

## FRANCHISE DISCLOSURE DOCUMENT

Martin Franchises Inc.  
A Delaware Corporation  
2001 Ford Circle, Suite A  
Milford, Ohio 45150  
Telephone: (800) 827-0207  
Fax: (513) 731-0818  
cleanup@martinizing.com  
[www.martinizing.com](http://www.martinizing.com)



The franchisee will operate a Martinizing Dry Cleaning Store, a retail dry cleaning store providing to the public dry cleaning and fabric maintenance services.

The total investment necessary to begin the operation of a Martinizing Dry Cleaning franchise is from \$305,000 to \$593,700. This includes the \$40,000 initial franchise fee and \$15,000 grand opening/initial marketing deposit that must be paid to the franchisor for an Initial Franchise, but not the development fee for exclusive multi-store/route development rights. The development fee is determined by multiplying the total of the additional Martinizing Stores and the Martinizing Routes to be established under the development schedule by \$3,000.

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 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 us at (800) 827-0207 or cleanup@martinizing.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 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 you 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 A 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 ARBITRATION ONLY IN CLERMONT COUNTY, OHIO AND BY LITIGATION ONLY IN STATE COURTS IN CLERMONT COUNTY, OHIO OR FEDERAL COURT IN HAMILTON COUNTY, OHIO. OUT OF STATE ARBITRATION AND LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE US AND TO ARBITRATE WITH US IN OHIO THAN IN YOUR OWN STATE. LOCAL LAW MAY SUPERSEDE THESE REQUIREMENTS IN YOUR STATE. PLEASE REFER TO EXHIBIT L - STATE ADDENDUM OF THIS DOCUMENT.

2. THE FRANCHISE AGREEMENT REQUIRES THAT OHIO 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. EVEN THOUGH THE FRANCHISE AGREEMENT PROVIDES THAT OHIO LAW APPLIES, LOCAL LAW MAY SUPERSEDE IT IN YOUR STATE. PLEASE REFER TO EXHIBIT L - STATE ADDENDUM OF THIS DOCUMENT.

3. THERE MAY BE OTHER RISKS CONCERNING THE FRANCHISE.

We use the services of referral consultants to assist us in identifying persons interested in our franchise. Our referral consultants are independent contractors that do not represent you. We pay the referral consultant a fee for referring you to us. You should make sure to do your own investigation of the franchise (See Item 2 of this disclosure document).

Effective Date: See the next page for state effective dates.

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