



October 27, 2017

Mr. Steve Schildwachter
Chief Marketing Officer
BrightStar Franchising, LLC
1790 Nations Drive, Suite 105
Gurnee, IL 60031

Dear Mr. Schildwachter:

Since the re-launch of the BrightStar website, several owners have realized a significant drop in visibility for the most common search term, "home care (city)". In some cases, we have dropped from the first page of the organic search to the third page. The elimination of landing pages that had achieved significance in the Google index seems to be impacting local visibility. Some owners had made a significant investment to achieve this level of visibility. Since many owners are likely to use third-party providers of web services, we believe the installation of Google Analytics and Facebook Pixel tracking code will provide the transparency necessary to evaluate the ROI on various campaigns and social media initiatives.

Please let us know the plan for installing the Google Analytics and Facebook Pixel tracking code.

Sincerely,

/s/ BIFA Board

BrightStar® Independent Franchisee Association

CC: Franchise Advisory Council