



Sandra S. Apple

Sandy is our financial consultant. She is a CPA and MBA and has more than 40 years of private and public financial accounting experience. Sandy served as CFO of Apple Door Systems, accountable for their eight locations throughout Virginia (1999-2011). Prior to that she was a senior analyst for Philip Morris USA (1983-1999). Sandy has assisted door dealers all over the U. S. with all financial phases of their businesses from budgeting and cash management to profit and tax planning.

Daniel R. Apple

Dan is a veteran, serving in the U. S. Navy from 1973-78. He has more than 40 years of business management experience in the garage door industry as owner and CEO of Apple Door Systems (1978-2011), an eight store operation throughout Virginia. Dan was co-founder and the first president of The Institute for Door Dealer Education and Accreditation (IDEA) and also served as a director for the Door & Operator Dealers Association and the International Door Association (1994-1998).



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THE APPLE GROUP, LLC



CONSULTING

and

TRAINING

For the garage door industry



Help for your business.

Owning and operating your own business is challenging. It's difficult to know all of the right answers. Through the fog of day to day business operations, sometimes your main objective as an entrepreneur gets out of focus.....to be profitable and build wealth. Maybe you've just started your business or are a seasoned professional. Regardless, we can all use a fresh perspective from time to time. That's what The Apple Group can do for you. Our mission is simple. We want to help you to improve your profit through better business management. Our consulting and business coaching services can cover a broad view of your business or tackle a single issue you are having, your choice. Need to grow your sales? Need help training employees? What about financial management? Are you ready to retire and need help with succession planning? The Apple Group has over 45 years of industry experience and has owned and managed numerous successful door dealerships. Let us help you with yours.

GARAGE DOOR INDUSTRY SUPPORT



The Apple Group, LLC is a consulting firm that specializes in assisting garage door dealers manage their businesses with a goal of maximizing profitability. Services include business coaching, consulting and online training.

CONSULTING & COACHING

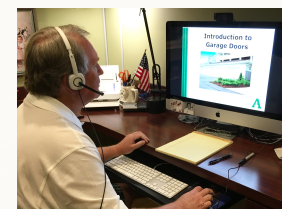
Opening doors to profitability for our clients is what we do best. It is difficult to wear all of the hats you need to wear as a door dealer professional. The Apple Group can help you grow your business through time tested strategies in sales, marketing, training, customer service, financial planning, organizational management and more. As you near retirement, Apple Group can assist with developing a succession plan. Lean on us as your personal business coach in all facets of the garage door business.



We help you work on your business rather than just in it.

TRAINING & SEMINARS

We can help you train your employees. From assisting you to develop a comprehensive in-house training program to providing education on specific topics, The Apple Group can be your training resource. Our interactive online training seminars are done live and can be done one-on-one or in a group setting. We also provide on site training seminars to larger door dealers and trade groups. The Apple Group has provided training at the International Door Association's annual Expo for many years.



Online training is live and interactive.



On site training to individual businesses or trade groups.



Succession planning to manage your exit from the business.