

*Tobin Smith:* Hey, this is Toby Smith with the Next Big Thing. I'm here with Jim Pakulis from SearchCore, and sometimes the next big thing is a reboot of the old things. Jim's company is in the business of finding customers for all sorts of industries. They started off in the general cannabis, or the medicinal cannabis business. Why did you leave it, because it was pretty profitable for you?

*Jim Pakulis:* It was. The medicinal cannabis industry from a finder's side standpoint, which is comparable to having picks and shovels in the gold rush industry –

*Tobin Smith:* I like that one.

*Jim Pakulis:* – was profitable. But, because of the political uncertainty and the business uncertainty in the marketplace, we felt it was advantageous to move on beyond the cannabis realm.

*Tobin Smith:* All right, so we're rebooting –

*Jim Pakulis:* Rebooting.

*Tobin Smith:* – but you've taken all the good stuff, all the technology, all the people, et cetera, and kept that, and now you're finding industries. You have a goal, I believe, of something like 50 verticals over the next five years, and what type of **revenue**? Because you're a subscription model, right?

*Jim Pakulis:* Absolutely.

*Tobin Smith:* Let's say the tattoo parlor happens to be one that you're working on.

*Jim Pakulis:* Correct.

*Tobin Smith:* All right, tell us about tattoos.

*Jim Pakulis:* Absolutely. The way we look at an industry is we have four criteria before we enter into a new industry, and that is, one, if it's fragmented and disjointed, and we felt the tattoo industry was fragmented and disjointed.

*Tobin Smith:* There's not really a McDonald's of the tattoo industry?

*Jim Pakulis:* There is not a McDonald's of the tattoo industry, from a technological standpoint, and that's what we emphasize –

*Tobin Smith:* All right.

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- Jim Pakulis:* – deep, rich, engaging, finder sites in different industries. The tattoo was perfect, it was fragmented, it was disjointed; we felt that it was a large enough market cap of at least a quarter of a billion dollars –
- Tobin Smith:* It's a giant business.
- Jim Pakulis:* – it's huge. In fact, it's the sixth fastest growing business in the United States today. There's 16 million hits on a monthly basis for tattoo, so it fit our model perfectly in regards to going in after that marketplace.
- Tobin Smith:* So, tell us your model. I'm a tattoo parlor. How do you work for me, and what do you bring me, and what do I pay for it?
- Jim Pakulis:* Absolutely. We emphasize geo-targeting, locating for the tattoo parlor throughout the United States, so we would urge you – first, it's a freemium model. We'll allow you to come onto our site for free, see the benefits that you will be getting with one of the most branded, recognized name in the industry, Tattoo.com, and, from there, then you can go ahead and increase your subscription in order to get enhanced products and services from us while you're on our finder's site.
- Tobin Smith:* Those products and services are designed to drive new customers –
- Jim Pakulis:* Absolutely.
- Tobin Smith:* – to that business. All right.
- Jim Pakulis:* Everything that we do is designed to help the business owner, in this case the tattoo parlor, in order to drive new customers to his facility or her facility, and if nothing else, to give more exposure to that tattoo artist who is looking to expand their overall portfolio.
- Tobin Smith:* All right, so the business subscribes to this. What's the range of packages?
- Jim Pakulis:* Sure. Range of packages go from \$99.00 up to \$599.00 –
- Tobin Smith:* That's a month?
- Jim Pakulis:* – per month.
- Tobin Smith:* Okay.

*Jim Pakulis:* It's a reoccurring monthly fee for that tattoo artist, and we believe that the benefits they receive from those dollars far outweigh the actual dollars that they're spending –

*Tobin Smith:* Sure.

*Jim Pakulis:* – because of the recognition they get for being **on the** number one brand in the industry.

*Tobin Smith:* If I'm on my smart phone, because I would assume now 40 percent or more **of your** –

*Jim Pakulis:* Absolutely.

*Tobin Smith:* – is mobile, okay –

*Jim Pakulis:* Absolutely.

*Tobin Smith:* – so if I Google tattoo, does your website come up first? **In other words**, is it as simple as that, or is it more complicated?

*Jim Pakulis:* The end answer is it is that simple, we'll come up in the top five spaces. Most of the time, it is number one or number two. The backend work, in order to get it to be number one or number two is not simple.

*Tobin Smith:* Yeah, right.

*Jim Pakulis:* That's the heavy lifting –

*Tobin Smith:* Right, I'm with you.

*Jim Pakulis:* – but that's what we specialize in. Our platform, and, separately, our unbelievable sales team that is tenacious to get a hold of the tattoo owner to explain to them the benefits of why they would want to be on –

*Tobin Smith:* Tenacious D.

*Jim Pakulis:* – yeah.

*Tobin Smith:* All right, when we come back, we're gonna talk about how you take this platform and, whether you're selling tattoos or cosmetic dentistry, or clothes, because you could do it all, is a new way of doing advertising, and it's a new way of generating new business, and it's a great business model, as well. So, Jim Pakulis from SearchCore, and sometimes the next big thing is the old big thing just made better.

