

What do you want to **BE**?

Tom wanted to

BE *locally driven*



Entrepreneur Finds Success in Local Business-to-business Franchise

Tom Burtzloff's CMIT Solutions of Columbia provides IT solutions to area small businesses

Tom Burtzloff spent more than 30 years in corporate America. Today, he serves as the president of CMIT Solutions of Columbia, located at 10015 Old Columbia Road #B215 in the Maryland town. Providing information technology services to small businesses, Burtzloff also serves as the area developer for the Maryland, Washington, D.C. and Northern Virginia region.

Originally from Cleveland, Burtzloff's career began in the cosmetics industry working with some of the largest cosmetics brands. After a layoff in 2000, he accepted a vice president position at a cosmetics sampling company in Baltimore. There, he was working with some of the most recognizable brands in the industry. But after 10 years, the company closed its Baltimore location.

"It was a fun, fast-paced business," said Burtzloff. "But after finding myself in transition again, I knew at that point that I wanted to do something different."

Burtzloff was referred to an outplacement firm where he met a franchise specialist from FranNet who worked with individuals considering business ownership to match them with a franchise business.

"I had no idea that there were business-to-business franchises," said Burtzloff. "When I thought about franchises, fast food and major hotel chains came to mind. Working with FranNet, I was introduced to several different business opportunities that matched what I was looking for."

Burtzloff took a Personal Franchise Assessment (PFA), a sort of personality test of his business acumen. The assessment looks at a person from many facets, including his behavior profile, risk tolerance and financial background. Burtzloff's PFA was then used to help identify franchises that would align best with his attributes.

CMIT Solutions quickly rose as a top choice for Burtzloff. And the franchisor was also looking for an area developer for the Washington, D.C. metro region.

"Through my research, as I learned more about the franchise, I became more and more excited about the opportunity," said Burtzloff. "I wanted to start a business in my local community and be able to get more involved with what was happening here."

Burtzloff says that he has always had an aptitude for technology and the skills for hiring a team and managing an office. He liked that CMIT Solutions was a business-to-business model providing the technology support and infrastructure needed to give local small businesses an edge in today's increasingly challenging marketplace. He also appreciated the ongoing training, support and guidance provided to CMIT Solutions franchise partners.



Burtzloff opened CMIT Solutions of Columbia in June of 2010. Under his guidance as the area developer, he has overseen the opening of six additional offices in the region.

“I’m a local business, so I work and live right here with my fellow local business owners who need IT solutions,” said Burtzloff. “But, I also have the support of a national network of technology professionals behind me, and my clients benefit from that added support, too.”

This past May, Burtzloff was presented with the Area Developer of the Year award at the franchisor’s annual gathering in New Orleans.

“It was such an honor to receive the award,” said Burtzloff. “It’s been a lot of work to get where we are today, but very rewarding to be a part of CMIT Solution’s expansion in the area.”


The FranNet consultant Burtzloff worked with has since retired, but Burtzloff still continues to work with FranNet representatives in his area. Shortly after becoming the area developer, he was introduced to Heather Rosen of FranNet of Virginia and Richard Bock of FranNet Maryland. Burtzloff credits them for helping him to make invaluable connections with local business resources, franchisee candidates and other franchise industry professionals in the area.

When not at the office, Burtzloff is actively involved in his local community and often speaks at Rosen’s networking events to help others who may be interested in taking that leap into business ownership.

For more information on Burtzloff’s CMIT Solutions of Columbia, call 443-542-5553 or visit www.cmitsolutions.com/columbia.

To learn more about FranNet’s services, contact Heather Rosen at 703-291-0939 or visit www.frannet.com/hrosen. To contact Richard Bock, call 410-459-3890 or visit www.frannet.com/rbock.

About CMIT Solutions

 **CMIT Solutions**[®] *Your Technology Team* CMIT Solutions is a nationwide provider of information technology (IT) services and solutions for small and mid-sized businesses (SMBs). With more than 800 consultants and technicians, CMIT has expertise in nearly all technologies and industries. Founded in 1996 in Austin, Texas, CMIT Solutions, Inc. has grown into the leading IT solution provider for SMBs. With over 10 years of experience and strong industry partnerships, CMIT Solutions is capable of providing enterprise-level services and products that were previously unavailable to the SMB market. We are a local company with the support of a national network behind us. We focus on making your business run better by understanding your business and technology needs.

About FranNet

FranNet is North America’s most respected leader in matching individuals with franchise opportunities. Based in Louisville, Ky., FranNet has more than 100 consultants across North America and Europe who use a proprietary profiling and consultative process to determine a business model unique to each client’s goals, skill sets and interests, and have matched thousands of entrepreneurs to rewarding small business opportunities. FranNet has been recognized by Inc. Magazine as one of the fastest growing private companies in America for the last four years.