

EAGA Business Builder

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March 14, 2023

Today's speaker was Hass Aslami—Pizza 9 Franchise System



Hass Aslami was born in Tehran just after the middle of the last century. Sixty or so years may not seem like that long ago, but during that time, the cultural and political climate in Iran has changed dramatically. Hass had a video of Frank Sinatra's 1977 concert in Tehran (yes they could record 'talking pictures' way back in 1977). There was a good environment in Iran in those days. Hass, like many other Iranians, came to the United States to get a college education. Mr. Aslami's goal was to get a Civil Engineering degree, then return to Tehran to work. By the time Hass received his degree in 1981, the Ayatollah had come to power in Iran and things became complicated. With all the political turmoil happening in his home country, Hass decided to stay in the United States for awhile. Although he did earn that engineering degree, along the way Mr. Aslami had become exposed to other things and he discovered that he had a real passion for the food industry. For the next several years, Hass owned and operated a variety of restaurants, in a variety of countries. He even returned to Iran for about 10 years. But their politically atmosphere made for too many challenging times and in 2006 Mr. Aslami returned to the USA. He first started the Pizza 9 operations two years later—in 2008. Throughout his travels and his activities in the restaurant realm, Hass learned about franchising. He also learned that every franchise has its own set of requirements and methods of operation. Some have huge up-front investment costs; some require less up front, but have a bigger percentage in operating fees; and most have their own exclusive set of contractual obligations. Hass and his team have adopted the franchise approach for their Pizza 9 operations. One of their 'unusual' franchising requirements is that a franchise applicant actually work in an existing Pizza 9 restaurant for 6 months to fully understand what is needed to successfully run that type of business. Very many of those prospective owners don't last more than a month before realizing that the work is not for them. But some do succeed. Pizza 9 currently has 15 locations with about half of them operated under franchisee ownership. There are even three Pizza 9 restaurants in Sweden. [If you happen to be traveling to that country, you can schedule a pick up by going to pizzanine.se. They even have a Lobo version with "Ost, tomatsås, pepperoni, chorizo, grön chili & oregano". 20cm for 75 sek; 30 cm for 125 sek; or if you will be really hungry after that long flight, 40 cm for 165 sek]. Hass can offer the non-traveling folks some other Albuquerque based foods as well. Revel Burger opened only a few days before the pandemic shutdowns, so it has been working its way back above water. They currently have found a niche in concert venue business. Want something even more extraordinary for the local crowd? Chello Grill offers great Persian cuisine. It has been open since 2017, but is finding it difficult to get some traction in this part of the world's 'not a burrito' category. Chello has developed a good catering reputation though and that type of food service is currently their number one thing. Right now they do 3 or 4 catering jobs a day. Mr. Aslami's world is not all food service related though. The more important parts of his life involve his wife, Nili, who has put up with Hass all these years and his now grown children: daughters, Sara who is an attorney and Sally who is a nurse, and son Sonny who is a veterinarian. Hass also has a 'hobby' that keeps him occasionally occupied. He enjoys playing in poker tournaments. (Hass has all the tools too—a pair of dark sunglasses and the ability to present, on demand, an expressionless look for the rest of his face. He didn't say if pandemic masks were ever required/allowed for tournament players during the last two or so years). Then there is also the relatively new adventure called Fundaxi. That entity was originally created as a platform to match fundraising groups (teams, youth organizations, community events, etc) with restaurants that wanted to increase business on their normally slower days. The restaurant chooses the day and the revenue percent that will be donated, and the fundraising group promotes the business to their members so that those members will order the restaurant's food on that particular day (or during the specified time of day). The restaurant increases business and hopefully return customers, while the organization received funds needed for their activities. Hass and his team have now expanded that concept by adding a section called 'Business Angels'. This feature is intended to provide philanthropical business owners with a user friendly, and revolutionary, way to connect their business with local community organizations. The idea is that approved businesses get an opportunity to increase revenues as they build community connections. Fundaxi provides exclusive listing on the Fundaxi website and invitation to Fundaxi networking events, it also provides those approved businesses with advertising at community events and feature listings in Fundaxi marketing materials. The businesses agree to contribute an amount (a percentage of new sales, or specific dollar value based on the new sales) to a fundraising organization of the customer's choice. If you are interested in becoming a Business Angel, or just want to investigate the opportunities that it offers, you can contact Hass and his team at 505-217-1970 or you can visit the Fundaxi website (www.fundaxi.com) and select the "Angel Services" option. If you want to get some good Chicago style pizza, order from one of the Pizza 9 locations near you. If you want a Jawbreaker (a 5 patty 100% Angus beef burger) visit one of the two Revel Burgers in town. If you want some fresh and healthy Persian food, go to Chello Grill at 5010 Cutler Avenue. Or if you are not hungry right now, you can read a Hass Aslami recommended business-helpful book named "E-Myth". Hass says that it could keep you from falling into some of the pitfalls encountered by new businesses, or even by persons investigating entry into a new business opportunity.

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259 email: eagaed@gmail.com

8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113

Leads, Reciprocity & Notes:

Klint Hall—Lobo Wealth Strategies provides a free weekly newsletter to his clients and other interested parties. The most recent newsletter is included with this bulletin for your review. If you are interested in receiving Klint's newsletter on a regular basis, just send him an email at klint@lobowealthstrategies.com and let him know. Klint is available at that same address, or phone number 505-821-4300, if you are looking for investment advice or wealth management strategies as well.

◆ Second announcement for a prospective new member:

LBP Capital Management
Representative: Brad B. Allen
Category: Hospitality
Sponsor: John Rockwell

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the review process, please contact our Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or email at jdzipper@comcast.net) as soon as possible.

