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**FRANCHISOR'S COSTS AND SOURCE OF FUNDS**
**DEPARTMENT OF CORPORATIONS  
SECURITIES REGULATION DIVISION-LA**

- 1 **Disclose the Franchisor's total costs for performing its pre-opening obligations to provide goods or services in connection with establishing each franchised business, including real estate, improvements, equipment, inventory, training and other items stated in the offering:**

| DESCRIPTION                                      | ESTIMATED AMOUNT OR LOW-HIGH RANGE | METHOD OF PAYMENT       | WHEN DUE                       | TO WHOM PAYMENT IS TO BE MADE |
|--------------------------------------------------|------------------------------------|-------------------------|--------------------------------|-------------------------------|
| <b>Area Representative Fee</b>                   | \$40,000 to \$80,000               | Lump Sum                | On signing                     | PBFC                          |
| <b>Liability Insurance (2)</b>                   | \$140 per month                    | Due via automated draft | 15 <sup>th</sup> of each month | PBFC                          |
| <b>Utility and phone (3)</b>                     | \$0 to \$300                       | As arranged             | As arranged                    | Local providers               |
| <b>Computer and Software (4)</b>                 | \$750 to \$1,500                   | As arranged             | As arranged                    | Approved vendor               |
| <b>Office Fixtures and Furniture (5)</b>         | \$0 to \$750                       | As arranged             | As arranged                    | Approved vendor               |
| <b>Printing (6)</b>                              | \$400 to \$800                     | As arranged             | As arranged                    | PBFC                          |
| <b>Local Advertising (6)</b>                     | \$1,000 to \$3,000                 | As arranged             | As arranged                    | Various                       |
| <b>Phone and fax</b>                             | \$100 to \$300                     | As arranged             | As arranged                    | Local provider                |
| <b>Office Supplies</b>                           | \$100 to \$300                     | As arranged             | As arranged                    | Approved vendor               |
| <b>State registrations and miscellaneous (7)</b> | \$1,000 to \$3,500                 | As arranged             | As arranged                    | Various                       |
| <b>Working Capital (8)</b>                       | \$4,000 to \$12,000                | As arranged             | As arranged                    | N/A                           |
| <b>Totals (9)</b>                                | <b>\$47,350 to \$102,150</b>       |                         |                                |                               |

\*See Item 7 (pages 21-24) of the 2013 Regional Developer Disclosure

2 **State separately the sources of all required funds:**

Personal or borrowed funds For a list of lenders, see Item 10 (pages 30-31) of the 2013 Regional Developer Disclosure



# REAGAN & REAGAN

CPAs & Business Advisors

JOSEPH REAGAN, CPA  
*Partner*

KIM REAGAN, CPA  
*Partner*

Dear Mr Berner

Reagan & Reagan CPA, LLC consents to the use in the Franchise Disclosure Document issued by Planet Beach Franchising Corporation ("Franchisor"), as it may be amended, of our report dated March 11, 2013, relating to the consolidated financial statements of Franchisor for the year ending December 31, 2012 and December 31, 2011

*Reagan & Reagan CPA, LLC*

March 21, 2013

Reagan & Reagan CPA, LLC

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[www.randrcpa.com](http://www.randrcpa.com)

## REGIONAL DEVELOPER FRANCHISE DISCLOSURE DOCUMENT

### PLANET BEACH FRANCHISING CORPORATION

5145 Taravella Road  
Marrero, Louisiana 70072  
(504) 361-5550  
[www.planetbeach.com](http://www.planetbeach.com)



If you pursue a Regional Developer opportunity, you will be a development agent and sell Planet Beach Spa franchises to others in your territory

You will be offered this opportunity to market individual states or large geographical or population areas. The development price is 08 cents per capita in your development territory. Territories that have preexisting and/or awarded licenses are subject to additional fees. The estimated total initial investment for a Regional Developer ranges from \$40,000.00 to \$80,000.00 on the assumption the territory does not exceed 1,000,000 in population. Candidates may qualify for larger territories. Larger territories are subject to a decrease per capita.

This disclosure document summarizes certain provisions of your Regional Developer agreement and other information in plain English. This disclosure document will also refer to the Single Unit Franchise opportunity. This is for the benefit of understanding the Single Unit Franchise opportunity. Single Unit franchise is not required in order to become a Regional Developer. 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 the Franchise Sales Department at 5145 Taravella Road, Marrero, Louisiana 70072, (504) 361-5550.

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 contracts 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](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.  
ISSUANCE DATE June 13, 2012

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