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*Tobin Smith:* Hey, this is Toby Smith with the Next Big Thing, with Jim Pakulis from SearchCore. When we left us, before we went to the break, we talked about the idea that you build vertical market, customer-finding businesses. You're in the marketing business of taking retail type shops and helping them generate more customers, which is never a bad thing, but how are you different than, let's say, the Yellow Pages, or radio advertising or whatever?

*Jim Pakulis:* The emphasis with our company, unlike the other companies in the marketplace, is content-rich, and we go with videos, pictorials, profiles, we go deep down the rabbit hole to describe to the consumer, to the user what is that they're looking for. The consumers and myself, and probably you, you're tired of one sentence and one picture of the outside of a building. You want to know. You want a profile. If you're going to go into a karate studio, you want to know the profile of the karate artist who is in there.

*Tobin Smith:* I want to see the guy.

*Jim Pakulis:* You want to see the guy –

*Tobin Smith:* Yeah, I want to see \_\_\_\_\_.

*Jim Pakulis:* – a three- or four-minute video –

*Tobin Smith:* I want to see his chops.

*Jim Pakulis:* – absolutely, before you drop your daughter off. So, we go deep into the industry. As opposed to macro, we are very micro, we are geo-targeted, we are local, we're mobile, we're web-based.

*Tobin Smith:* All right, I've got these 50 new verticals in the next five years –

*Jim Pakulis:* That's our goal.

*Tobin Smith:* – with a \$500,000.00 a month revenue?

*Jim Pakulis:* Per vertical.

*Tobin Smith:* Per vertical, all right.

*Jim Pakulis:* That's our goal.

*Tobin Smith:* All right, so tell us some of the verticals. We talked about a tattoo. I didn't know it was the sixth fastest growing –

*Jim Pakulis:* The sixth fastest.

- Tobin Smith:* – all right, what else are you targeting?
- Jim Pakulis:* Sure, we're also targeting the manufacturing home industry because of the huge bounce that the real estate market is taking. We're fortunate to be in this space. We got into it about six months ago. Modular home industry – both of those industries are separate, and each represent about \$3 billion in properties that are sold on an annualized basis.
- Tobin Smith:* What web address would you have for that?
- Jim Pakulis:* Modularhomes.com and Manufacturedhomes.com. We will be branding the number one URL in the industry.
- Tobin Smith:* I would assume that was expensive to buy that URL. Reasonably?
- Jim Pakulis:* Well, everything is relative.
- Tobin Smith:* Oh, okay, all right. So, you own it, then you build the brand of the URL –
- Jim Pakulis:* Correct.
- Tobin Smith:* – so that becomes the place where if I'm shopping for \_\_\_\_\_ –
- Jim Pakulis:* Yes.
- Tobin Smith:* – and then I, as the retailer, is this nationwide?
- Jim Pakulis:* Absolutely. It's nationwide, anyone in the nation, but then they will be geo-targeted to their specific area. One of the issues that is so frustrating with us as consumers is you type in manufactured homes, you don't want to be taken to Texas. You want to be taken to New York City, or Orange County, or whatever that geo-targeted area is, and that's what we specialize in, and then we drill down to get floor plans, to get pricing models, to get reviews, to get comparisons between two dealers, or three dealers, or five dealers that are in that geo-targeted area. So, we are here to significantly benefit the end user and, simultaneously, the retail outlet, because they get the exact user into their facility.
- Tobin Smith:* All right, in the previous vertical you were in, shall we say, you became the dominant player, and you could not be in that business and not be on your site, so really your goal is that you hit critical mass and then the people have to list, they have to go to the upgraded package because they're gonna be too far down the list if they just have the freemium, or the free listing, right?

*Jim Pakulis:* We don't emphasize that they have to, but we just show them the benefits of why not. First of all, you're on there for free. Secondly, for a relatively small subscription fee, why not go ahead and have yourself located on the number one branded URL in the country in that specific industry?

*Tobin Smith:* Got it.

*Jim Pakulis:* The other URLs we have, Traveltrailer.com, Toyhaulers.com, Karate.com, Rodeo.com, and my personal favorite, and I know it's yours too, is Sportify.com –

*Tobin Smith:* I love it.

*Jim Pakulis:* – which allows individuals on their app who are playing recreational sports to find somebody at their skill level, in a certain geographical area at a certain time, to go hook up with to play tennis or basketball, or touch football or softball, or volleyball or whatever it may be –

*Tobin Smith:* All right.

*Jim Pakulis:* – nationwide. We're doing beta right now from Santa Barbara to San Diego, but we should be nationwide in roughly 12 months.

*Tobin Smith:* All right, so there you have it. The rebooting of a company. I love it, and we call that – you can restart and make even better. You're going into these vertical markets where you are the finder, you're the chief finderer, because I speak George Bush English, to not only these new industries, but when you get to 50 industries time \$500,000.00 a month, that's a heck of a business.

*Jim Pakulis:* It's real money.

*Tobin Smith:* All right, man.

*Jim Pakulis:* It's real money.

*Tobin Smith:* Good to see you again.

*Jim Pakulis:* Thank you, Toby.

*Tobin Smith:* All right, bye.

*Jim Pakulis:* Thank you for having me.

*[End of Audio]*