

KAUFMAN & CANOLES

attorneys at law

Kaufman & Canoles, P.C.
150 West Main Street
Suite 2100
Norfolk, VA 23510

Mailing Address
Post Office Box 3037
Norfolk, VA 23514

T (757) 624.3000
F (888) 360.9092

kaufCAN.com

Nicole J. Harrell
(757) 624.3306
njharrell@kaufcan.com

April 22, 2020

VIA SECURITIES PORTAL

State of Wisconsin
Department of Financial Institutions
Division of Securities
PO Box 1768
Madison, WI 53701-1768

**Re: British Swim School Franchising, LLC Renewal Application
File No. 70016795**

Dear Sir or Madam:

Attached is a franchise registration renewal application for filing on behalf of British Swim School Franchising, LLC, including the following:

1. One (1) copy of the Franchise Disclosure Document;
2. Uniform Franchise Registration Application;
3. Certification;
4. Consent to Service of Process;
5. Franchisor's Costs and Source of Funds; and
6. Auditor's Consent.

We are also including with our online filing payment of the \$400 for the application fee.

Please do not hesitate to contact me should you have any questions.

Sincerely,



Nicole J. Harrell

NJH:ajj
Attachments

FRANCHISE DISCLOSURE DOCUMENT



British Swim School Franchising, LLC
a Delaware limited liability company
2829 Guardian Lane, Suite 100
Virginia Beach, VA 23452
Phone: (757) 215-4253
E-mail: Franchising@britishswimschool.com
www.britishswimschool.com

British Swim School businesses operate a swimming and water-survival instruction program that focuses on survival skills, stroke development, breathing techniques and skill coordination by offering private and group lessons for individuals of all ages and other related services and products under the British Swim School name and marks (“**British Swim School Business(es)**”).

The total investment necessary to begin operation of a British Swim School Business ranges from \$91,275 to \$145,875, including \$64,725 to \$72,975 which must be paid to the franchisor or its affiliate(s). The total investment necessary to begin operation of one British Swim School Business under an area development agreement is currently \$98,775 to \$160,875. This includes \$44,500 to \$52,000 that must be paid to the franchisor. The minimum number of British Swim School franchised businesses required to be opened under an area development agreement is 2.

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 payments to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government 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 Brian Garrison at British Swim School Franchising, LLC, 2829 Guardian Lane, Suite 100, Virginia Beach, VA 23452 and (757) 215-4253.

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, 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.

ISSUANCE DATE: April 10, 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
How much can I earn?	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 D.
How much will I need to invest?	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.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit C includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only British Swim School business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a British Swim School franchisee?	Item 20 or Exhibit D lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	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/british-swim-school>