

Andrea Szabo

Certified Restaurant Broker® · We Sell Restaurants Maryland · Wed Aug 5 · 11:00 AM ET

WHO SHE IS

Brand-new (March 2026) first-ever WSR franchise partner in Maryland, based in Ellicott City serving greater Baltimore. Career-changer: Mechanical Engineering + Economics (Ottawa), Culinary Arts diploma, background in federal/state/healthcare IT program management. CEO Robin Gagnon called her profile "rarely seen in this industry" — technical rigor + hospitality passion. Featured in a Yahoo Finance piece on women reshaping business brokerage.

WHAT SHE DEALS WITH

Building a Baltimore pipeline from scratch. Her listings skew independent, owner-operated concepts (one active listing: a Baltimore turnkey bar/restaurant around \$500K revenue). WSR firm-wide runs ~\$600M in listing inventory across 45 states with a highly systemized model (BOSS platform, Certified Broker training).

THREE TALKING POINTS THAT WILL LAND

1. Fresh Maryland territory = every listing needs to look buyer-ready fast. PlatePrep closes that gap before the restaurant hits the market.
2. WSR's whole model is systemization. Frame PlatePrep as the same systemized rigor applied to the kitchen and back-office side.
3. Her engineering background loves the analytical case: clean financials + standardized ops reduce buyer diligence friction and shorten time-to-close.

YOUR OPENING LINE

"Andrea, congrats on being the first We Sell Restaurants franchise partner in Maryland — I imagine building a fresh Baltimore pipeline from scratch means every listing needs to look buyer-ready fast, which is exactly the gap PlatePrep closes before a restaurant ever hits the market."

LIKELY QUESTIONS — HAVE THE ANSWER READY

"How is this different from Restaurant365 or MarketMan?"

R365 is enterprise accounting; MarketMan is inventory-only. We're kitchen operations — Recipe IP, AI recipes, PlateCost, prep management, training. Different layer of the stack, priced for independents.

"What if my seller doesn't want another subscription right before selling?"

It's not a subscription for the seller — it's part of listing prep. Two hundred and ninety-nine dollars a month for the ninety days pre-listing is nothing compared to a \$50K discount at close from messy books.

"Does this slow down the listing or clean it up?"

Cleans it up. Thirty days: menu analyzed, recipes documented, order guide mapped, financials tightened. The listing hits your desk with documented systems buyers can actually see.

"How does the \$250 + 20% commission actually pay?"

Signing on first invoice. Recurring paid monthly via ACH or Stripe as long as the account is active. Account transfers to the new owner — you keep earning even after the sale closes.

"Have you done this with other brokers yet, and what happened?"

You're one of the first three we're onboarding this month. This is a founder-led rollout, not a scaled affiliate program — you get direct access to me and Ava on every deal.

CLOSE-OUT ASK

Offer to run one of her current independent listings through PlatePrep at no cost as a pilot. Set a 20-minute follow-up next week to review results and formalize the \$250 + 20% referral terms.

Jimmy Kelly

Certified Restaurant Broker® · WSR Central Georgia · Wed Aug 5 · 2:00 PM ET

WHO HE IS

Certified Restaurant Broker® and local franchise owner (Qualifying Broker) at WSR, covering Central Georgia — Marietta, Cumming, Peachtree City — since signing his franchise agreement in 2024. Not corporate. Solo territory operator. Previously a shopping-center portfolio manager working with restaurant tenants on leasing and property management. Licensed broker in GA, AL, and FL.

WHAT HE DEALS WITH

Solo owner-operator, no back office — he personally handles valuation, deal structuring, lease negotiation, and seller prep on every listing. WSR firm-level: 2024 average commission \$27,237/transaction; ~74% of June 2026 closings under \$250K; independents drive most volume vs franchise resales.

THREE TALKING POINTS THAT WILL LAND

1. His real-estate/landlord background: "organized kitchen = cleaner lease and diligence review." He'll get that immediately.
2. Independents drive his volume, low deal size (~\$27K commission). PlatePrep helps close that value gap and lifts sale prices.
3. As a solo operator with no back office, he personally eats incomplete-books diligence pain. PlatePrep front-loads that work before the listing hits his desk.

