

**FRANCHISE DISCLOSURE DOCUMENT**

INFINIUM REALTY GROUP, INC.  
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LA Mailroom

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Department of  
Business Oversight

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As a Help-U-Sell® franchisee, you will operate a real estate sales office that offers a variety of real estate services to the general public.

Infinium Realty Group, Inc., a Delaware corporation, is offering franchises for the operation of a real estate business which features a variety of real estate transaction services that can be paid for by homeowners and prospective homeowners on a service-by-service basis, at set fee pricing. The initial franchise fee is \$17,750. The estimated initial investment required ranges from \$43,750 to \$136,750, inclusive of the initial franchise fee.

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 to you. To discuss the availability of disclosures in different formats, contact the Legal Department at 240 N. Washington Blvd., Suite 700, Sarasota, FL 34236, (941) 951-7707 ext. 4007 or [legal@helpusell.com](mailto:legal@helpusell.com).

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 write 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 be laws on franchising in your state. Ask your state agencies about them.**

**ISSUANCE DATE:**

**April 10, 2017**

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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 I 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 RESOLVE DISPUTES WITH THE FRANCHISOR BY LITIGATION ONLY IN THE STATE WHERE THE FRANCHISOR'S PRINCIPAL PLACE OF BUSINESS IS LOCATED (PRESENTLY FLORIDA) AND, UNLESS THE PARTIES AGREE OTHERWISE, TO ARBITRATE WITH THE FRANCHISOR ONLY IN THE STATE WHERE THE FRANCHISOR'S PRINCIPAL PLACE OF BUSINESS IS LOCATED (PRESENTLY FLORIDA). OUT-OF-STATE LITIGATION OR ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE OR ARBITRATE WITH US IN FLORIDA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT AND ARBITRATION IS NOT ALLOWED UNDER THE TERMS OF THE AGREEMENT. FLORIDA LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. YOU WILL NOT RECEIVE AN EXCLUSIVE TERRITORY. WE MAY ESTABLISH OTHER FRANCHISES OR COMPANY-OWNED OUTLETS THAT MAY COMPETE WITH YOUR LOCATION.
4. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$43,750 TO \$136,750. THIS AMOUNT EXCEEDS THE FRANCHISOR'S NEGATIVE STOCKHOLDERS EQUITY AS OF DECEMBER 31, 2016 WHICH IS (\$ 2,312,476) AS A RESULT OF THE STOCKHOLDERS EQUITY POSITION, THE FRANCHISOR SHALL POSTPONE THE DUE DATE OF THE INITIAL FRANCHISE FEE UNTIL AFTER THE FRANCHISOR'S INITIAL OBLIGATIONS ARE COMPLETE.
5. THERE IS A ROYALTY FEE OF 6% ON TOTAL GROSS REVENUE PAYABLE AT THE CLOSE OF EACH TRANSACTION.
6. THE FRANCHISEE MUST PAY COSTS AND ATTORNEY FEES IF THEY FAIL TO COMPLY WITH THE FRANCHISE AGREEMENT.
7. THE FRANCHISEE MUST PAY LIQUIDATED DAMAGES PLUS THE COST OF ENFORCEMENT IF THE FRANCHISEE FAILS TO RETURN OR PROVIDE PROOF OF DESTRUCTION OF ALL COPIES OF THE OPERATION MANUAL.
8. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We do not use franchise brokers or referral sources to assist us in selling our franchises.

Infinium Realty Group, Inc. , April 10, 2017 Franchise Disclosure Document

## 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, Connecticut, Florida, Hawaii, Illinois, Indiana, Kentucky, Maryland, Michigan, Minnesota, Nebraska, New York, North Dakota, Rhode Island, South Dakota, Texas, Utah, Virginia, Washington, and Wisconsin.

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

Effective Date for California:	April 21, 2016	Effective Date for Virginia	_____
Effective Date for Hawaii	_____	Effective Date for Washington	_____
Effective Date for Illinois	_____	Effective Date for Wisconsin	October 20, 2016
Effective Date for Indiana	November 1, 2016	Exemption Date for Connecticut	August 10, 2009
Effective Date for Maryland	_____	Exemption Date for Florida	August 11, 2016
Effective Date for Minnesota	_____	Exemption Date for Kentucky	September 23, 2009
Effective Date for North Dakota	_____	Exemption Date for Nebraska	August 07, 2009
Effective Date for New York	April 30, 2016	Exemption Date for Texas	August 07, 2009
Effective Date for Rhode Island	May 27, 2016	Exemption Date for Utah	October 29, 2016
Effective Date for South Dakota	_____	Intent Date for Michigan	October 25, 2016

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