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## **Amscot Financial**

*To do business in Central Florida, there's no better connection than Dick Batchelor. He is the go-to person for connecting with business leaders and government officials – and their staffs – in Florida. Working with Dick saved us substantial time and money.*

- Deveron Gibbons, Vice President of Public Affairs, Amscot Financial

Amscot Financial is a retail consumer-lending company with a very aggressive growth plan. When I was brought in, they were moving very quickly into the Central Florida market and. As good stewards of their company, their leadership wanted to be proactively introduced to officials in cities and counties in which they would be locating Amscots. Because they work very closely with law enforcement, company representatives also desired an even stronger relationship with law enforcement officials.

My job was to introduce Amscot's leaders to decision-makers within the cities and counties, as well as other governmental leaders who were important to their agenda. This was done on an introductory basis with no real agenda, so that if there were a time in which Amscot would need to go to local governments for assistance, officials would know who they were, how much money they were investing into their communities, how many citizens were being employed, and their community-service involvement – which was very important to Amscot's leadership.

Not surprisingly, this strategy worked.

Later, Amscot invested more than a million dollars to remodel a location. As they prepared to open the store, they ran into a zoning issue at the county level that would have prevented them from opening it. However, because of the relationships and credibility that had already been established, they were able to work judiciously with the county and their professional staff to resolve the issue and quickly get their certificate of occupancy. Needless to say this saved Amscot a substantial amount of money and effort.

**– Dick Batchelor**

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Dick J. Batchelor, Michael J. Murphy, and Dustin A. Watkins prepared this case. DBMG cases are developed solely as the basis for marketing. Cases are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective management.

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