little Fate. A Little Luck. And a Rigid Set of Expectations

As fate would have it, Richard's last employer offered outplacement services and it was through that program that he attended a seminar on entrepreneurship. It was there that he learned about the benefits of franchising and decided it was an option he wanted to pursue.

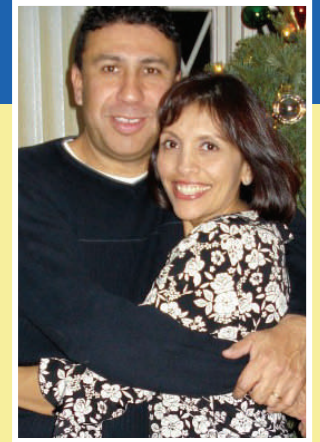
By then, Richard and Claudia were expecting their first baby, which gave Richard an entirely new and very specific set of criteria in regards to what type of business venture he would and *could* consider. "It had to include a strong foundation, earnings potential, meaningful work, a flexible work schedule, and long-term potential," said Richard. "Young Rembrandts offered all of this."

"The decision to bring Richard into our program was a resounding and unanimous YES" said Bette Fetter, Founder and CEO of Young Rembrandts Franchise. "From our very first meeting with him, Richard displayed the passion, enthusiasm, thoroughness and diligence so critical to the success of our partners." Topped with a dynamic personality and exceptional people skills, Young Rembrandts truly struck gold with this California partner.

THE STRATEGIC PARTNER

Top Ten Producers in Revenues and Students

Richard purchased his territory in February of 2004. By February of 2006 Richard had driven his business to a position that enabled his wife Claudia to leave her corporate career and join Richard in running his thriving territory. By 2008, just four short years after the initial purchase, the Gonzales' enjoy their spot in the top 10 of overall system revenues. "The biggest challenge we've faced," says Claudia, "is keeping up with the growth opportunities. Since YR is so well received everywhere we introduce it, we're always trying to stay ahead of demand." In the future, Claudia and Richard look forward to becoming an even stronger force in their community and enriching many more children's lives. "Perhaps one day our son, Matthew, will assume the leadership role in this wonderful adventure."



Richard & Claudia Gonzales

Ages: 45 and 41 respectively.

Territory Purchased: Feb.'04

(East San Gabriel Valley, CA)

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