

FRANCHISE DISCLOSURE DOCUMENT

CEO ADVISOR FRANCHISING, INC.

A California Corporation
23 Corporate Plaza Drive, Suite 150
Newport Beach, California 92660
(949) 629-2520

E-mail: mhartsell@ceoadvisor.com
URL: www.ceoadvisor.com

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CEO Advisor®

Grow your business to the next level

As a CEO Advisor® franchisee you will operate a business advisory firm that services CEOs, Presidents, business owners and principal executives of small and mid-size companies providing strategy, growth, sales, marketing, operations, finance, funding, and mergers and acquisitions advisory services. The total investment necessary to begin operation of a CEO Advisor® franchise ranges from \$31,750 to \$46,800. This includes from \$24,000 (for a single Territory franchised business) to \$36,000 (for a Multi-Territory franchised business of 2 Territories) that must be paid to the franchisor and its affiliates.

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 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 Mr. Mark A. Hartsell at CEO Advisor Franchising, Inc., 23 Corporate Plaza, Suite 150, Newport Beach, California 92660, telephone (949) 629-2520.

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, DC 20580. You can also visit the FTC's homepage 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.

The issuance date is **September 16, 2013**

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STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with the 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 F 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

THE FRANCHISOR IS A DEVELOPMENT STAGE COMPANY WITH LIMITED FRANCHISE OPERATING HISTORY

IN ORDER TO MAINTAIN AN EXCLUSIVE TERRITORY, DURING THE SECOND FULL CALENDAR HALF-YEAR (6 CALENDAR MONTHS) AFTER YOUR OPENING DATE, AND EVERY SUCCEEDING CALENDAR HALF-YEAR (6 CALENDAR MONTHS), YOU MUST GENERATE AT LEAST \$50,000 IN AGGREGATE GROSS REVENUES EVERY HALF YEAR (6 CALENDAR MONTHS)

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

Effective Date See the next page for state effective dates

STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin

This franchise is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates

California	March 8, 2013 [amended May 17, 2013]
Maryland	[registration pending]
New York	April 4, 2013 [amended July 24, 2013]
Virginia	May 10, 2013 [amended June 3, 2013]

In all states that do not have franchise registration laws, the effective date is September 16, 2013

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