

## FRANCHISE DISCLOSURE DOCUMENT

# OUTDOORLIGHTING PERSPECTIVES®

**Outdoor Lighting Perspectives Franchising, Inc.**  
a North Carolina corporation  
2924 Emerywood Parkway, Suite 101  
Richmond, VA 23294  
1-800-722-4668  
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[www.outdoorlivingbrands.com](http://www.outdoorlivingbrands.com)  
[www.outdoorlightingfranchise.com](http://www.outdoorlightingfranchise.com)  
[www.outdoorlights.com](http://www.outdoorlights.com)

The Franchisee will operate an outdoor lighting design and installation service and sales business (“Outdoor Lighting Business”). We also offer franchises for Outdoor Lighting Businesses in a smaller territory (“Micro Market Franchise”).

The total investment necessary to begin operation of an Outdoor Lighting Business is \$61,675 to \$133,050, including the \$13,825 to \$39,500 that must be paid to the franchisor. The total investment necessary to begin operation of a Micro Market Franchise is \$40,350 to \$105,050, including \$7,000 to \$20,000 that must be paid to the Franchisor.

The disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all agreements carefully. You must receive this disclosure document at least 14 days before you sign a binding agreement or make any payment in connection with the 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 Rich Young at 2924 Emerywood Parkway, Suite 101, Richmond, VA 23294 and (800) 722-4668.

The terms of your contract will govern your franchise relationship. Do not 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. Information comparing franchisors is available. Call your state agency or your public library for sources of information. More information on franchising, such as “A Consumer’s Guide to Buying a Franchise,” is available from the FTC. 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.

There may 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 D** 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN VIRGINIA. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN VIRGINIA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT VIRGINIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. IF YOU FAIL TO MEET YOUR SALES QUOTA, WE HAVE THE RIGHT TO GRANT ADDITIONAL FRANCHISES WITHIN THE TERRITORY, REDUCE THE SIZE OF YOUR TERRITORY, OR TERMINATE YOUR FRANCHISE AGREEMENT UPON THIRTY DAYS' WRITTEN NOTICE.
4. WE AND OUR AFFILIATES MAY ESTABLISH OTHER CHANNELS OF DISTRIBUTION AND SELL OR DISTRIBUTE ANY PRODUCT OR SERVICE TO THE GENERAL PUBLIC WITHIN THE PROTECTED AREA OF THE FRANCHISE, UNDER THE SAME AND/OR DIFFERENT TRADEMARK, IN COMPETITION WITH YOUR FRANCHISE.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We 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 represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

## STATE EFFECTIVE DATES

The following states require that the Disclosure Document be registered or filed with the state or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This disclosure document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

State	Effective Date:
California	PENDING
Illinois	April 3, 2017
Indiana	April 3, 2017
Maryland	SEE SEPARATE FDD
Michigan	April 1, 2017
Minnesota	PENDING
New York	PENDING
North Dakota	PENDING
Virginia	PENDING
Washington	PENDING

In all other states (except for Hawaii, Rhode Island, South Dakota, and Wisconsin), the issuance date is April 1, 2017.

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