

FRANCHISE DISCLOSURE DOCUMENT

Camp Bow Wow Franchising, Inc
a Delaware corporation
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Broomfield, Colorado 80021
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www campbowwow com
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APR 03 2015



Camp Bow Wow Franchising, Inc franchises the right to operate "CAMP BOW WOW®" businesses offering specialized pet care services through fixed store locations and mobile units, the retail sale of pet food and merchandise, and related services and products

The total investment necessary to begin operation of a Camp Bow Wow franchised business ranges from \$356,624 to \$1,000,651 This total investment includes \$55,000 that must be paid to us or our Affiliates

This Disclosure Document summarizes certain provisions of the Camp Bow Wow® franchise agreement, Multi-Unit Development 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 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 the Franchise Sales Department, at Camp Bow Wow Franchising, Inc , 8820 W 116th Circle, Unit D, Broomfield, Colorado 80021, telephone (877) 700 BARK, or www campbowwow com

The terms of your contract will govern your franchise relationship Do not rely on the Disclosure Document alone to understand your contract Read all of your contracts carefully Show your contracts and this Disclosure Document to an advisor, like a lawyer or 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, like "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this Disclosure Document is available through 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, DC 20580 You can also visit the FTC's home page at www ftc gov for additional information on franchising 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 You may ask your state agencies about them

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STATE COVER PAGE

Your state may have a franchise law that requires a franchise 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 administrator listed in Exhibit A for information about the Franchisor, about other franchisors, 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 a franchise

I THE FRANCHISE AGREEMENT REQUIRES THAT ALL DISPUTES FIRST BE MEDIATED IN DENVER, COLORADO IF A DISPUTE IS NOT RESOLVED BY MEDIATION, IT MUST BE SETTLED BY ARBITRATION IN DENVER, COLORADO 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 COLORADO THAN IN YOUR HOME STATE

II ANY DISPUTES NOT SUBJECT TO ARBITRATION MUST BE LITIGATED IN COLORADO IT MAY COST YOU MORE TO LITIGATE WITH US IN COLORADO THAN IN YOUR HOME STATE

III THE FRANCHISE AGREEMENT STATES THAT IT IS GOVERNED BY THE LAWS OF THE STATE OF COLORADO COLORADO LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW YOU MAY WANT TO COMPARE THESE LAWS

IV IMMEDIATE FAMILY MEMBERS OF FRANCHISE OWNERS MUST SIGN A NONDISCLOSURE AND NON-COMPETITION AGREEMENT AND MAY BE REQUIRED TO SIGN A PERSONAL GUARANTEE PLACING THEIR PERSONAL PROPERTY ASSETS AT RISK IF THEY ARE PARTIES TO THE FRANCHISE AGREEMENT OR THEY PROVIDED FUNDS TO HELP QUALIFY A FRANCHISE OWNER

V THE FRANCHISOR HAS BEEN OFFERING FRANCHISES FOR A SHORT PERIOD OF TIME (AUGUST 2014) THEREFORE, THERE IS ONLY A BRIEF OPERATING HISTORY TO ASSIST YOU IN JUDGING WHETHER OR NOT TO MAKE THIS INVESTMENT

VI YOU WILL BE SUBJECT TO A ROYALTY FEE OF 7% OF GROSS REVENUES OR THE MINIMUM MONTHLY ROYALTY AS DEFINED IN ITEM 6, WHICHEVER IS GREATER THE FRANCHISOR RESERVES THE RIGHT TO INCREASE THE MINIMUM MONTHLY ROYALTY BY 3% AFTER THE 37TH MONTH OF OPERATIONS AND UPON THE EXPIRATION OF EACH 12-MONTH PERIOD THAT FOLLOWS

VII THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

We may use the services of 1 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 this franchise

See next page for state effective dates

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