

**FRANCHISE DISCLOSURE DOCUMENT**

**PHENIX SALON SUITES FRANCHISING, LLC**  
A Colorado Limited Liability Company  
3578 Hartsel drive, Unit E #352  
Colorado Springs, Colorado 80919  
719-785-4858, phenixsalonsuites.com  
jrivera@phenixsalonsuites.com



As a franchisee, you operate a PHENIX SALON SUITES business that offers luxury suites for rent to independent salon professionals.

The total investment necessary to begin operation of a PHENIX SALON SUITES franchised business ranges from \$276,950 to \$919,200. This includes \$31,250 to \$51,250 that must be paid to the franchisor.

The total investment necessary to begin operations under a Development Agreement consists of a development fee that must be paid to the franchisor. The amount of the development fee is generally an amount equal to 50% of the initial franchise fee for each location to be developed.

This disclosure document summarizes certain provisions of your franchise agreement, development 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 company 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 the Franchise Administration Department at PHENIX SALON SUITES FRANCHISING LLC, 3578 Hartsel Drive, Unit E #352, Colorado Springs, Colorado 80919, 719-785-4858, jrivera@phenixsalonsuites.com.

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read your complete contract carefully. Show your contract and this disclosure document to an advisor, such as an attorney or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make your decision. 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 on franchising. 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.

ISSUANCE DATE: June 1, 2012

**FOR USE IN VIRGINIA**

PHENIX SALON SUITES FDD.ALL STATES.2012

## 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN COLORADO. 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 COLORADO THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT PROVIDES THAT COLORADO LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MANY WANT TO COMPARE THESE LAWS.
3. THE FRANCHISOR IS A NEWLY ORGANIZED COMPANY AND HAS ONLY A SHORT OPERATING HISTORY TO ASSIST A PROSPECTIVE FRANCHISEE IN DECIDING WHETHER TO MAKE THIS INVESTMENT.
4. THE FRANCHISOR HAS LIMITED CAPITAL THAT MIGHT NOT BE ADEQUATE TO FUND THE FRANCHISOR'S PRE-OPENING OBLIGATIONS TO EACH FRANCHISEE.
5. FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$259,145 TO \$580,500. THIS AMOUNT EXCEEDS FRANCHISOR'S STOCKHOLDERS EQUITY WHICH WAS \$3,550 AS OF DECEMBER 31, 2010.
6. 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 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.

Effective Date: June 1, 2012 (in non-registration states; see the attached page for effective dates, if any, in the registration states)

## STATE EFFECTIVE DATES

The following states require that the Franchise 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 Franchise Disclosure Document is currently registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

California	07/16/2012
Hawaii	
Illinois	
Indiana	
Maryland	Renewal Pending
Michigan	02/06/2012
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	03/26/2012, as amended 08/22/2012
Washington	
Wisconsin	

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