

Department of Corporations

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Sacramento Office

# **ActionCOACH**

business coaching

**BUSINESS COACH**

**FRANCHISE DISCLOSURE DOCUMENT**

**ActionCOACH OneCo, LLC**

## FRANCHISE DISCLOSURE DOCUMENT

**Master Licensee:**  
**ActionCOACH OneCo, LLC**  
**A Delaware Limited Liability Company**  
**5781 S. Fort Apache Rd.**  
**Las Vegas, Nevada 89148**  
**1-888-483-2828**  
**www.actioncoach.com**

**Franchisor:**  
**ActionCOACH North America, LLC**  
**A Nevada Limited Liability Company**  
**5781 S. Fort Apache Rd.**  
**Las Vegas, Nevada 89148**  
**1-888-483-2828**  
**www.actioncoach.com**

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The franchisee (also known as a Business Coach) will operate a business that provides business coaching, mentoring and training to business owners in the small to medium-sized business sector. There are three (3) different franchise models you may select from: (1) the "FIRM", (2) the "PRACTICE (5 Year)", and (3) the "PRACTICE (Premium)".

The estimated total investment necessary to begin operation of an ActionCOACH business coaching franchise ranges from Three Hundred Twenty Two Thousand Eight Hundred Twenty Dollars (\$322,820) to Four Hundred Seventy Six Thousand Eight Hundred Fifty Dollars (\$476,850) for the FIRM, from Sixty Eight Thousand Five Hundred Seventy Dollars (\$68,570) to Ninety Three Thousand Seven Hundred Thirty Dollars (\$93,730) for a PRACTICE (5 Year) Business Coach franchise and Eighty Three Thousand Five Hundred Seventy Dollars (\$83,570) to One Hundred Eight Thousand Seven Hundred Thirty Dollars (\$108,730) for a PRACTICE (Premium) Business Coach franchise. These figures include the following fees that must be paid to the master licensee, franchisor or an affiliate: Three Hundred One Thousand Two Hundred Fifty Dollars (\$301,250) for the FIRM, Sixty One Thousand Two Hundred Fifty Dollars (\$61,250) for a PRACTICE (5 year), and Seventy Six Thousand Two Hundred Fifty Dollars (\$76,250) for a PRACTICE (Premium) Business Coach Franchise Agreement, for initial franchise fees, training fees and technology fees. This 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 fourteen (14) calendar days before you sign a binding agreement with, or make any payment to, the master licensee, the franchisor, or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

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 an 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, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

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

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