

FRANCHISE DISCLOSURE DOCUMENT



Benjamin Franklin Plumbing

Benjamin Franklin Franchising, LLC
a Missouri Limited Liability Company
Plaza Five Points
50 Central Avenue, Suite 920
Sarasota, Florida 34236
941-552-5111
877-236-2899
www.benfranklinplumbing.com

The franchisee will provide residential plumbing maintenance, repair and replacement, and drain cleaning services.

The total investment necessary for a conversion franchise is a range of \$68,265 to \$329,845. This includes a range of \$43,000 to \$150,500 of Initial Fees that must be paid to the franchisor or affiliate. The total investment necessary for a start-up franchise is a range of \$179,570 to \$576,820. This includes a range of \$43,000 to \$150,500 of Initial Fees that must be paid to the franchisor or affiliate.

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 regarding 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 your personal Franchise Development Representative at Plaza Five Points, 50 Central Avenue, Suite 920, Sarasota, Florida 34236 and 941-552-5111 or 877-236-2899.

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, like "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 TC 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.

The Issuance Date of this Disclosure Document is: March 26, 2013.

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 FRANCHISE 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 YOU TO RESOLVE DISPUTES WITH US BY LITIGATION OR, IN CERTAIN SITUATIONS, MEDIATION. ALL LITIGATION AND MEDIATION SHALL BE CONDUCTED ONLY IN THE STATE WHERE OUR PRINCIPAL PLACE OF BUSINESS IS LOCATED, CURRENTLY FLORIDA. OUT OF STATE LITIGATION OR MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE OR MEDIATE WITH US IN FLORIDA OR ANOTHER STATE THAN IN YOUR OWN HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT THE LAW OF THE STATE WHERE OUR PRINCIPAL PLACE OF BUSINESS IS LOCATED (CURRENTLY SARASOTA, FLORIDA) GOVERNS THE FRANCHISE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. YOU MUST PAY US A MINIMUM MONTHLY FRANCHISE FEE OF \$1,500.00 OR \$15 PER 1,000 OF POPULATION, EVEN IF THE FRANCHISE HAS NO REVENUE.
4. YOUR FAILURE TO MEET AND MAINTAIN YOUR MINIMUM SALES PERFORMANCE STANDARDS OF \$5,000 PER 1000 POPULATION PER ANNUM WITHIN 3 YEARS OF THE EFFECTIVE DATE OF THE FRANCHISE AGREEMENT MAY RESULT IN THE LOSS OF YOUR EXCLUSIVE RIGHTS IN YOUR TERRITORY.
5. SPOUSE(S) OF FRANCHISE OWNERS MAY BE REQUIRED TO EXECUTE A PERSONAL GUARANTY MAKING THAT SPOUSE(S) JOINTLY AND SEVERALLY LIABLE FOR ALL OBLIGATIONS OF THE FRANCHISEE WHETHER OR NOT THAT SPOUSE(S) IS INVOLVED IN THE OPERATION OF THE FRANCHISE BUSINESS. THIS REQUIREMENT PLACES THE PERSONNEL ASSETS OF THE FRANCHISE OWNER(S) AND SPOUSE(S) AT RISK.
6. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We may 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 is our agent and 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.

STATE EFFECTIVE DATES

This Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws with the following effective dates:

California

Hawaii

Illinois

Indiana

Maryland

Michigan

Minnesota

New York

North Dakota

Rhode Island

South Dakota

Virginia

Washington

Wisconsin

In all other states, the effective date of this Disclosure Document is the issuance date of March 26, 2013.

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