



## FRANCHISE DISCLOSURE DOCUMENT

### BRIGHTWAY INSURANCE, INC.

a Florida corporation  
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www.brightway.com

The franchisee (“Associate Agency Owner” or “AAO”) will operate a Brightway Insurance Agency (“Associate Agency”) which will primarily engage in the business of selling, servicing and delivering property and casualty insurance policies, but which may also offer certain other insurance services to its clients. As an AAO, you will enter into an Associate Agency Owner Agreement (“AAO Agreement”) with us.

The total investment necessary to begin operation of a Brightway Associate Agency is approximately \$153,000. This includes an initial franchise fee of \$60,000 that must be paid to us. The aforementioned estimates do not include the cost of renting the business location(s) or travel costs associated with attending the initial training program.

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, us or our affiliates in connection with 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 Michael A. Miller, Chief Marketing Officer, Brightway Insurance, Inc., 3733 West University Boulevard, Suite 100, Jacksonville, Florida 32217, or by telephone at (904) 764-9554.

The terms of your franchise agreement will govern your franchise relationship. Don’t rely on the Disclosure Document alone to understand your franchise agreement. Read all of your franchise agreement carefully. Show your franchise agreement 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, 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](http://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.

You should rely only on the information contained in this Disclosure Document. We have not authorized any other person to provide you with information different than the information contained in this Disclosure Document. The information in this Disclosure Document is complete and accurate as of the date on this front cover, but some information may have changed since that date.

**Issuance Date: September 1, 2012**

## STATE COVER PAGE

Your state may have a franchise law that requires us to register or file with a state franchise administrator before offering or selling franchises in your state. REGISTRATION OF THIS 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 administrators listed in Exhibit G of this Disclosure Document or your public library for sources of information about us or 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 AAO AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN FLORIDA. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT ALSO MAY COST YOU MORE TO FILE SUIT IN FLORIDA INSTEAD OF YOUR HOME STATE.
2. THE AAO AGREEMENT STATES THAT FLORIDA 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. 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 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.

This Disclosure Document is to be used only in the states of Alabama, Arizona, Colorado, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, New Mexico, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, and Texas.

The effective date of this Franchise Disclosure Document is the issuance date of September 1, 2012.

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