

# FRANCHISE DISCLOSURE DOCUMENT

## PURPLE FORTE LLC

An Oregon limited liability company

4439 SE Johnson Creek Boulevard  
Portland, OR 97222

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www.maidstrytrade.com



### EFFECTIVE DATE: JANUARY 31, 2017

We are **PURPLE FORTE LLC** An Oregon limited liability company. We offer franchises to qualified individuals and entities to own and operate a Maids by Trade franchise under our service marks, trade names, programs, and systems under the names "**Maids by Trade**," "**Maids by Trade - Enjoy Your Home**," and "**Tru-Green Clean Certified System**" and related commercial symbols and logos. Our franchisees offer quality residential and commercial cleaning services, environmentally safe cleaning products, and ecologically friendly processes and services to the public under the Service Marks and the Maids by Trade programs and systems (the "Method of Operation").

The total investment necessary to begin operation of a Maids by Trade "Basic" franchise is **\$25,000 to \$64,995**. The total investment necessary to begin operation of a Maids by Trade Optimal franchise is **\$8,995 to \$34,995**. The total investment necessary to begin operation of a Maids by Trade Metro franchise is **\$59,000 to \$109,995**. These estimates are only approximate. This includes the **\$2,995** Basic/Optimal Franchise Initial Franchise Fee or the **\$9,995** Metro Franchise Initial Franchise Fee, plus the estimated \$4,000 cost for initial set up, advertising, tools, equipment, and franchise products and apparel that must be paid to us or our affiliate. Your initial investment and initial fees are more fully described in Items 5, 6 and 7 of this Disclosure Document.

If we specifically designate in writing that you are a qualified armed service veteran or minority owner, your weekly royalty fee will be reduced by 50% until you have received a total royalty credit of \$10,000.

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, the franchisor or an affiliate 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 disclosures in different formats, contact Fortino Garibay at 4439 SE Johnson Creek Boulevard, Portland, OR 97222 and (503) 252-1495.

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.

## 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 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:

THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY MEDIATION AND LITIGATION ONLY IN OREGON. OUT-OF-STATE LITIGATION AND MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE OR MEDIATE WITH US IN OREGON THAN IN YOUR OWN STATE.

THE FRANCHISE AGREEMENT STATES THAT OREGON LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

THE FRANCHISOR IS A DEVELOPMENT STAGE COMPANY WITH LIMITED FRANCHISE OPERATING HISTORY.

THE FRANCHISOR HAS LIMITED FINANCIAL RESOURCES WHICH MIGHT NOT BE ADEQUATE TO FUND THE FRANCHISOR'S PRE-OPENING OBLIGATIONS TO EACH FRANCHISEE AND PAY OPERATING EXPENSES.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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