



# FRANCHISE DISCLOSURE DOCUMENT 2012-2013

FDD 2012 3-30-2012



[www.DiscoveryPoint.com/franchise](http://www.DiscoveryPoint.com/franchise)

## FRANCHISE DISCLOSURE DOCUMENT

Discovery Point Franchising, Inc.,  
a Georgia corporation  
1140 A Old Peachtree Road  
Duluth, Georgia 30097  
Phone: (770) 622-2112  
Fax: (770) 622-2388  
[www.Discoverypoint.com](http://www.Discoverypoint.com)



Discovery Point Franchising, Inc. is offering franchises to operate childcare centers for children aged six weeks to twelve years.

The initial franchise fee is \$60,000. The estimated initial investment required ranges from \$142,085 to \$3,344,935 as shown in Item 7. These amount include the \$60,000 Initial Franchise Fee paid to us. Estimates are based on both the purchase and the lease of a Discovery Point facility and may vary from the amounts shown.

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 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 Clifford Clark at 1140 A Old Peachtree Road Duluth, Georgia 30097, Phone: (770) 622-2112.

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](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.

This Franchise Disclosure Document (and any accompanying exhibits) is the sole authorized source of the information contained or referenced herein. If you receive any information from any source, written or otherwise, which conflicts with the information contained in this Franchise Disclosure Document, please contact Clifford Clark, President, Discovery Point Franchising, Inc., 1140 A Old Peachtree Road, Duluth, Georgia 30097, phone (770) 622-2112.

**THE ISSUE DATE OF THIS DISCLOSURE DOCUMENT IS MARCH 30, 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 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.**

### **RISK FACTORS:**

- 1. THE FRANCHISE AGREEMENT REQUIRES THAT ALL DISAGREEMENTS BE SETTLED BY ARBITRATION IN GEORGIA. IT MAY COST YOU MORE TO ARBITRATE WITH US IN GEORGIA THAN IN YOUR HOME STATE.**
- 2. THE FRANCHISE AGREEMENT STATES THAT GEORGIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS YOUR HOME STATE LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
- 3. THE CHILDCARE INDUSTRY IS REGULATED BY MANY STATES. YOU SHOULD CONSULT AN ATTORNEY AND REVIEW CAREFULLY THE RULES AND REGULATIONS THAT MAY BE REQUIRED IN YOUR STATE. FOR EXAMPLE, GEORGIA'S PRIMARY LAWS RELATING TO CHILDCARE BUSINESS OPERATIONS ARE IN THE OFFICIAL CODE OF GEORGIA ANNOTATED, SECTIONS 49-5-1 et seq. AND RULES 290-2-2 et seq. OF THE RULES AND REGULATIONS OF THE STATE OF GEORGIA. THESE TYPES OF LAWS MAY AFFECT YOUR ABILITY TO ESTABLISH AND OPERATE A CHILDCARE CENTER IN YOUR STATE PROFITABLY.**
- 4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

**Information comparing franchisors is available. Call the state administrators listed in Exhibit A or your public library for sources of information.**

**Issue Date: March 30, 2012**

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