

FRANCHISE DISCLOSURE DOCUMENT BOOKATAILOR FRANCHISING, LTD

A New York Limited Liability Company
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BOOKATAILOR

The franchise offered is for the establishment of a state-of-the-art, awarded industry defining Bespoke Custom Made fashion store, designed to allow the consumer to customize an outfit consisting primarily of Suits, Tuxedos, Jackets, Pants, Shirts and fashion and accessories.

The estimated total investment necessary to begin operations of a BOOKATAILOR® franchise is \$42,695 To \$63,095. This includes \$19,995 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 in connection with the proposed franchise sale or grant. **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 Jacomo Hakim, 11 Middle Neck Road, Suite 300 Great Neck, NY 11021 212-486-6628.

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, such as 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.

Date of Issuance: 1/14/2016

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 THE 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 MOST DISPUTES BE SUBMITTED TO ARBITRATION IN NEW YORK. OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN NEW YORK THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT NEW YORK LAW GOVERNS THE AGREEMENT, AND NEW YORK LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS YOUR STATE'S LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THE FRANCHISE AGREEMENT REQUIRES THAT IMMEDIATE FAMILY MEMBERS OF THE FRANCHISEE MUST SIGN THE NONDISCLOSURE AND NON-COMPETITION AGREEMENTS WHICH MAY PLACE THEIR PERSONAL ASSETS AT RISK.
4. THE FRANCHISOR WAS FORMED IN AUGUST 2014 AND HAS NO OPERATING HISTORY OR RECORD OF PERFORMANCE.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

The Effective Date of this Franchise Disclosure Document for your state is listed on the page after the state cover pages.

STATE EFFECTIVE DATES

The states listed below may require registration or filing of this Disclosure Document. If this offering is registered in any of these states, the effective date of the registration may differ from the date of issuance of this Disclosure Document as stated below. Some of these states may require different or additional disclosures or revisions to the agreement. The effective date of this Disclosure Document for any state that is not included in this list is as shown on the cover of this Disclosure Document. (See the State Addenda to this Disclosure Document for certain states.)

California	Effective Date: <u>Pending</u>
Connecticut	Effective Date: _____
Florida	Effective Date: _____
Hawaii	Effective Date: _____
Illinois	Effective Date: <u>Pending</u>
Indiana	Effective Date: _____
Kentucky	Effective Date: _____
Maine	Effective Date: _____
Maryland	Effective Date: <u>Pending</u>
Michigan	Effective Date: _____
Minnesota	Effective Date: _____
Nebraska	Effective Date: _____
New York	Effective Date: <u>3/06/2015</u>
North Carolina	Effective Date: _____
North Dakota	Effective Date: _____
Rhode Island	Effective Date: _____
South Carolina	Effective Date: _____
South Dakota	Effective Date: _____
Texas	Effective Date: <u>Pending</u>
Utah	Effective Date: _____
Virginia	Effective Date: <u>Pending</u>
Washington	Effective Date: <u>Pending</u>
Wisconsin	Effective Date: _____

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