


## FRANCHISE DISCLOSURE DOCUMENT

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| <br><b>FOUNDED BY FIREMEN</b> | <b>FIREHOUSE OF AMERICA, LLC</b><br>a Florida limited liability company<br>3400-8 Kori Road<br>Jacksonville, Florida 32257<br>(904) 886-8300<br>e-mail address: <a href="mailto:info@firehousesubs.com">info@firehousesubs.com</a><br><a href="http://www.firehousesubs.com">www.firehousesubs.com</a><br><a href="http://www.facebook.com/firehousesubs">www.facebook.com/firehousesubs</a> |
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The franchise is for the establishment and operation of a restaurant which offers and serves large-portion hot submarine style sandwiches in a unique fire-fighting atmosphere and decorum at an economical price under the FIREHOUSE SUBS® trade name and business system (a “**FIREHOUSE SUBS® Restaurant**” or “**Restaurant**”).

The total investment necessary to begin operation of a single FIREHOUSE SUBS® Restaurant ranges from \$124,678 to \$1,263,115. These totals include the following amounts in Item 5 that must be paid to us or our affiliates: an initial franchise fee of \$20,000; the fee for a mural ranges from \$2,800 to \$4,700 and the MIS System Fee ranges from \$100 to \$1,200. If you sign an Area Development Agreement (the “**Development Agreement**”), you will also pay a Development Fee equal to \$10,000 times the number of Restaurants to be developed. The portion of the Development Fee allocable to each Restaurant (which is \$10,000 for each Restaurant) will be credited against the initial franchise fee for that Restaurant. The total investment necessary to develop from 2 to 8 Restaurants is \$136,678 to \$1,361,115.

This Disclosure Document summarizes certain provision of your Franchise Agreement and 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, 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 disclosure in different formats, contact Greg Delks, 3400-8 Kori Road, Jacksonville, Florida 32257; (904) 886-8300, ext. 239.

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 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 a-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](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.

Date of Issuance: March 14, 2016, as amended September 7, 2016

## 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 “R” 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.

1. THE FRANCHISE AGREEMENT AND DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY ARBITRATE ONLY IN FLORIDA AND BY LITIGATION ONLY IN FLORIDA. OUT OF STATE ARBITRATION AND LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN FLORIDA AND TO SUE US IN FLORIDA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT AND DEVELOPMENT AGREEMENT STATE THAT FLORIDA LAW GOVERNS THE FRANCHISE AGREEMENT AND THE DEVELOPMENT AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW; YOU MAY WANT TO COMPARE THESE LAWS.
3. WE AND OUR AFFILIATES MAY ESTABLISH FIREHOUSE SUBS RESTAURANTS AND OTHER FOOD SERVICE FACILITIES ANYWHERE, AND MAY ESTABLISH OTHER CHANNELS OF DISTRIBUTION AND SELL OR DISTRIBUTE ANY PRODUCT OR SERVICE TO THE GENERAL PUBLIC, UNDER THE SAME AND/OR DIFFERENT TRADEMARK, IN COMPETITION WITH THE FRANCHISE.
4. THE FRANCHISE AGREEMENT CONTAINS PROVISIONS THAT LIMIT FRANCHISEE'S RIGHTS AND MAY NOT BE ENFORCEABLE IN YOUR STATE INCLUDING, BUT NOT LIMITED TO, A TIME LIMIT TO RAISE CLAIMS AGAINST THE FRANCHISOR, LIMITATION OF DAMAGES AND WAIVER OF JURY TRIAL.
5. YOUR SPOUSE MUST ALSO SIGN A PERSONAL GUARANTEE MAKING YOUR SPOUSE INDIVIDUALLY LIABLE FOR YOUR FINANCIAL OBLIGATIONS UNDER THE AGREEMENT. THE GUARANTEE WILL PLACE YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS AT RISK IF YOUR FRANCHISE FAILS.
6. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

**We use the services of one 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 the franchise.**

Effective Date: See the next page for state effective dates.

(SEE EXHIBIT “T” FOR STATE SPECIFIC ADDENDA AND RIDERS)  
(FOR STATE AGENCIES AND AGENTS FOR SERVICE OF PROCESS, SEE EXHIBIT “R”)

## 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 Disclosure Document is registered, on file or exemption from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

| <b>STATE</b> | <b>EFFECTIVE DATE</b>  |
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| California   | Registered Effective: April 13, 2016, as amended<br>, 2016             |
| Hawaii       | N/A  |
| Illinois     | Registered Effective: April 5, 2016, as amended<br>, 2016              |
| Indiana      | Registered Effective: August 26, 2016                                  |
| Maryland     |  |
| Michigan     | Registered Effective July 23, 2016                                     |
| Minnesota    | Registered Effective: April 21, 2016, as amended<br>, 2016             |
| New York     | Registered Effective: May 5, 2016, as amended<br>, 2016                |
| North Dakota | Registered Effective: April 15, 2016, as amended<br>, 2016             |
| Rhode Island | Registered Effective: April 6, 2016, as amended<br>, 2016              |
| South Dakota | Registered Effective: July 28, 2016                                    |
| Virginia     | Registered Effective: April 21, 2016, as amended<br>, 2016             |
| Washington   | Registered Effective: April 26, 2016, as amended<br>, 2016             |
| Wisconsin    | Registered Effective: March 28, 2016, as<br>amended September 14, 2016 |

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