



## FRANCHISE DISCLOSURE DOCUMENT

### BRIGHTWAY INSURANCE, INC.

a Florida corporation  
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Jacksonville, Florida 32217  
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The franchisee (which we refer to as an “Associate Agency Owner” or “AAO”) will operate a Brightway Location that will primarily engage in the business of selling, servicing and delivering property and casualty insurance policies, but that may also offer certain other insurance services to its clients. As an AAO, you will enter into a Franchise Agreement with us.

The total investment necessary to begin operation of a single Brightway retail franchise (a “Retail Agency”) is \$88,300 to \$173,500. This includes a \$60,000 initial fee that must be paid to the franchisor or its affiliate(s).

Additionally, we offer franchisees the right to operate a Brightway franchise from a professional office space. The total investment necessary to begin operation of a single Brightway franchise from a professional office space (an “Office Agency”) is \$18,100 to \$82,250. This includes \$5,000 to \$30,000 that must be paid to the franchisor or its affiliate(s).

By purchasing a Retail Agency or Office Agency and meeting certain qualifications, you automatically have the right to open an additional Brightway Location of the same type by executing our form of Option Agreement within the first term of your Franchise Agreement. There is no initial fee associated with the Option Agreement or the additional Franchise Agreement signed in connection with the Option Agreement.

Additionally, we have implemented a Multi-Unit Program for existing, qualified AAOs to enter into an additional Franchise Agreement for up to two additional Brightway Locations and finance the initial fee for such Brightway Locations under our prescribed form of promissory note, with the first payment under the note deferred for a period of five years. If the AAO keeps all of its Brightway Locations open and operating for this five-year period and does not receive a notice of default from us during this timeframe, we will forgive the amounts otherwise due under the initial fee note.

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 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 our Compliance department at [compliance@brightway.com](mailto:compliance@brightway.com) or 904-483-3584.

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 the entire Franchise Agreement carefully. Show your Franchise Agreement and this Disclosure Document to an advisor, like a lawyer or an accountant.

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Franchise Disclosure Document

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. Issuance Date: April 15, 2020 as amended June 18, 2020

## How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibit E.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor’s direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit A includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Brightway Insurance business in my area?</b>	Item 12 and the “territory” provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchise have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the Table of Contents.

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/brightway-associate-agency>