

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 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 REQUIRES THAT ALL DISAGREEMENTS BE SETTLED BY ARBITRATION OR LITIGATION IN ARIZONA. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE OR LITIGATE WITH US IN ARIZONA THAN IN YOUR HOME STATE.**
2. **THE FRANCHISE AGREEMENT STATES THAT ARIZONA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
3. **THE AUDIT REPORT HAS BEEN PREPARED ASSUMING THAT THE COMPANY WILL CONTINUE AS A GOING CONCERN. THE COMPANY HAS INCURRED SUBSTANTIAL LOSSES FROM OPERATIONS AND HAS NEGATIVE WORKING CAPITAL. THESE FACTORS RAISE SUBSTANTIAL DOUBT ABOUT THE COMPANY'S ABILITY TO CONTINUE AS A GOING CONCERN. IF THE COMPANY IS UNABLE TO GENERATE SUFFICIENT SALES REVENUE OR OBTAIN ADDITIONAL FUNDING THROUGH ITS MEMBER, THERE IS SUBSTANTIAL DOUBT THAT THE COMPANY WILL BE ABLE TO CONTINUE AS A GOING CONCERN.**
4. **AS PER THE AUDITED BALANCE SHEET DATED DECEMBER 31, 2012, WE HAD A NET WORTH DEFICIENCY OF \$(72,474).**
5. **THE FRANCHISE AGREEMENT REQUIRES SPOUSES OF FRANCHISE OWNERS MUST EXECUTE A PERSONAL GUARANTY, PLACING THEIR PERSONAL ASSETS AT RISK.**
5. **THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

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

ITEM 1. THE FRANCHISOR AND ANY PARENTS, PREDECESSOR AND AFFILIATES

To simplify the language in this Disclosure Document, “we”, “our” and the “Company” mean CALLRN Franchise LLC - the franchisor. “You” means the person who buys an Assisted Living Locators franchise - the franchisee, and includes your partners if you are a partnership, your shareholders if you are a corporation and your members if you are a limited liability company.

Corporate Information

We are a Delaware limited liability company that was organized on February 3, 2006. Our principal business address is located at 7330 E. Earll Drive, Suite E, Scottsdale, Arizona 85251 and our telephone number is (800) 267-7816. Our agent for service of process is disclosed in Exhibit “B” to this Disclosure Document. We also do business under the name Assisted Living Locators.

Business History

We began offering Assisted Living Locators franchises in May of 2006. We are not engaged in any business other than the offering of Assisted Living Locators franchises as described in this Disclosure Document. ~~We do not~~ We have never conducted business in any other line of business or offered franchises in any other line of business nor do we currently conduct business in any other line of business or offer franchises in any other line of business.

Parents, Affiliates and Predecessors

We do not have any parents or predecessors, but we have two affiliates. We do not have any affiliates that have ever offered franchises in this or any other line of business or that provide any goods or services to our franchisees. Our affiliate company is Certified Assisted Living Locators, LLC (“CALL”), an Arizona limited liability company that was formed on September 22, 2003. CALL’s principal business address is 7330 E. Earll Dr., Suite E, Scottsdale, Arizona 85251. CALL has operated a business similar to the business being offered under this franchise since 2003. CALL continues to operate this business in three states. Our affiliate company, Confirmed Care, LLC (“Confirmed Care”), an Arizona limited liability company formed on March 30, 2006 with a principal business address of 7330 E. Earll Drive, Suite E, Scottsdale, Arizona 85251, provides marketing, care management and licensing compliance consulting.

Description of Franchised Business

Under your Assisted Living Locators franchise, you will establish and operate a business that assists seniors and their families in locating assisted living facilities, senior housing options and care services that meet their geographic, financial and clinical needs and preferences (your “Business”). Although the scope of an Assisted Living Locators business is currently limited to providing placement services, we may expand the scope of the business to include the sale of related products or merchandise. We will grant you a license to use certain trademarks, service marks, and trade names, including the service mark “Assisted Living Locators[®]” (collectively,

healthcare programs, namely Medicare and Medicaid, and certain states have laws that prohibit assisted living facilities from paying individuals or agencies for placing individual residents at their facility unless certain conditions or exemption criteria are met. However, some states do not prohibit the individuals in need of placement services or their families from paying for these services. Certain states have laws that permit assisted living facilities to pay referral fees only if the conditions for the referral services exemption are met under the Medicare anti-kickback law or safe harbor regulations. If a state or jurisdiction has such a law or regulation, these laws and regulations are likely to vary from state to state, and these may change from time to time. You must also operate your Business in full compliance with all applicable laws, including, without limitation, government regulations relating to occupational hazards, health, EEOC, OSHA, discrimination, employment sexual harassment, worker's compensation and unemployment insurance and withholding and payment of federal and state income taxes, social security taxes and sales and service taxes. We strongly recommend that you consult with local counsel regarding all laws that may apply to your business before you purchase this franchise.

ITEM 2. BUSINESS EXPERIENCE

Member, Chief Executive Officer: Mark Alivero

~~Mark Alivero has served as our CEO since March of 2013. Mark served as the President and CEO of Pyramid Real Estate Services, Inc. from March 2007 to February 2013 in San Diego, California. From April 2007 to December 2008 he was the National Business Development Manager for the Marshall Reddick Real Estate Network in Irvine, California.~~

President and Founder: Angela Olea, RN

Angela Olea has served as our President since our inception in February of 2006 ~~and as our Chief Executive Officer since July 2013.~~ From September of 2003 through the present, Angela has also served as the President and Chief Executive Officer of our affiliate, CALL in Scottsdale, Arizona. Angela has been a registered nurse for over 20 years.

Member and Administrative Assistant, Angelica Olea

Angelica Olea has been a Member since July 2013. She has also served as an Administrative Assistant for us and our Affiliate from January 2013 to the present. Prior to that, she was a Customer Service Representative for WinCo from September 2012 to March 2013 in Mesa, Arizona and a Customer Service Representative for Jimbo's from November 2011 to May 2012, also in Mesa, Arizona. She has also been a student from August 2008 to the present at ASU WP Carey School of Business in Tempe, Arizona and Mesa Community College in Mesa, Arizona.

Director of Training and Development: Eleanor M. Fountain, PH.D.

Eleanor Fountain has served as our Director of Training and Development since February of 2008. Since 1975, Eleanor has also served as President and Chief Executive Officer of

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