

# FRANCHISE DISCLOSURE DOCUMENT



House of Speed Franchising, LLC  
a Colorado limited liability company  
301 Snow Street  
Sugar Grove, Illinois 60554  
1-877-827-7333  
www.houseofspeed.com

House of Speed Franchising, LLC is offering franchises for the use of the trademark “HOUSE OF SPEED®” and related trademarks and service marks for the operation of a business offering speed and agility training for athletes ages eight and up with all skill levels, and the sale of products related to such training (“**Speed Training Business**”).

The total investment necessary to begin operation of a Speed Training Business franchise ranges from \$134,050 to \$306,500, including \$114,500 to \$177,000 that must be paid to us.

The disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all agreements carefully. You must receive this disclosure document at least 14 days before you sign a binding agreement or make any payment in connection with the franchise sale or grant. **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 Dan Beebe at 301 Snow Street, Sugar Grove, Illinois 60554, and 1-877-827-7333.

The terms of your contract will govern your franchise relationship. Do not 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 (“FTC”). 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.

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

The issuance date of this disclosure document is **March 26, 2009**.

## 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 D** 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 US BY ARBITRATION ONLY IN ILLINOIS. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN ILLINOIS THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT STATES THAT ILLINOIS 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. WE MAY TERMINATE THE FRANCHISE AGREEMENT IF YOU FAIL TO MAINTAIN MINIMUM SALES QUOTAS.

4. SPOUSE(S) OF FRANCHISE OWNERS MUST EXECUTE A PERSONAL GUARANTY MAKING SUCH SPOUSE(S) JOINTLY AND SEVERALLY LIABLE FOR ALL OBLIGATIONS OF THE FRANCHISE WHETHER OR NOT SUCH SPOUSE(S) ARE INVOLVED IN THE OPERATION OF THE FRANCHISE BUSINESS. THIS REQUIREMENT PLACES THE PERSONAL ASSETS OF THE FRANCHISE OWNER(S) AND SPOUSE(S) AT RISK.

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.

## FRANCHISE DISCLOSURE DOCUMENT EFFECTIVE DATES IN DESIGNATED STATES

The following states require that the 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, exempt from registration, or otherwise effective in the following states with franchise registration and disclosure (or business opportunity\*) laws as of the dates listed:

California	Effective date:	March 27, 2009
Florida*	Effective date:	January 29, 2009
Hawaii	Effective date:	Not Registered
Illinois	Effective date:	June 12, 2009
Indiana	Effective date:	May 23, 2008
Kentucky*	Effective Date:	August 15, 2008
Maryland	Effective date:	September 16, 2008, as amended April 15, 2009
Michigan	Effective date:	March 30, 2009
Minnesota	Effective date:	April 1, 2009
Nebraska*	Effective date:	July 18, 2006
New York	Effective date:	May 19, 2008, as amended May 4, 2009
North Dakota	Effective date:	Not Registered
Rhode Island	Effective date:	Not Registered
South Dakota	Effective date:	Not Registered
Texas*	Effective date:	July 18, 2006
Utah	Effective date:	Not registered
Virginia	Effective date:	July 30, 2008, as amended April 29, 2009
Washington	Effective date:	July 15, 2008, as amended March 30, 2009
Wisconsin	Effective date:	June 17, 2008

In all other states, the effective date of this Franchise Disclosure Document is **March 26, 2009**.

\* Denotes one time filing

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