- ◆ Lionel sends his regards to the group. He is at home and doing pretty good after a short stay in the hospital, compliments of a flu bug. Mr. Specter is currently trying to master the art of portable oxygen machine juggling. When he gets good at that (in the near future) he'll get back to the hot coffee and scrambled egg circuit. If you want to say "Hello" or would just like some advice from a good thinking nonagenarian's perspective, you can contact Mr. Specter via email srbula@aol.com

Badge Board Greeters

Mar 28th Chase Wilson—Essential Pest Management
Apr 04th Rich Rosley—ATEC Security
Apr 11th Nestor Romero—The Payroll Company
Apr 18th Michal Kocurek—Atmosphere Commercial Interiors
Apr 25th
May 2nd
May 9th
May 16th

Upcoming Speakers

Mar 28th Ben Hoffman—Kinney Brick
Apr 04th Guest Speaker—Kurt Roth - 505 Sport Venture
Apr 11th Kit Turpen—Berger Briggs Insurance
Apr 18th
Apr 25th Guest Speaker—Herman Leproski - Delancey Street Foundation
May 2nd
May 9th Nestor Romero—The Payroll Company
May 16th

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March 27, 2023 | News You Can Use

MARKET PERFORMANCE RECAP – WEEK ENDING MARCH 24, 2023

Index	Last Friday's Close	% Change YTD
S&P 500	3,970.99	3.42%
Dow Jones Industrial Average	32,237.53	-2.74%
Nasdaq Composite	11,823.96	12.97%
S&P MidCap 400	2,404.16	-1.08%
Russell 2000	1,738.69	-1.49%

Source: S&P Dow Jones Indices, Bloomberg Finance L.P.

The Federal Reserve on Wednesday enacted a 25% basis point interest rate increase. Fed Chair Jerome Powell sought to reassure investors about the soundness of the banking system, saying that the management of Silicon Valley Bank "failed badly," but that the bank's collapse did not indicate wider weaknesses in the banking system. (Source: Reuters)

Existing home sales in February jumped 14.5% to an annualized rate of 4.58 million. This marks the largest monthly percentage increase since July 2020 and ends a 12-month slide. The median sales price for an existing home slid 0.2% to \$363,000 compared with a year ago. (Source: Yahoo Finance)

Shares of Block Inc. fell 13% in early trading Thursday after a short seller

questioned the company's user numbers and accused it of predatory tactics. Hindenburg Research said a two-year investigation found the company "obfuscates" its Cash App service's true user numbers by reporting misleading metrics "filled with fake and duplicate accounts." (Source: Wall Street Journal)

Apple Inc. plans to spend \$1 billion a year to produce movies that will be released in theaters. This is part of an ambitious effort to raise its profile in Hollywood and lure subscribers to its streaming service. (Source: Bloomberg)

Deutsche Bank shares were off 14% on the German stock exchange. Shares in Germany's largest lender fell sharply last Friday, dragging down major European banks amid fears about weaknesses in the

global financial system. (Source: Associated Press)

On March 27, 47 BCE, the legendary Cleopatra VII, aided by her Roman lover Julius Caesar, was reinstated as coruler of Egypt. The reclaiming of the throne came after a brutal civil war with her brother Ptolemy XIII. (Source: Britannica)

The Securities and Exchange Commission has told Coinbase Global Inc. that it plans to take enforcement action against the company. This escalates the recent Securities and Exchange Commission crackdowns on digital-currency firms by targeting the biggest U.S. crypto exchange. (Source: Wall Street Journal)

New home sales ticked up 1.1% in February to a 640,000 unit annual rate, below the consensus of a 650,000 unit rate. While new home sales have moved up from their cycle low last July, they remain subdued and are running below their long-term trendline. (Source: Ned Davis Research)

Treasury Secretary Janet Yellen said last week that the federal emergency actions to back up Silicon Valley Bank and Signature Bank customers could be deployed again in the future if necessary. "We have used important tools to act quickly to prevent contagion. And they are tools we could use again," Yellen said before a House Appropriations subcommittee. (Source: CNBC)

Do Kwon, the cryptocurrency entrepreneur behind two digital currencies that lost an estimated \$40 billion or more last year, has been

charged with fraud by U.S. prosecutors. An eight-count indictment against Kwon was made public in the U.S. District Court in Manhattan, several hours after news of his arrest earlier Thursday in Montenegro. (Source: Reuters)

More new American foods were invented at the 1904 World's Fair in St. Louis, Missouri, than during any other single event in history. The fair was the debut of several iconic dishes including the hamburger, the hot dog, peanut butter, iced tea, the club sandwich, cotton candy, and the ice cream cone, to name just a few. (Source: Serious Eats)

TikTok's chief executive, Shou Chew, tried to downplay the company's links to its Chinese owner, ByteDance, in a recent discussion with Congress. Chew told lawmakers about the company's plan to store U.S. users' data on America soil, out of reach of the Chinese government, and said that the app didn't censor posts at Beijing's behest. However, his lengthy testimony has not appeared to calm lawmakers' fears. (Source: New York Times)

Many believe that the word "soccer" is an American invention, but the term "soccer" originated in Britain. In the early 1800s in England, football and rugby existed as variations of the same game. But in 1863, the Football Association was formed to codify the rules of the game. Aristocratic boys came up with the shortened term "soccer" to differentiate between Rugby Football and Association Football. (Source: Time Magazine)

Jack C. Hall

Lobo Wealth Strategies

To learn more, contact: 8220 San Pedro Dr. Suite 110 Albuquerque, NM 87113

505-821-4300

klint@lobowealthstrategies.com

www.lobowealthstrategies.com

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