



financial wellness - our priority

Pty Ltd 2008/007086/07

**"You can't do today's job with yesterday's methods and be in business tomorrow"**

- Anonymous

## TESTIMONIAL

January 2011

Consumer Assist is a subsidiary of DCM (Debt Control Management), a company involved in debt counselling for more than five (5) years. DCM's subsidiaries CARE, GAS and Consumer Assist provide employer groups and individuals with fully inclusive financial wellness services.

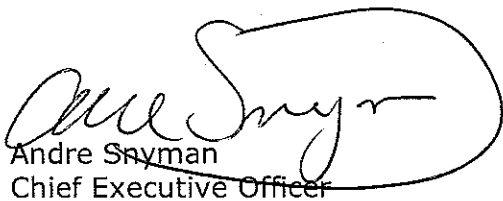
Consumer Assist provides consumers with simple, easy-to-understand information on the debt review process and introduces consumers to experienced Debt Advisors who have agreed to adhere to the Consumer Assist stringent code of conduct.

Towards the end of 2009, we decided to embark on a business expansion strategy utilising the franchise business format model and spent most of 2010 implementing the foundations for a solid franchise network. Both this strategy and the franchise mechanism required that we compile a clear and comprehensive operations and procedures manual which both our head office staff as well as our franchisees could utilise in order to manage the business in a consistent and efficient manner in line with our high operational standards and those of the National Credit Regulator.

As the Consumer Assist management team set about putting the franchise structure in place, it was decided that an expert in preparing operations and procedures manuals should be utilised to assist us with this very important aspect of the project. We were fortunate to meet Lesley-Caren Johnson of Wordsparks – a business specialising in the preparation of franchise documentation. Right from the start, Lesley-Caren impressed us with her efficient, professional manner as well as the fact that she was available when we needed her response to queries and project-related information. This approach not only instilled confidence but also achieved the desired outcome.

Because of her years of experience and exposure to some of South Africa's and Africa's successful franchise operations, Lesley-Caren has provided Consumer Assist with a product that is totally reflective of our business and a document that allows us to implement our policies and procedures throughout our network in a seamless and consistent manner. Lesley-Caren's knowledge and experience in her field highlights the fact that we partnered with the right business and she ably assisted us in getting the job done!

Yours faithfully

  
Andre Snyman  
Chief Executive Officer

Member of:

National Debt Mediation Association (NDMA)  
Debt Counselling Association of South Africa (DCASA)

credited with the  
National Credit Regulator

Tel: 0861 23 22 21 Call Centre: 0861 21 22 23

Fax: 086 668 1531 Sms: "Debt Assist" to 33280

Email: [info@consumerassist.co.za](mailto:info@consumerassist.co.za) [www.consumerassist.co.za](http://www.consumerassist.co.za)

93 Lyttelton Avenue, Clubview, 0157 • P.O. Box 12436, Clubview, 0014

Directors: AM Snyman (CEO) • A.J.D. Viljoen • IF Kruger (COO) • B Pardulski • HL Robb (Company Secretary)

