

A PRESENTATION FOR RESTAURANT BROKERS

The Broker's Advantage.

How PlatePrep helps you sell listings faster, for more —
and pays you every month the new owner stays.

PRESENTED BY

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THE DEAL-KILLER YOU KNOW TOO WELL

"I don't want to inherit their mess."

Every experienced restaurant buyer walks the back-of-house with the same fear.
When the seller can't answer their questions, offers get discounted — or disappear entirely.

That fear is the single biggest reason your listings get retraded in DD.

THE BUYER'S WALKTHROUGH — BEFORE PLATEPREP

The kitchen is a black box.

This is what buyers see today when they walk the back-of-house of the typical independent restaurant.

WHAT BUYERS ACTUALLY FIND

- ✗ Recipes live in the chef's head — not written down
- ✗ No documented prep list — every shift is chaos
- ✗ Order guides are handwritten notes taped to the walk-in
- ✗ Inventory is a guess — food cost swings 8-12% weekly
- ✗ Vendor relationships are just a phone number in the chef's phone

THE CONSEQUENCES

- Offers come in 15-25% below ask
- DD stretches for 60-90 days
- Retrades kill 30-40% of deals in escrow
- Buyers walk when systems don't transfer
- You do twice the work for less commission

THE BUYER'S WALKTHROUGH — AFTER PLATEPREP

A running platform. Day one of ownership.

Instead of a chef's notebook and a Word doc, the buyer inherits a live, structured, transferable operating platform. This is what a PlatePrep-organized restaurant hands the new owner on day one.

The black box becomes a running system. Buyer confidence goes up. Offer prices follow.

WHAT'S INSIDE PLATEPREP — CORE PLAN

Seven tools. One platform. \$299 a month locked for life.

INCLUDED**Chef AI**

10 new recipes / month, generated with costed ingredients and portions.

INCLUDED**Recipe IP**

Up to 50 stored recipes. Structured, versioned, and exportable.

INCLUDED**PlateCost**

Live cost per plate. Invoice-driven — supplier changes flow through.

INCLUDED**Task Communication**

Team messaging between line, prep, and management.

INCLUDED**Training Videos**

5 new videos a week. Standardize prep, onboard line cooks.

INCLUDED**Prep Management**

Daily prep assignments with completion tracking.

INCLUDED**Order Guide + Seamless Order Processing**

One-click direct-to-vendor. Every relationship transferable.

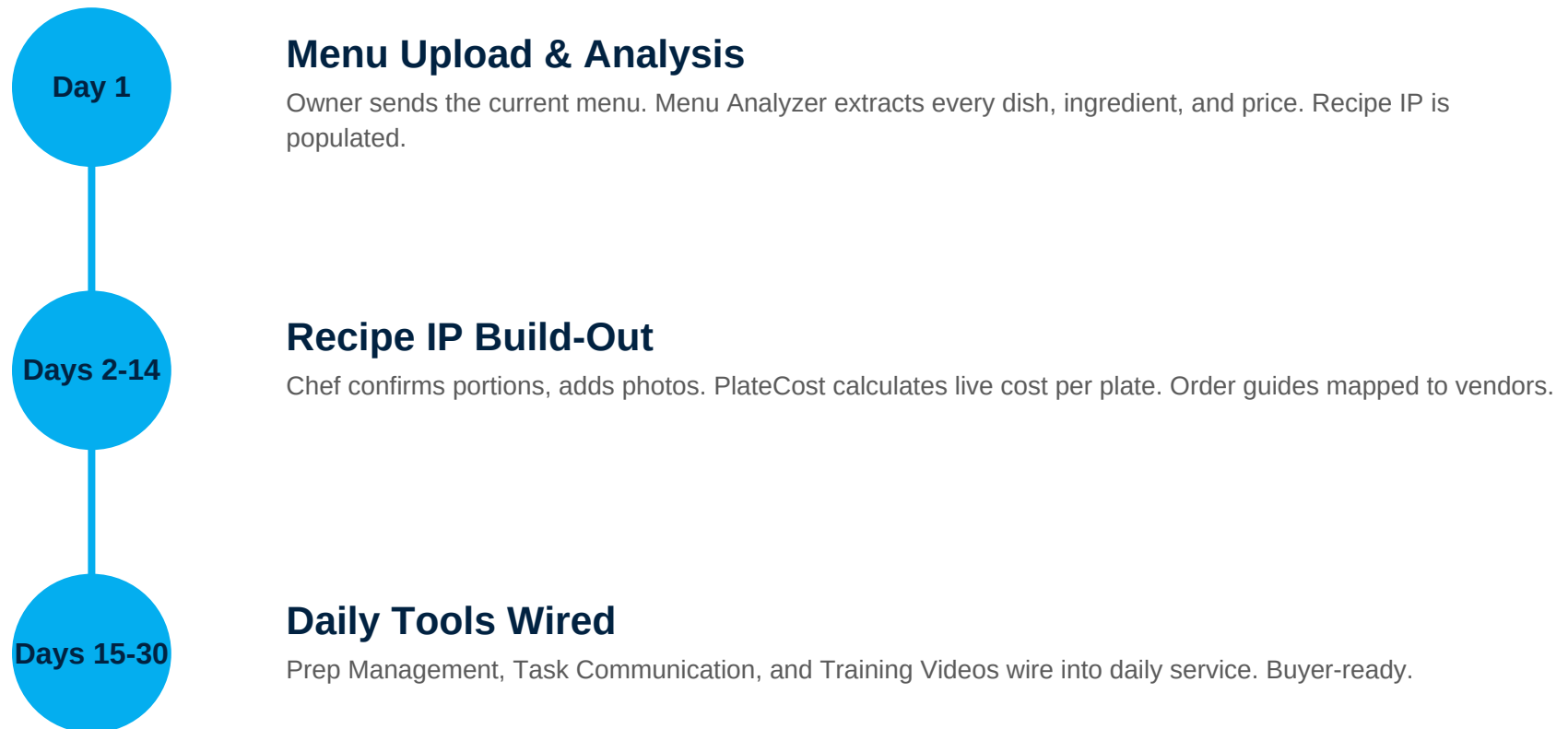
ONBOARDING**Menu Analyzer (onboarding)**

