



DEPARTMENT OF CORPORATIONS  
RECEIVED LOS ANGELES OFFICE

APR 19 2007

INFORMATION FOR PROSPECTIVE FRANCHISEES  
REQUIRED BY THE FEDERAL TRADE COMMISSION

AUCTION IT TODAY, INC.  
a Michigan corporation  
9864 E. Grand River, Suite 150  
Brighton, Michigan 48116  
(810) 227-4300

The date of issuance of this Offering Circular is November 1, 2006.  
For State Specific Effective Dates: See Exhibit K.

To protect you, we've required your Franchisor to give you this information. We haven't checked it, and don't know if it's correct. While it includes some information about your contract, don't rely on it alone to understand your contract. Read all of your contract carefully. Buying a franchise is a complicated investment. Take your time to decide. If possible, show your contract and this information to an advisor, like a lawyer or an accountant. If you find anything wrong or anything important that's been left out, you should let us know about it. It may be against the law.

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

FEDERAL TRADE COMMISSION  
Washington, D.C.

IN ACCORDANCE WITH THE REQUIREMENTS OF THE FEDERAL TRADE COMMISSION, THIS OFFERING CIRCULAR WAS ISSUED ON THE DATE SET FORTH ABOVE. THE EFFECTIVE DATE(S) OF THIS OFFERING CIRCULAR IN THE STATES OF CALIFORNIA, HAWAII, ILLINOIS, INDIANA, MARYLAND, MINNESOTA, NEW YORK, NORTH DAKOTA, RHODE ISLAND, SOUTH DAKOTA, VIRGINIA, WASHINGTON AND WISCONSIN, IF APPLICABLE, ARE LISTED IN EXHIBIT K OF THIS OFFERING CIRCULAR.

Auction It Today, Inc.  
Offering Circular/FTC  
November 1, 2006



## FRANCHISE OFFERING CIRCULAR

AUCTION IT TODAY, INC.  
a Michigan corporation  
9864 E. Grand River, Suite 150  
Brighton, Michigan 48116  
(810) 227-4300

This Offering Circular describes an *Auction it TODAY*<sup>®</sup> full store and kiosk store single unit franchise and an area representative franchise. The single unit franchisee will operate an auction service business specializing in the online auction of items on eBay. The area representative will operate at least one single unit franchise and must sell and service single unit franchises in a specified territory.

The initial fees for a full store single unit franchise include an initial franchise fee of \$22,000. A full store franchisee will also make payments to us for interior signs and may make payments to us for other goods in the amount of \$7,000 to \$11,000. Kiosk store single unit franchises will pay an initial franchise fee of \$14,000 plus an additional initial fee of \$5,000, for which the kiosk store franchisee receives a kiosk and equipment. A kiosk franchisee may also make payments to us for miscellaneous goods in the amount of \$0 to \$5,000. The total estimated initial investment for a single unit franchise, which includes the initial fees but does not include real estate, ranges from \$61,450 to \$135,000 for full stores and \$20,050 to \$43,500 for kiosk stores.

The initial area representative fee for an area representative franchise is established based on the number of franchises expected to be developed in the territory. For purposes of the estimated initial investment, we have assumed a range of area development fees from \$100,000 to \$1,000,000. An area representative will also make payments to us for initial sales materials in the amount of \$200 to \$1,000. The estimated initial investment for an area representative is \$108,250 to \$1,048,000. An area representative must also operate at least one single unit franchise, so the area representative will incur the initial fees for a single unit franchise, as described above, when the single unit franchise is developed. See Items 5 and 7.

### RISK FACTORS:

\*1. THE FRANCHISE AND AREA REPRESENTATIVE AGREEMENTS STATE THAT MICHIGAN 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.

2. THE FRANCHISOR HAS BEEN IN EXISTENCE FOR A SHORT PERIOD OF TIME (SINCE SEPTEMBER 2004). THEREFORE, THERE IS ONLY A BRIEF OPERATING HISTORY TO ASSIST YOU IN JUDGING WHETHER OR NOT TO MAKE THIS INVESTMENT.

3. A FULL STORE FRANCHISEE MUST PAY THE FRANCHISOR MONTHLY ROYALTY FEES AND ADVERTISING FEES OF \$1,200 AND \$450, RESPECTIVELY, EVEN IF

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THE FRANCHISE BUSINESS HAS NO REVENUE. THE MONTHLY ROYALTY AMOUNT INCREASES AFTER THE THIRD YEAR. A KIOSK STORE FRANCHISEE MUST PAY THE FRANCHISOR MONTHLY ROYALTY AND ADVERTISING FEES OF \$200 AND \$100, RESPECTIVELY, EVEN IF THE FRANCHISE BUSINESS HAS NO REVENUE.

4. THERE MAY BE OTHER RISK FACTORS CONCERNING THIS FRANCHISE.

\* LOCAL LAW MAY SUPERSEDE THESE AND OTHER FRANCHISE AND AREA REPRESENTATIVE AGREEMENT PROVISIONS. CERTAIN STATES REQUIRE THE SUPERSEDING PROVISIONS TO APPEAR IN AN ADDENDUM IN THIS OFFERING CIRCULAR, WHICH, IF APPLICABLE, IS ATTACHED AS EXHIBIT K TO THIS OFFERING CIRCULAR.

Information comparing Franchisors is available. Call the State Administrators listed in Exhibit A or your public library for sources of information.

**Registration of this Franchise by a State does not mean that the State recommends it or has verified the information in this Offering Circular.** If you learn that anything in the Offering Circular is untrue, contact the Federal Trade Commission and the applicable State Agency.

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