Helping Businesses Achieve Breakthrough Success While Uncovering the Rembrandts Within



REAL WORLD CASE STUDIES

The case studies and results presented in this booklet are based on real businesses and real outcomes achieved through the process of uncovering and strategically leveraging hidden value. While these examples demonstrate what is possible, they are not promises or guarantees of future success. The path to success as a Business Transformation RESULTant is real, but it is not automatic. Becoming a RESULTant with the Rembrandt Squad provides you with powerful tools, proven systems, expert support, and access to resources that can give you a significant advantage, but only if you apply them with effort, discipline, and commitment. The responsibility to build your business, earn your clients' trust, and produce measurable results rests solely with you. There are no shortcuts. There is no entitlement. What we offer is not a guarantee of success, but a proven path to pursue it. Results may vary by business, person, effort, and commitment. No two situations or conditions are alike, and the recipient of this information is responsible for their own actions. Author makes no promises or commitments to the results included herein. Published as information specifically for general educational purposes.

REMBRANDT SQUAD

5005 Rockside Rd. • Independence, OH 44131
(216) 899-1400 • www.RembrandtSquad.com
RembrandtSquadMarketing@gmail.com

A Letter from Ron Sheetz

I've been a marketing RESULTant for nearly four decades.

That's what I do. And after nearly four decades of doing it, I've gotten darn good at it, so good, in fact, that these days, I turn down more business than I accept.

The truth is, my work has been bulletproofed, even during economic chaos. Why? Because I don't follow the herd, doing what everyone else does.

My Rembrandt in the Attic approach isn't something you'll find in any "how-to" book or online course. And it's definitely not what business owners are used to hearing from the typical marketing or business consultant. It's different and it works.
It works so well that I do not have to market or advertise my services. I've never spent a dime on social media ads.

And yet, I am busy. Very busy. My clients come to me. I don't chase them. I don't have to.

Why? Because as a RESULTant, I deliver real results, the kind people notice, the kind they talk about. And when that happens, the word spreads fast.

For the sharp, forward-thinking entrepreneur who doesn't follow the herd, this can be replicated in any town in America. As a RESULTant, you help local businesses grow, thrive, and win, and in the process, you become a real force in your local economy and community.

And don't make the mistake of thinking "local business" means struggling mom-and-pop shops.
As you will see in the enclosed "Case Study" booklet, you will be shocked at what some of these so-called "small" businesses are pulling in every year. I regularly earn clients six figures and up, per project, sometimes a lot more. And I don't have any fancy degrees or an alphabet soup of initialed credentials behind my name.

I graduated from high school. No college. No formal training. Yet today,
I'm the one directing and producing marketing campaigns that bring in millions.

So, if you have the right mindset, if you can think outside-the-box, can be creative, want to have fun in your work, and if you care about helping the underdog businesses of America grow, and you like the idea of getting paid well to do it, you might be right to become a Business Transformation RESULTant and a part of the Rembrandt Squad in your area.

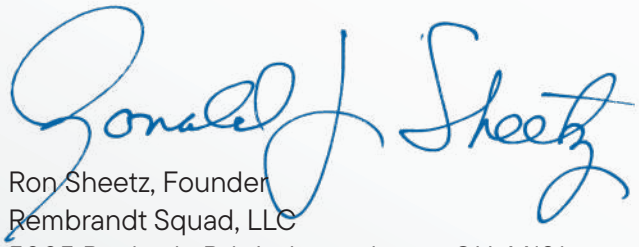
This booklet is more than just a collection of business success stories; it's a playbook for transformation. Each case study highlights a different local business, their hidden potential, and how that potential was uncovered and unleashed by a skilled RESULTant. These examples demonstrate the real-world application of the Rembrandt in the Attic concept: the idea that valuable, overlooked assets lie within nearly every business, waiting to be found and leveraged for extraordinary results.

What's important to understand as you read is that these stories aren't just about clever marketing, they're about precision thinking, strategic guidance, and executing with purpose. In many cases, the biggest breakthroughs didn't come from doing more, but from doing something different: discovering what was already there and turning it into revenue. This is the power of REMBRANDTing, finding the hidden assets and using it to produce profit that's measurable, repeatable, and scalable.

As a partner RESULTant, you won't be going at this alone. You will have access to the Rembrandt Squad, a curated team of experts and resources who provide tactical support and execution capabilities across a wide range of specialties. Your role is to uncover the opportunity, position it properly, and quarterback the project. The Squad helps you make the plays. You bring the leadership, and together, you deliver the results your clients didn't think were possible.

Every case study in this booklet is based on real clients, real businesses, and real outcomes. The profits generated are real. The Rembrandts uncovered were previously invisible to the business owners, until a RESULTant came along. As a RESULTant, you are the quarterback of the team. You're paid the most, not because you do the most labor, but because you think strategically, lead confidently, and deliver results.

This booklet shows what's possible. These are not fairy tales, this could be your future playbook.