Loads the entire menu into Recipe IP from a photo or PDF.

SALE-PREP TIMELINE

30 days from upload to fully operational.

Ideally we start when you sign the listing agreement. By the time you go to market, the kitchen is documented.



THE MACHINE BEHIND THE PRODUCT

You're not partnering with a solo pitch. You're plugging into an engine.

PlatePrep runs a real sales machine. Brokers slot in as one node in a system already generating pipeline.



→ Pipeline flows through the engine → Buddy closes → Everyone earns

YOUR ROLE IN THE MACHINE

Brokers are the highest-leverage node.

Referrers bring us restaurants. You bring us restaurants that are about to change hands.
That's where PlatePrep has the biggest impact.

THE SELL-SIDE REFERRAL

1. You identify a chef-owned or family-run listing about to hit the market
2. You intro us to your seller before you go to market
3. PlatePrep organizes their kitchen in 30 days
4. You list a restaurant with documented systems buyers can see

THE BUY-SIDE REFERRAL

1. You close a restaurant sale for a first-time or expanding owner
2. You intro us to the new buyer at or before close
3. PlatePrep runs their new acquisition from day one
4. Two accounts. Two commissions. Same relationship.

WHY BROKERS PARTNER WITH US

Three ways PlatePrep moves your listings.

Every listing that adopts PlatePrep before it goes to market gets a competitive advantage buyers can see and feel.

Higher

Higher sale price

Documented systems + transferable IP command premium valuations. Buyers pay more for less risk.

Faster

Faster time to close

DD anxiety kills restaurant deals. With every kitchen system documented, DD moves from weeks to days.

Fewer

Fewer deal-killers

PlatePrep hands the buyer a running system on day one. No renegotiation, no last-minute retrades.

THE BROKER COMPENSATION

Get paid **twice.**

Your standard broker commission on the sale, PLUS \$250 signing + 20% recurring for the life of the PlatePrep account. Every deal, two revenue streams.

Signing bonus (paid on first invoice)	\$250
Recurring commission (20% × \$299 × 24 mo)	\$1,435
Total per referred listing (24 months)	\$1,685

PLUS your standard broker commission on the sale. If the restaurant sells, the account transfers to the new owner — and your 20% keeps coming. It's an annuity, not a one-time bounty.

HOW THE PARTNERSHIP STARTS

Four steps. Simple.

1**Identify one listing**

A chef-owned, family-run, or independent mid-market restaurant on the market or preparing to list.

2**Introduce us to your client**

Short text or email. We handle the pitch, demo, and 30-day onboarding.

3**Kitchen organized before market**

Menu Analyzer loads Recipe IP. PlateCost + Prep Management + Order Guide wire on top.

4**You close and get paid twice**

Broker commission on the sale, plus \$250 + 20% recurring from PlatePrep for years after.

LET'S TALK

Twenty minutes. One listing.

Book a Zoom with Buddy. Bring your most stalled sell-side listing.
He'll tell you honestly whether PlatePrep would move the needle.
If yes, we're partners. If no, you have a real assessment from a fellow operator.

BOOK THE ZOOM

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plateprepdemo.com/brokers