

**FRANCHISE DISCLOSURE DOCUMENT
(Single/Multiple Unit Program)**



AdviCoach Franchising, LLC
A Delaware limited liability company
900 Main Street South
Building No. 2
Southbury, Connecticut 06488
(203) 405-2147
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AdviCoach Franchising, LLC offers franchises for the establishment, development, and operation of a coaching practice that offers business support services in advertising, sales, marketing, customer service, leadership, team building, business planning, management, and organizational development, on a temporary basis. Qualified individuals are granted the right to operate as an “AdviCoach[®]” using our System and using the name “AdviCoach” and such other marks that we license to you.

The total initial investment necessary to begin operation of an AdviCoach single unit franchise is between \$73,360 to \$82,210. This includes \$55,510 that must be paid to the franchisor. The total initial investment necessary to begin operation of an AdviCoach Area Development Agreement is between \$153,360 and \$161,210 for a 5 Unit Area Development Agreement, \$228,360 and \$237,210 for a 10 Unit Area Development Agreement, and \$278,360 and \$287,210 for a 15 Unit Area Development Agreement. This includes \$135,510 that must be paid to the franchisor for a 5 Unit Area Development Agreement, \$210,510 for a 10 Unit Area Development Agreement, and \$260,510 for a 15 Unit Area Development Agreement.

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 14 calendar-days before you sign a binding agreement with, or make any payment to, 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.**

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 Judy Britt, Director of Franchise Licensing at 900 Main Street South, Building 2, Southbury, CT 06488, 203-405-2147.

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your 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 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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STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit A for information about the franchisor or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR FRANCHISED BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY MEDIATION AND ARBITRATION ONLY IN THE STATE IN WHICH ADVICOACH FRANCHISING, LLC MAINTAINS ITS PRINCIPAL PLACE OF BUSINESS, WHICH IS CURRENTLY CONNECTICUT. IF LITIGATION OCCURS, IT MUST ALSO OCCUR IN THE STATE IN WHICH ADVICOACH FRANCHISING, LLC MAINTAINS ITS PRINCIPAL PLACE OF BUSINESS, WHICH IS CURRENTLY CONNECTICUT. OUT OF STATE MEDIATION, ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE, ARBITRATE OR LITIGATE WITH US IN THE STATE IN WHICH ADVICOACH FRANCHISING, LLC MAINTAINS ITS PRINCIPAL PLACE OF BUSINESS, WHICH IS CURRENTLY CONNECTICUT, THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT STATE THAT THE STATE IN WHICH ADVICOACH FRANCHISING, LLC MAINTAINS ITS PRINCIPAL PLACE OF BUSINESS, WHICH IS CURRENTLY CONNECTICUT, LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Brokers

We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

EFFECTIVE DATES

This document may be given to persons in the following states:

Alabama	Louisiana	North Carolina
Alaska	Maine	Ohio
Arizona	Massachusetts	Oklahoma
Arkansas	Mississippi	Oregon
Colorado	Missouri	Pennsylvania
Connecticut	Montana	South Carolina
Delaware	Nebraska	Tennessee
Georgia	Nevada	Texas
Idaho	New Hampshire	Vermont
Iowa	New Jersey	West Virginia
Kansas	New Mexico	Wyoming
Kentucky		

This document may be given to persons in the following states **ONLY** if a registration date is filled in after the name of the state:

The effective dates of this disclosure document in the states listed below are:

STATES	EFFECTIVE DATE
California	
Florida	3-18-11
Hawaii	
Illinois	
Indiana	
Maryland	
Michigan	3-23-11
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Utah	3-30-11
Virginia	
Washington	
Wisconsin	

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