Ron Sheetz, Founder
Rembrandt Squad, LLC
5005 Rockside Rd., Independence, OH 44131
(216) 899-1400
RembrandtSquadMarketing@gmail.com
www.RembrandtSquad.com

CASE STUDY #1

Industry:
Residential Mortgage Brokerage

Rembrandt the RESULTant found:
The company had a proven, trackable sales system that worked exceptionally well. What they didn't have was enough high-performing salespeople to execute it.

Instead of spending more on ads to chase borrowers, we pivoted the strategy and launched a recruiting campaign to attract top-tier sales talent from outside the mortgage industry, focusing on high-performing individuals in direct sales roles who already knew how to close sales. We built a multi-step, multi-media recruiting campaign targeting a new pool of salespeople who weren't traditionally looking at the mortgage space.



Results:
The impact was extraordinary. The firm grew to become the 8th largest independent mortgage broker in the country by revenue, earning it national recognition on both the INC 500 and Entrepreneur 100 fastest-growing companies lists.

The average national broker fee at the time was $1,700. We increased that average to $7,500 per mortgage.

After the Rembrandt was fully implemented, the company's collections jumped to $1.25 million per month in broker fees alone, pure profit.

The strategy continued to fuel growth until the company was sold. It's estimated that the Rembrandt we uncovered and activated ultimately added $45 million in value to the business.

Payout to RESULTant:
Substantial six figures per year for several years until company sold.

CASE STUDY #2

Industry:
Residential Solar Energy



Rembrandt the RESULTant found:
The company was averaging 35 interested prospects per month, converting about 17 of them into paying customers with an average sale of $25,000 per installation.

Rather than changing their advertising, the RESULTant implemented a warm-up marketing campaign designed to start the relationship earlier, remove common objections, and make prospects more open and ready to buy.

The biggest barrier, price resistance, was addressed before the sales team ever arrived, creating a smoother, more persuasive experience.

Results:
Conversions immediately jumped from 17 to 24 new customers per month, an increase of 7 additional sales, generating an extra $175,000 in monthly contracts or $2.1 million in additional annual revenue, all without changing a single ad or increasing their budget.

Payout to RESULTant:

The RESULTant was compensated on every sale that exceeded the original baseline prior to the warm-up campaign. In year one, they earned 20% of each new sale, with a gradually decreasing percentage in subsequent years (always mid-six figures) ultimately culminating in a seven-figure equity buyout by the client.

CASE STUDY #3

Industry:
General Dentist

Rembrandt the RESULTant found:
The dentist was offering a unique dental program tailored specifically for Medicaid patients but wasn't promoting it. After conducting a brief local market analysis, the RESULTant realized no other dental practice in his area was marketing this service to the Medicaid population. What seemed insignificant at first turned out to be a major, hidden opportunity. To test the value of this Rembrandt, the Squad produced a simple 15-second television commercial using inexpensive local broadcast media buys.

Results:
Within one month, the response was overwhelming: the commercial brought in 112 new patients, so many, in fact, the client had to pull the ad. The average dental patient is worth about $1,500 annually, but this program yielded far greater returns. The first-year patient value for the dentist climbed to $18,000 per case, producing nearly $2 million in revenue from one month of advertising.



Payout to RESULTant:

The RESULTant negotiated a 7% equity position on all new treatments scheduled and completed. Additionally, the RESULTant received a 15% commission on every dollar spent on advertising the program. Total payout was high six figures per year for multiple years.

CASE STUDY #4

Industry:
Specialty Medical Clinic

Rembrandt the RESULTant found:
A small medical office offered a twist on a highly specialized all-cash treatment. Initially operating as a "small fish in a big pond" single location, the practice exploded into a 16-location chain within just three years following the implementation of a direct response marketing and advertising campaign designed by the RESULTant.

Results:
Capitalizing on a unique no-risk guarantee the clinic offered, the RESULTant transformed the business from a $200,000-a-year one-office operation into a $37 million all-cash business by its third year with a $9 million net profit.



Payout to RESULTant:

The RESULTant's equity stake in the venture ultimately generated him over $15 million cash within five years.

CASE STUDY #5

Industry:
Automotive – Independent Auto Repair



Rembrandt the RESULTant found:
The RESULTant quickly found out the shop was not utilizing its customer list. Instead of using it sporadically and solely for sales promotions, the RESULTant revamped their communication strategy. Weekly, multi-media outreach campaigns were launched, not to discount, but to educate. Messaging shifted to informative, value-driven content about lesser-known, higher-profit services.

