

## FRANCHISE DISCLOSURE DOCUMENT



Iron Tribe Franchise, LLC  
300 27<sup>th</sup> Street South  
Birmingham, Alabama 35233  
(205) 226-8669  
www.irontribefitness.com

We franchise the right to operate “Iron Tribe Fitness” fitness training facilities (each, a “Facility” or “Franchised Business”) focused on providing a group oriented fitness and workout Facility, using the Iron Tribe Fitness business system.

The total investment necessary to begin operation of an Iron Tribe Fitness franchise is \$305,000 to \$438,500. This includes an initial franchise fee of \$42,000 that must be paid to us.

We offer qualified individuals the right to own and operate multiple Facilities in a designated development area by entering into a Multi-Unit Development Agreement (“MDA”). The total initial investment necessary to begin operating under the MDA will vary depending on the number of Facilities to be opened in your designated area (a “Development Area”). The total estimated initial investment for three Facilities ranges from \$330,000 to \$463,500, which includes \$67,000 you must pay to us or our affiliates.

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, us 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 disclosure in different formats, contact Forrest Walden at 300 27<sup>th</sup> Street South, Birmingham, Alabama 35233, local (205) 226-8669, toll free (855) 226-8699.

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](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.

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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 E to this Franchise Disclosure Document for information about the franchisor, about other franchisors, 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 MEDIATION ONLY IN ALABAMA, UNLESS WE RELOCATE. OUT-OF-STATE MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE WITH US IN ALABAMA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT ALABAMA LAW GOVERNS THE FRANCHISE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. IF THE FRANCHISEE IS A BUSINESS ENTITY, EACH SHAREHOLDER/PARTNER/MEMBER/MANAGER OF FRANCHISEE MUST EXECUTE A PERSONAL GUARANTY. THIS PLACES THE PERSONAL ASSETS OF EACH INDIVIDUAL AT RISK.
4. THE FRANCHISOR WAS FORMED IN JUNE 2011 AND HAS OPERATED AT A LOSS SINCE INCEPTION. A PROSPECTIVE FRANCHISEE SHOULD REFER TO THE FINANCIAL STATEMENTS FOR COMPLETE DETAILS.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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 is our agent and represents us, not

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