

EDITORIAL

## BACK TO THE BASICS

By Shawn Tacey  
10.23.2014



We recently closed our 3rd round of financing which enabled us to launch our Localloop Agency Recruitment initiative. To our great pleasure, the financing was over-subscribed and we obtained more capital than originally requested. One of the things this additional capital allowed us to do was spend some time getting back to the basics of Localloop in an effort to master our fundamentals and hone our execution plan. The result has been a revitalized commitment to a common vision and greater intensity and focus than we have ever had before.

At Localloop, we believe that those that work harder and smarter will achieve great feats. We are always working hard, but we wanted to take a step back and review the basics to make sure that we are also working smarter as we move forward. With our lofty goal of becoming a Fortune 500 Company, we know it is imperative that all members of Localloop believe in our mission, and that we have the best systems, products and services in place to achieve that mission.

To that end, Jason Gaylord and I recently took inventory of each and every positive and negative aspect of Localloop, including our products, presentations, marketing materials and internal processes. We also took a hard look at all that we say and do as a company in order to make sure that our representations and actions are in alignment with Localloop's original mission and purpose. As a result of these efforts, we fine-tuned our business strategy and implemented many changes that will serve to strengthen Localloop, including:

- (1) a consistent education and training curriculum for all team members;
- (2) a consistent communication and branding strategy;
- (3) a turnkey sales process and an explosive two-part presentation format for our internal sales and our Localloop Agents; and
- (4) a dedicated development team to ensure quality assurance and provide the best customer experience possible.

These 4 initiatives, plus the addition of our new team members, provide Localloop with an incredibly strong foundation to execute and deliver on our goals and accomplish our mission.

Every day brings more evidence that the world is recognizing the need for Localloop's services. Story after story in the news confirms that:

(1) verified performance is the only way to connect customers with the right local businesses;

(2) we need an ad free Internet; and

(3) we need on-line communities that don't monetize our identities.

These needs will soon become demands and, having strengthened the internal basics of the company, Localloop is poised to seize the opportunity and emerge as the next big internet innovation.