



# Cool Hollow Solutions

Solutions for Evolving Businesses

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Mark Richards



# About

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- Mark has been married **nearly 20 years** to his **wife Hannah**, cultivating their idyllic life with their two teenagers (Luke & Lyla) and their dog (Ellie)!
- Living in **Greencastle, PA** with **business headquarters in Chambersburg, PA**, they've aimed to help business owners both locally and nationwide!



# Meet the Team!



**Mark Richards**

FOUNDER

Mark founded Cool Hollow with one main objective, "to make sure entrepreneurs' businesses are providing for them what they wanted in the first place." But what does that mean? Mark's role as Cool Hollow's Business Consultant allows him to walk side-by-side with business owners, helping them navigate the ups and downs of running a successful business by constructing financial strategies, succession plans, and operational systems.

"Watching clients achieve real growth, business and personal, that's rewarding. I love making friends out of clients."



**Hannah Richards**

OWNER/CONSULTANT

Hannah is Cool Hollow's Development Consultant and co-owner of the company. Her primary focus is meeting with businesses to help them sustainably grow and thrive. Seeing her clients have "light bulb moments" is what keeps her motivated. Whether that's reorganizing a team based on personality assessments, working through conflict, or gaining clarity on their values as a business, Hannah walks side by side to help her clients' companies run optimally.

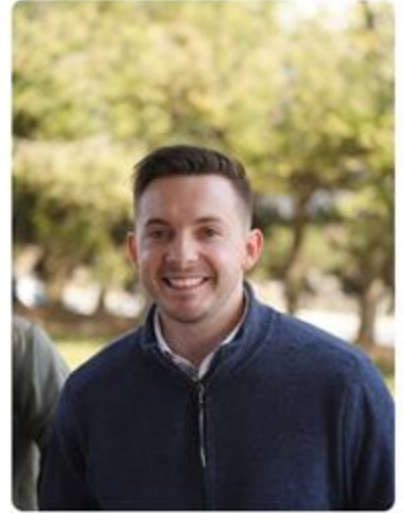


**Kathy Pierce**

OPERATIONS MANAGER

Kathy's eye for detail makes sure your new strategies or reorganization runs smoothly.

"Seeing individuals and businesses sort through their struggles is rewarding. I love to see them thriving and growing."



**Cam Hileman**

BUSINESS DEVELOPMENT CONSULTANT

Cam is responsible for meeting with clients to ensure Cool Hollow's solutions are implemented seamlessly into their daily operations.

"Being able to interact with local businesses to help them identify solutions, promote growth, and enable them to continue providing for their communities is a major privilege to me."

# Primary Markets

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- Technology Companies, Car Dealerships & “Pick-Up Truck” Companies
- Businesses in any of these 3 “modes”:
  - **Growth Mode** - Actively pursuing expansion, increased revenue, etc.
  - **Transition Mode** - Exploring sale of business, succession planning, etc.
  - **Crisis Mode** - Navigating some pain points organizationally, financially, etc.
- Engagement Timeframes: 6 months to 3+ years



# Cool Hollow Solutions

**Goal:** To be a **STRATEGIC PARTNER** with the business owner and accelerate their vision into a reality



# Solutions + Financial

**Goal:** Aligning your *Financial Strategy*—both *personal & business*—with the *current operations, actions & goals* of the business.



# Engagement Packages

## Consulting & Coaching: 6-Month Engagement

- \$15,000 total - \$2,500/month
  - Understanding Your Company
  - 2-3 Tensions Addressed
  - Future Growth Strategy

## Strategic Business Partner: 12-Month Engagement

- \$45,000 total - \$3,750/month
  - Understanding Your Company
  - 4-5 Tensions Addressed
  - Future Growth Strategy
  - Quarterly Planning



# Where to Find Us

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Cool Hollow Solutions Website: <https://www.coolhollowsolutions.com/>

Instagram: @coolhollowsolutions

