

FRANCHISE DISCLOSURE DOCUMENT

Men's Hair House Holdings, Inc.

a Wisconsin corporation
1657 Brighton Beach Road
Menasha, Wisconsin 54952
(920) 716-7846
www.menshairhouse.com
fivedudes@menshairhouse.com



The franchise offered is for the operation of a full service salon under the name “Men’s Hair House” that provides men’s personal grooming services with a distinctive interior and exterior design and operates using the franchisor’s techniques, trade dress, trademarks and logos. We offer franchises for conversion and start-up franchises.

The total investment necessary to begin operation of a Men’s Hair House start-up franchise is \$186,170 to \$351,770. This includes \$28,000 that must be paid to the franchisor and/or its affiliate, as appropriate. The total investment necessary to begin operation of a Men’s Hair House conversion franchise is \$159,310 to \$311,170. This includes \$22,400 that must be paid to the franchisor and/or its affiliate, as appropriate.

We offer to qualified individuals and companies a multi-unit development program which includes the right to own and operate multiple Men’s Hair House franchises within a particular geographic area. If you enter into a Multi-Unit Development Agreement to develop at least three franchises, when you sign the Multi-Unit Development Agreement you will pay a development fee equal to 100% of the initial franchise fee for the first franchise to be developed, plus 100% of the reduced initial franchise fee of \$10,500 for each additional franchise to be developed under the Multi-Unit Development Agreement. The total investment necessary to begin operation of a Men’s Hair House under a Multi-Unit Development Agreement for three start-up stores is \$208,070 to \$374,270. The total investment under a Multi-Unit Development Agreement will vary depending on the number of franchises to be developed.

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 Ron Perrington at 1657 Brighton Beach Road, Menasha, Wisconsin 54952 or (920) 716-7846.

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 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 A 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 AND MULTI-UNIT DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY MEDIATION AND ARBITRATION ONLY IN WISCONSIN. OUT OF STATE MEDIATION AND ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO MEDIATE AND ARBITRATE WITH US IN WISCONSIN THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT AND MULTI-UNIT DEVELOPMENT AGREEMENT STATE THAT WISCONSIN LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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

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