



SHOTGUN
CAPITAL ADVISORS, LLC

Document Destruction Newsletter

August, 2007

In This Issue

[Contracts](#)
[Shredding Valuables](#)
[Routing](#)

Quick Links

[More About Us](#)

Hello,

Welcome to our newsletter! Each edition will discuss important topics for document destruction business owners. We hope you find this information useful to your business.

These topics come from my nearly 10 years of involvement in your industry, including the start-up of Brink's Document Destruction, a multi-location division of the world renowned security services company.

We welcome your questions anytime. Of course, we'd love an opportunity to discuss our merger and acquisition advisory services, marketing support services, and business support.

Sincerely,

Jim McGuire

jim_mcguire@shotguncapital.com

www.shotguncapital.com

A Word on Contracts

There are times when customers pressure you to use their contract form for your services. These agreements often contain clauses that can place your entire business at risk. Limitations of liability (or lack thereof), performance penalties, and restrictions on assignability are some examples of areas to take very seriously. When selling your business, these contracts may hinder your ability to close, or, may reduce the value of your business because of increased contracted risks.

I once saw a business that placed a Limitation of Liability statement on every service ticket. It is an excellent way to limit liability, especially for purge customers.

Your industry association and a competent attorney can assist you with containing your exposure in your contracts.

Shred Valuable Items Under Dual Control

Counterfeit watches, soft-drink UCP's (under-cap promotions), gift certificates, and casino chips are all examples of valuable items that deserve increased control and security during the destruction process. What may be thought of as harmless souvenirs to an employee could be devastating to your business.



Shred valuable items under dual control - witnessed and documented by both parties. Shared custody during the destruction process prevents pilfering and shows your customer you are serious about security.

Extreme Route Makeover!

When four of your trucks are at the same four-way stop sign, and you're all waving at one another, you are ready for an Extreme Route Makeover.



Organizing your routes is the cheapest and most effective way to free up capacity on your trucks and add dollars to the bottom line. We have seen instances where 30% of weekly routes were eliminated by re-routing an entire customer base.

Re-routing can be a big project, and we can help. We can organize your routes into service grids, level out your workload, and prepare customer notification letters to inform them of service adjustments.

Increase the performance of your business, and do more with less. It will drive up the value of your business.

Contact us at info@shotguncapital.com for additional information.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to jim.mcguire@shotguncapital.com by

jim.mcguire@shotguncapital.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Shotgun Capital Advisors, LLC | 401 N. Carroll Avenue | Southlake | TX | 76092