

**MAR 22 2013**
**FRANCHISOR'S COSTS AND SOURCES OF FUNDS**

- 1 Disclose the Franchisor's total costs for performing its pre-opening obligations to provide goods or services in connection with establishing each franchised business, including real estate, improvements, equipment, inventory, training and other items stated in the offering

<u>Category</u>	<u>Costs</u>	
	<u>Low Range</u>	<u>High Range</u>
Real Estate	\$0	\$0
Improvements	\$0	\$0
Equipment	\$0	\$0
Inventory	\$0	\$0
Training	\$0	\$0
Other (describe)		
Development		
Mailings	\$ 1,000	\$ 4,000
Telemarketing	\$ 1,000	\$ 1,300
Broker Conventions	\$ 0	\$ 2,500
Public Relations	\$ 500	\$ 800
Web Advertising	\$ 300	\$ 800
Discovery Day	\$ 1,000	\$ 1,250
Discovery Day Travel Reimbursements	\$ 500	\$ 1,000
Staff Costs	\$ 5,000	\$ 7,500
Sales/Travel/Lodging Costs	\$ 1,800	\$ 3,000
Broker Fees	\$25,000	\$30,000
MAM Travel Costs	\$ 2,000	\$ 6,000
Legal		
FDD	\$ 20	\$ 20
Franchise Agreement Package	\$ 500	\$ 500
Operations		
Pre-Opening Travel/Lodging Costs	\$ 2,000	\$ 2,500
Training	\$ 500	\$ 1,000
<b>Total Range of Costs</b>	<b>\$41,120</b>	<b>\$62,170</b>

- 2 State separately the sources of all required funds

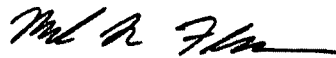
The source of these funds are obtained through the franchisee's initial franchise fee and general operating revenue

plante  
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moran

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### CONSENT OF INDEPENDENT AUDITOR

Plante & Moran, PLLC consents to the use in the Franchise Disclosure Document issued by Allegra Network LLC ("Franchisor") on March 21, 2013 as it may be amended, of our report dated March 14, 2013, relating to the financial statements of Franchisor for the periods ending December 31, 2012, 2011 and 2010



Mark R. Fleischer, CPA  
Plante & Moran, PLLC

March 21, 2013

## Franchise Sellers

Doris Bennett  
Jessica Eng  
Meredith Flynn  
Christine Gagne  
Carl Gerhardt  
Mario Grech  
Michael Marcantonio  
Laura Pierce-Marutz  
Robert Milroy  
Ramon L. Palmer, Jr  
Dirk Nelson  
Walter L. Rickens  
Laura Sartell  
Brian Thomas Tyll  
Richard S. Webb  
Charles Whitten  
Timothy S. Wood

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