

Department of Corporations

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Sacramento Office

**ASHDONFRAN, LLC  
2012  
CALIFORNIA**

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**FRANCHISE**

**DISCLOSURE DOCUMENT**

**FOR**

ASHDONFRAN, LLC

DBA

**IMPRESSION** Bridal

**ASHDONFRAN, LLC  
FRANCHISE DISCLOSURE DOCUMENT**

**ASHDONFRAN, LLC**  
a Texas Limited Liability Company  
11100 West Airport  
Stafford, TX 77477  
Phone: 832-947-2047  
Fax: 832-947-2036  
<http://impressionbridal.com/>  
[mitch@impressionbridal.com](mailto:mitch@impressionbridal.com)

ASHDONFRAN, LLC (DBA "Impression Bridal") offers franchises to operate a business for providing a unique system for the retail sales of upscale wedding gowns, bridesmaid dresses, homecoming/prom dresses, informal wedding gowns, special occasion dresses, and wedding dress accessories designed by Impression Bridal.

The total investment necessary to begin operation is \$71,200 to \$251,000 for a conversion franchise which includes an initial franchise fee of \$10,000 that must be paid to the franchisor or its affiliate. However, this fee is waived for the first 25 franchisees. For a New Franchise (non-established), the total investment necessary to begin operation is \$152,700 to \$492,000. This includes the franchise fee of \$25,000.00 that must be paid to the franchisor or its affiliate which will be waived for the first 25 franchisees.

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 the 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 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 Mitch Yeh, at 11100 West Airport, Stafford, TX 77477; and 832-947-2047.

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, 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.

Issuance Date: \_\_\_\_\_

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