



BUSINESS REPORT

Date: **31st July 2025**

Business Reference: **BFS10413**

About the Business:

THE ALTERNATIVE BOARD FRANCHISE OPPORTUNITY

The Alternative Board® ("TAB") makes a difference in the lives of business owners and their businesses, helping them become more profitable, more productive and leading more fulfilled lives. Successful businesses leads to empowered employees that leads to transformed communities – Therein lies our goal

THE ALTERNATIVE BOARD FRANCHISE OPPORTUNITY



Sector: **New Franchise Opportunities**

Asking Price:

R 675,000

Monthly Profit:

R 110,590

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 1,327,080



Business Report

Background and History

The Alternative Board® - South Africa Franchise
Established 1990 in Denver Colorado

“I got to a point in my professional life where I needed to do things that gave me more personal value – working with business owners, while being independent yet part of something. I knew that corporate life didn’t meet that. I researched several options and decided that The Alternative Board provided the best mutual fit. I’ve not looked back to the corner-office one day since.” – Paul Malherbe, Master Franchisee & TAB Franchise Owner, Johannesburg, South Africa.

SHARED IDEAS.

SHARED RESOURCES.

SHARED CONNECTIONS.

TAB is the world’s largest franchise system providing Peer Advisory Boards and Business Coaching.

For more than three decades, The Alternative Board® (TAB) has helped more than 28,000 business owners, entrepreneurs and CEOs worldwide achieve their dreams by running their businesses more strategically.

Using exclusive TAB planning and development tools, our Franchise Owners unlock the real-world experience and skillsets of their Board Members to deliver an invaluable and inspiring service.

The heart of the TAB Member experience is the peer advisory board. In a candid and confidential setting, entrepreneurs & business owners from non-competing companies in diverse industries meet to solve problems and evaluate opportunities in their markets. Along with discussing the business challenges they face and exploring new possibilities for increased productivity and profitability, Members also hold each other accountable for results.

Opportunities are available nationally.

Apply here – <https://thealternativeboard.za.com/tab-franchise-opportunity/>

Products and Services

The heart of the TAB offering is our business-owner peer advisory boards. In a candid and confidential setting, entrepreneurs & business owners from non-competing companies in diverse industries meet monthly to discuss the opportunities, challenges, and issues they each face in their businesses and markets. These business owners, whom we refer to as Board Members, gather the collective experience of their peers around the table to explore possibilities for increased productivity and profitability. Being among peers also mean that Members hold each other accountable for their commitments and execution of strategies. In addition to the peer boards, we meet monthly with each Member in a private coaching meeting to laser focus on their business goals, thereby enhancing planning, execution, and accountability in a structured manner. Our proprietary Business Builder's Blueprint™ is an online system that provides our Members unrestricted access to their business' operating rhythm, 24/7. The Alternative Board helps Members run their businesses more strategically and this leads more fulfilling lives, which is what our Franchise Opportunity is all about.

THE ALTERNATIVE BOARD believes that our approach to, and tools offered to private businesses owners, provides them with the QUAD-FECTA of support to run their businesses. The four main pillars of our QUAD-FECTA are:

- **PEER ADVISORY BOARDS**

Monthly confidential meeting of non-competitive business owners to discuss real-life opportunities, challenges and topics that will individually enable each member to strategically run their business.

- **PRIVATE COACHING**

Monthly private coaching meetings, where we guide business owners on planning and running their businesses towards achieving their personal and company goals.

- **PROPRIETARY SOFTWARE & TOOLS**

TAB has developed the Business Builder's Blueprint™ as an exclusive online system – an entrepreneurial MRI. It not only helps plan the business but monitors progress on execution thereof on ongoing basis. Additionally, within the Blueprint, TAB Connect links each of our Members to more than 4,000 other business owners globally to access their inputs on specific topics that our members individually may experience.

- **STRATPRO™**

StratPro is TAB's strategic business transformation process for owners and their management teams. This is where strategy meets productivity. StratPro consists of multiple workshops and planning session, exclusive to the leadership team of a business. Through StratPro we align the vision, communication, planning and execution of business strategy, thereby aligning the management team to work towards a common goal and leading the business to improved productivity and greater profitability.

Further to our QUAD-FECTA, TAB gives business owners access to Strategic Consulting, Training and Professional Networking.

