



RESIDE, LLC FACT SHEET
LAST UPDATED: MAY 1, 2007

Company History

Founded in January 2001 by former Carlson Marketing Group colleagues Matt Meents and Eric Scheel, Minneapolis-based Web services company Reside, LLC existed for its first two years as a virtual firm, often meeting with clients at coffee shops throughout the Twin Cities.

Meents and Scheel soon hired a small staff consisting of: sales and marketing, design and development. In March 2003, the five-person firm moved into its first office space. Through determination, extensive networking and dedicated client service, Reside continued to grow despite turbulent economic conditions, averaging 65 percent annual sales growth each year in business. The company is projecting 2007 sales of \$4.5 million – a 165 percent increase over the previous year.

Today, Reside has 26 full-time staff members. Over the past seven years, the company has worked with more than 150 companies, ranging from emerging companies to some of the best-known U.S. brands like Haagen-Dazs, Lund Boats, Andersen Windows and United HealthCare.

The Reside Approach

Reside helps its clients **find opportunities** and **solve problems**, using the Web, making it easier to sell their products and services and improve internal efficiencies. Reside's services help their clients put the Web to work in one or more of the following business areas:

- Sales and Marketing
- Sales and Marketing Management (CRM)
- Operational Efficiency
- Software as a Service (SaaS)

Reside client service centers around the following approach: listening first; aligning with the goals that are key to the client's business; and designing custom projects and programs that work against the goals to continually drive results.

A Culture of Giving

While "Web for business" is what Reside does, doing good in the world is the company's heart and soul. Over the past seven years, Reside has sponsored and contributed to many local non-profit organizations and charities, including: KS95 For Kids (Gillette Children's Specialty Healthcare and Children's Cancer Research Fund), HockeyDocs Charities, Hits for Huntington's, Native American Community Clinic, Adopt-a-Family, and others.

In January 2007, Reside launched TheResiders.com to expand its corporate giving initiative and showcase a new way for businesses to use community-based Web technology.

About TheResiders.com

The Residers is a virtual band created by Reside to “Rock for a Cause” in the local community. The band’s Website – TheResiders.com – is the foundation of the company’s community giving campaign and brand marketing. Visitors to the site will find an interactive environment where they can “do good” while having fun. The Residers lead guitarist, songwriter and band founder Maverick Reneur, the alter ego of Reside co-founders Meents and Eric Scheel, was unveiled in January. Three additional band members will be announced throughout the year to bring attention to its 2007 cause – KS95 for Kids. Each band member represents a different Reside leader or phase in the company.

Management

Matt Meents – Chief Executive Officer and Owner
Eric Scheel – Sr. Application Architect and Owner
Jennifer Zick – Vice President, Marketing

Ownership

Founded in 2001, the company is privately owned by Matt Meents and Eric Scheel.

Headquarters

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