



CHRISTIAN CEOs & OWNERS
BUILDING GREAT BUSINESSES
FOR A GREATER PURPOSE™

DEPARTMENT OF CORPORATIONS
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MAR 12 2012

FRANCHISE DISCLOSURE DOCUMENT

The C12 Group, LLC®, A North Carolina Limited Liability Company
4101 Piedmont Parkway
Greensboro, NC 27410
(336) 841-7100; www.C12Group.com

Offering a franchise of The C12 Group® to provide specified services to member Christian business CEOs, owners and presidents, as well as their selected key staff members, including conduct of monthly C12 Group Advisory Board meetings, one-on-one consultation sessions, and selected C12 seminars and mentoring processes

The total investment necessary to begin operation of a C12 franchised business is a minimum of \$28,000, consisting of a franchise fee of \$12,000, a training fee of \$1,500, a support fee of \$1,500, a pre-paid marketing expense deposit of \$10,000, and initial working capital of \$3,000

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all agreements carefully. You must receive this disclosure document at least fourteen (14) calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate of the franchisor 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 to you. To discuss the availability of disclosures in different forms, contact The C12 Group, LLC, 4101 Piedmont Parkway, Greensboro, NC 27410 or call The C12 Group, LLC at (336) 841-7100

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read your entire 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 Ave, NW, Washington, D C 20850. 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.

Issued January 1, 2012

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 administrators listed in Exhibit C 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

RISK FACTORS.

1 THE FRANCHISE AGREEMENT REQUIRES THAT ALL DISAGREEMENTS BE SETTLED BY CHRISTIAN MEDIATION/ARBITRATION IN NORTH CAROLINA PURSUANT TO WHICH THE PARTIES SHALL ENGAGE THREE BIBLE-BELIEVING CHRISTIAN ARBITRATORS AS FOLLOWS. ONE SELECTED BY THE FRANCHISEE, ONE SELECTED BY THE FRANCHISOR, AND ONE SELECTED BY SUCH TWO ARBITRATORS THE REMEDY RECOMMENDED BY THE ARBITRATION PANEL WILL BE BINDING AND FINAL WITH NO FURTHER RECOURSE BY EITHER PARTY OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN NORTH CAROLINA THAN IN YOUR HOME STATE

2 IF YOU FAIL TO MEET MINIMUM REQUIRED LEVELS OF TARGET MARKET PENETRATION, WE HAVE THE RIGHT TO REDEFINE EXCLUSIVE AND NON-EXCLUSIVE TERRITORY DEFINITIONS UNILATERALLY OR UPON THE REQUEST OF ANOTHER PROSPECTIVE FRANCHISEE, BUT WE WILL ENDEAVOR TO JOINTLY DISCUSS AND PLAN SUCH CHANGES IN ADVANCE

3 THE FRANCHISE AGREEMENT STATES THAT NORTH CAROLINA 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.

4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

Information about comparisons of franchisors is available. Call the state administrators listed in Exhibit C or your public library for sources of information. Registration of this franchise with any particular state does not mean that such state recommends it or has verified the information in this disclosure document. If you learn that anything in this disclosure document is untrue, contact the Federal Trade Commission and the state administrator for your state.

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