

## FRANCHISE DISCLOSURE DOCUMENT



HEW ENTERPRISES, INC.  
711 West Indiantown Rd, Unit A1  
Jupiter, FL 33458  
Phone: 561-339-9035  
Email: [franchise@hardexerciseworks.com](mailto:franchise@hardexerciseworks.com)  
[www.hardexerciseworks.com](http://www.hardexerciseworks.com)

As a franchisee, you operate a Hard Exercise Works® Center, an instructional and educational exercise facility that offers nutrition management and fitness training (based on similar principles as U.S. Navy S.E.A.L. workouts) to get clients into shape. Our introductory program is a mandatory 5-week boot camp, whereby the customer attends 5-days per week for 5-straight weeks.

The total investment necessary to begin operation of a single HEW franchise ranges from \$90,200 to \$350,500. This includes \$30,000 that must be paid to the franchisor for the first unit. We also offer a multiple unit agreement, wherein you can reserve an area, by committing to opening a negotiated number of facilities according to a schedule. The prices for the additional units are \$20,000 for the second, \$15,000 for the third, and each additional unit. These amounts must be paid to the franchisor, upon execution of the respective agreements.

The total investment necessary to begin operation of a Conversion HARD EXERCISE WORKS® franchised business is from \$55,076 to \$178,818 for each Unit purchased. This includes the initial franchise fee that must be paid to the franchisor or affiliate. The initial franchise fee for Conversion franchises is \$15,000 for a single Conversion Franchise. There is a discount for your signing additional Conversion Unit Franchise Agreements.

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 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 the Franchise Administration at HEW Enterprises, Inc., 711 West Indiantown Rd, Unit A1 Jupiter, Florida 33458 and 561-339-9035 or [franchise@hardexerciseworks.com](mailto:franchise@hardexerciseworks.com).

The terms of your Franchise Agreement will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read your entire contract carefully. Show your contract and this disclosure document to an advisor, such as 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 home page at [www.ftc.gov](http://www.ftc.gov) for additional information on franchising. Call your state agency or visit your public library for other sources of information on franchising.

We may 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.

There may also be laws on franchising in your state. Ask your state agencies about them.

ISSUANCE DATE: January 1, 2015

## 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 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 RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN FLORIDA. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN FLORIDA THAN IN YOUR OWN STATE.**
2. **THE FRANCHISE AGREEMENT PROVIDES THAT FLORIDA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
3. **THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

State laws may supersede certain provisions of the Franchise Agreement. Certain states require the superseding provisions to appear in the State Addenda (Exhibit F) of the Disclosure Document and the Franchise Agreement. You may want to investigate whether you are protected by state law.

Effective Date: January 1, 2015 (in non-registration states; see the following page for the effective date, if any, in each registration state)

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