YOUR OPENING LINE

"Jimmy, I saw the write-up on your expansion into Marietta and Cumming — I wanted to show you how PlatePrep gets a seller's kitchen diligence-ready before it hits your desk."

LIKELY QUESTIONS — HAVE THE ANSWER READY

"How is this different from Restaurant365 or MarketMan?"

R365 is enterprise accounting; MarketMan is inventory-only. We're kitchen operations — Recipe IP, AI recipes, PlateCost, prep management, training. Different layer, priced for independents.

"What if my seller doesn't want another subscription?"

Two hundred and ninety-nine dollars a month for ninety days pre-listing pays for itself the moment a buyer sees documented systems instead of guessing at margins.

"Is this required, or optional per listing?"

Optional. You cherry-pick the listings where the seller has messy ops and would benefit most. You don't have to run every listing through it.

"How and when does the \$250 + 20% commission pay?"

Signing on first invoice. Recurring paid monthly via ACH or Stripe as long as the account is active. Account transfers to the new owner — you keep earning even after the sale closes.

"Can you show a before/after listing that used PlatePrep?"

The Chateau on the Lake — our own restaurant — is the beta case. I can walk you through our PlateCost, Recipe IP, and Order Guide on the Zoom. Live data, not a demo environment.

CLOSE-OUT ASK

Same as Andrea: run one live or recent listing through PlatePrep as a free pilot. Set a 15-minute follow-up next week to finalize the \$250 + 20% referral agreement.

Shared Playbook · Both Calls

Rules and moves that apply to Andrea AND Jimmy

WHAT TO OPEN WITH (FIRST 60 SECONDS)

"Thanks for the fifteen minutes. Chad on my team set this up — I know he's already told you what we're building. I want to use this call for two things: show you PlatePrep in about six minutes on my actual restaurant's data, and then talk about whether it fits into your sell-side flow. Sound good?"

THE 6-MINUTE DEMO ARC

1. Menu Analyzer drop in a menu, watch Recipe IP populate. (30 sec)
2. Recipe IP open one recipe. Show costed ingredients, portioning, prep steps. (60 sec)
3. PlateCost live dashboard: cost per plate, margin per plate, invoice-driven updates. (90 sec)
4. Order Guide + Seamless Ordering show a real order going to our distribution partner. (60 sec)
5. Chef AI generate a new special from what's in inventory. (60 sec)
6. The frame: "When a buyer opens Recipe IP and PlateCost, they see a business. When they don't, they see a job."

THE OFFER (REHEARSE THIS)

"Here's what I'm asking. Pick one live listing you've got right now where the seller has messy ops and it's slowing you down. Let us run it through PlatePrep for free for thirty days. If it makes your listing sharper, we sign a referral agreement — two hundred and fifty dollars signing, twenty percent recurring for the life of the account. If it doesn't, we shake hands and part friends."

WHAT NEVER TO SAY

- Never say "Performance Food Group" or "PFG" — use "our distribution partner."
- Never say "I built" — say "we" and "our team."
- Never say "Founder" — say "Co-Founder" (Ava is Co-Founder too, Vanderbilt Economics).
- Never say "Plate Prep" — always "PlatePrep" as one word.
- Never quote prices as digits in the meeting — say "two hundred and ninety-nine dollars a month."
- Never mention raising capital — we're bootstrapped.

SIGN-OFF

End every call and every email with: "Have a great service."

AFTER THE CALL — DO WITHIN 60 MINUTES

- Send them the /pitch link (plateprepdemo.com/pitch) — deep-linked to slide 10 (the money slide).
- Send the broker one-pager PDF (plateprepdemo.com/broker-onepager.pdf).
- Text Chad at 518-750-0925: "Andrea/Jimmy call went _____. Follow-up on _____."
- Add them to Zoho with today's date, call notes, and next-step field populated.
- If they said yes to the pilot: send the pilot agreement within 24 hours.