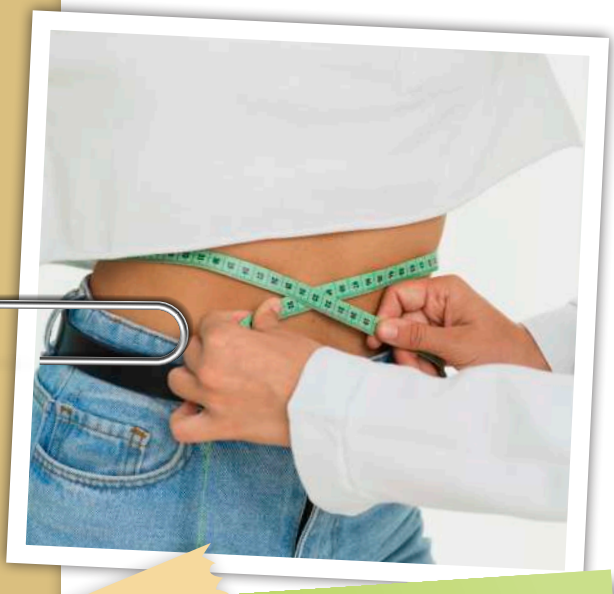
This repositioned the shop as not only a service provider, but a trusted advisor.

Results:
The RESULTant guided the shop to increase the frequency of customer contact across email, print, and in-shop materials. Communications promoted specific high-margin services and products, helping shift the mindset from reactive repairs to proactive car care, without slashing prices.

Payout to RESULTant:

In just 12 months, the RESULTant's efforts increased the shop's average repair ticket and profit margin from 10–15% to 26%. The communication and upselling strategy generated $1.2 million in additional revenue in the first year alone, resulting in a substantial six-figure payday to the RESULTant.

CASE STUDY #6



Industry:
Weight Loss Center

Rembrandt the RESULTant found:
This is another real-world example of a small-town medical office sitting on a goldmine, and not even realizing it. This modest clinic offered a highly specialized treatment that had organically drawn more than 900 patients through word-of-mouth alone. No marketing. No advertising. Just a hidden Rembrandt quietly delivering results under the radar.

Results:
The doctor dreamed of expanding beyond his local reach, but assumed national growth required franchising, massive capital, or becoming a public brand name.

Enter a trained RESULTant who scaled the operation from one office to 400 locations in just three years, without franchising and without the doctor investing a single dollar of his own money.

Payout to RESULTant:

The doctor's life was completely transformed by the newfound growth and residual income, while the RESULTant earned over $12 million in residuals alone, just for recognizing and unleashing the Rembrandt hidden in plain sight.

These six cases are all proof that extraordinary wealth doesn't come from reinventing the wheel, it comes from spotting overlooked assets and amplifying them through smart, leveraged strategy.

That's the power of the Rembrandt Squad model.

Unlocking the Hidden Value Only a RESULTant Is Trained to Find

The case studies shared here are real.

If there's one thing these examples make clear, it's that extraordinary financial opportunity hides in plain sight, often inside the kinds of businesses most people walk past every day without a second glance. The common thread isn't the industry, it's the Rembrandt. Hidden inside each of these seemingly ordinary businesses is overlooked value, a misunderstood market, or a message just waiting to be refined and released. And that's where the RESULTant steps in.

Most Millionaires are Self-Made

The power of this approach is supported by data from places you might not expect. According to The Wall Street Journal, some of the highest-income earners in America, those in the top 1% and even the top 0.1%, are not tech tycoons or investment bankers, but owners of mid-sized, often "boring" businesses. Thomas J. Stanley and William D. Danko revealed in their groundbreaking book, "The Millionaire Next Door," that most millionaires don't live flashy lifestyles or drive luxury cars, instead, they live modest lives and own relatively boring businesses. Think car washes, beverage distributors, dental practices, and industrial service companies. In these businesses wealth is built not on hype, but on opportunities, exactly the kinds of hidden value RESULTants are trained to find, shape, and scale. These are the kinds of results so many local businesses crave but rarely achieve on their own. Could these businesses have discovered their own Rembrandts? Possibly, but they almost never do. Most are too busy fighting the daily battles outside their walls: chasing competitors, reacting to market pressures, and scrambling to attract new customers. They rarely stop to look inward, where the real breakthroughs are hiding. Instead, they stay stuck in the exhausting cycle of keeping up, rather than breaking away and winning on their own terms.

Unlike consultants or agencies pushing cookie-cutter campaigns, the RESULTant + Squad model gives you and the clients you will serve a strategic and tactical edge. With a proven framework, tested tools, and a team of experts behind you, you're not just giving advice, you're engineering transformation. And because you work directly with the decision-makers within the companies you'll serve, there's no corporate red tape. You get projects initiated, implemented, and profitable faster.

This is your invitation to take the lead role. To quarterback the kinds of projects that not only generate incredible returns for your clients, but pay you like a big-league quarterback in the process. The case studies you've just read are not the exceptions, they're the beginning of what's possible when you take this model into your town, with the Rembrandt Squad behind you.

It's time to stop chasing clients. It's time to start leading them.

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Rembrandt Squad, LLC
5005 Rockside Rd. • Independence, OH 44131
(216) 899-1400
www.RembrandtSquad.com
RembrandtSquadMarketing@gmail.com