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Securities Regulation Division

FRANCHISE DISCLOSURE DOCUMENT



Firestorm Franchising, LLC
A Georgia Limited Liability Company
1000 Holcomb Woods Parkway
Suite 130
Roswell, Georgia 30076
(770) 643-1114
jsatterfield@firestorm.com
www.firestorm.com

The franchise offered is to operate a business providing (i) crisis and communication management, critical decision support, planning and consulting related to continuity of operations, communicable illness, pandemic, safety, security, threat and vulnerability analysis, and (ii) other related support, planning and consulting services approved by Firestorm.

The total investment necessary to begin operation of a Firestorm franchise is \$83,000 to \$112,000. This includes \$55,000 that must be paid to the franchisor or an affiliate.

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 Jim Squire at 1000 Holcomb Woods Parkway, Suite 130, Roswell, Georgia 30076 and (770) 643-1114.

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 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.

Issuance date of this Franchise Disclosure Document: September 7, 2018.

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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 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:

1. THE FRANCHISE AGREEMENT REQUIRES YOU TO ARBITRATE AND LITIGATE WITH US ONLY IN ATLANTA, GEORGIA. OUT-OF-STATE ARBITRATION OR LITIGATION MIGHT FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MIGHT ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN ATLANTA, GEORGIA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT GEORGIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MIGHT NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MIGHT WANT TO COMPARE THESE LAWS.
3. YOU MUST PAY US A MINIMUM ROYALTY FEE OF \$1,000 EACH MONTH, EVEN IF YOUR FRANCHISE BUSINESS HAS NO REVENUE. IN ADDITION, YOU MUST PAY US MINIMUM ADVERTISING FEES EACH MONTH THAT RANGE FROM \$25 TO \$50.
4. YOU WILL NOT RECEIVE AN EXCLUSIVE TERRITORY. YOU MAY FACE COMPETITION FROM OTHER FRANCHISEES, FROM THE FRANCHISOR, AND FROM NATIONAL ACCOUNTS LOCATED WITHIN YOUR TERRITORY THAT ARE CURRENTLY BEING SERVICED BY FRANCHISOR AND/OR ITS AFFILIATES.
5. 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.

The effective dates of this Disclosure Document in the states with franchise registration laws in which we have sought registration or exemption appear on the following page.

STATE EFFECTIVE DATES

This Disclosure Document is registered, on file, exempt from registration, or otherwise effective in the following states with franchise registration and/or disclosure laws:

STATE	EFFECTIVE DATE
California	
Florida (exemption)	July 16, 2018
Hawaii	
Illinois	
Indiana	
Kentucky (exemption)	April 2, 2009
Maryland	
Michigan	April 16, 2018
Minnesota	
Nebraska (exemption)	April 2, 2009
New York	
North Dakota	
Rhode Island	
South Dakota	
Texas (exemption)	May 27, 2009
Utah (exemption)	July 16, 2018
Virginia	
Washington	
Wisconsin	

Some states may require additional disclosures related to the information contained in this Disclosure Document. These additional disclosures, if any, appear in Exhibit G.

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/firestorm>