TAB Franchise Owners advises business owners beyond coaching; we clarify their personal visions and align their businesses to achieve those goals. We change the operating rhythm of the business.

Training and Head Office Support

STAY AHEAD IN A RAPIDLY CHANGING WORLD...

TAB Franchise Owners are uniquely positioned to succeed in a constantly evolving business environment thanks to our committed support, both in-person and virtual. We have crafted systems and protocols to ensure an effective digital experience across all our offerings. TAB has streamlined your ability to connect with your clients and TAB community, even online.

During our intensive and interactive initial training, our national and global team will guide you step-by-step through the essential areas of:

- Marketing for and acquisition of new Members
- Interviewing and signing new Members
- Strategies for Board composition
- Using the full range of TAB's proprietary tools, including the Business Builder's Blueprint™
- Facilitation techniques
- Running coaching sessions
- Member retention

All our training is highly participative. We are firm believers that to truly learn something, you must do it for yourself that's why we do our strategic planning on the Business Builder's Blueprint™. We also provide ongoing advanced training to TAB Franchise Owners, continually enhancing their coaching and facilitation skills, as well as offering training to certify as a StratPro™ facilitator.

Our training programme ensures new Franchise Owners are confident and capable from the very beginning. We support you in recruiting Members to establish TAB Member Boards and in providing the full range of TAB services to retain those Members for the long term. Our global Net-Promoter-Score is 9.0/10 which indicates the level of satisfaction of clients receive from TAB. Additionally, our average client retention is 4.9 years which significantly underlines the value added to the lives of these business owners and their companies.

Together with a TAB Franchise Owner's initial training, we guide them through their marketing planning, using our Integrated Member Acquisition Programme ("IMAP") whereby we help them craft their marketing strategy for success. This is monitored monthly for at least the first 12 months to ensure our new Franchise Owners remain dedicated to their own planning and success. In addition, TAB requires our Franchise Owners to participate in their own peer boards as well as encourage them to attend a multitude of webinars and community calls where international best practice is shared amongst our more than 400 global TAB Franchise Owners.

Employees

TAB Franchise Owners make a difference in the lives and businesses of their members. Our network of high-CALIBR Franchise Owners are respected leaders in their own business communities with a passion for sharing their knowledge and experience to help others succeed.

Monthly Fees

Monthly Royalty of 20%, reducing to 10% upon reaching threshold.

Contribution to global Marketing Development Fund of 2%.

Monthly administration fee per member that covers all costs towards your CRM system and software tools. Our local head-office administers all invoicing and collections on behalf of our Franchise Owners, that frees them to focus on running their TAB franchise businesses, which is why they joined us in the first place, not to do admin.

Conclusion

IS OWNING A TAB FRANCHISE RIGHT FOR YOU?

There is no right or wrong background to come from to be a successful TAB Franchise Owner. There is no golden qualification or former corporate position held that will make you a great success as a TAB Franchise Owner. The only thing guaranteed to ensure your success is you.

TAB Franchise Owners come from a wide variety of backgrounds. A typical new TAB owner was previously a successful executive in a large company or an owner of another business or a strategic business consultant. Many new TAB owners that have an existing consulting business join TAB to serve as a complement to their existing business. As with any business, what you get out depends on what you put in.

Our most successful Franchise Owners are:

- Self-motivated with the drive to succeed
- Compelling communicators
- Passionate about helping fellow business owners
- Committed to achieving personal and professional growth through tenacity and hard work

Our ideal candidates are transitioning executives, experienced consultants, and former business owners with significant business experience in a senior-level role. Regardless of specific background, however, we provide a comprehensive training and support programme to assist candidates to be successful as TAB Franchise Owners.

Franchisor / Owners Comments

Our Local Boards

<https://thealternativeboard.za.com/your-local-boards/>

Employees

TAB Franchise Owners do not need to appoint any employees.

The TAB system enables Franchise Owners to grow their businesses by appointing Contract Facilitators in their franchise unit, thereby leveraging additional skills, increasing their own income and building an equity-based business that can be on-sold at a later stage.

Location, Building and Lease Agreement

TAB is a work from home business with the opportunity to scale. No inventory is required, and no office space needs to be rented, if the Franchise Owner so chooses.