

FRANCHISE DISCLOSURE DOCUMENT



TACTIC Franchising, LLC
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We license the right to operate a 100% Chiropractic franchised location, which, depending on applicable state law, either (a) involves the operation of a clinic that specializes in providing chiropractic services and products to the public through licensed chiropractic professionals, or (b) involves the operation of a business that provides management services to professional corporations that specialize in providing chiropractic services and products to the public through licensed chiropractic professionals. You may be offered the opportunity to purchase a Hub Location franchise, a Flip Location Franchise (the Conversion) or a Launch Location Franchise to include both doctor and non-doctor owned franchises.

The total investment necessary to begin operation of a 100% franchise ranges from \$209,225 to \$413,250 for a Launch Location, \$129,825 to \$305,750 for a Flip Location, and \$459,225 to \$663,250 for a Hub Location. The total investment includes initial fees ranging from \$61,890 to \$313,619 that must be paid to the franchisor or affiliate.

We also offer qualified prospects the right to own and operate multiple 100% Chiropractic franchised businesses in a designated development area under the terms of an Area Development Agreement. The total initial investment necessary to begin operating under the Area Development Agreement will vary depending on the number of franchised businesses to be opened in the development area. There will be a development fee and separate initial franchise fees for each franchised business that is purchase.

This disclosure document (“**Disclosure Document**”) summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and

all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, us or an affiliate in connection with the proposed franchise sale. **NOTE, HOWEVER THAT NO GOVERNMENT AGENCY HAS VERIFIED THE INFORMATION CONTAINED IN THIS DOCUMENT.**

You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact our corporate headquarters at P.O. Box 1014, Rancho Santa Fe, CA 92067 and 719-217-0895.

The terms of your contract will govern your franchise relationship. Do not rely on the Disclosure Document alone to understand your contract. Read your entire contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as “*A Consumer’s Guide to Buying a Franchise*,” which can help you understand how to use this disclosure document is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue NW, Washington, DC 20580. You can also visit the FTC’s home page at www.ftc.gov for additional information on franchising. Call your state agency or visit your public library for other sources of information on franchising.

There may be laws on franchising in your state. Ask your state agencies about them.

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How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits H & I.
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit I includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only 100% Chiropractic business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a 100% Chiropractic franchisee?	Item 20 or Exhibit H and Exhibit I lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in the disclosure document to better understand this franchise opportunity. See the table of contents.

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