



# **PONDEROSA FRANCHISING COMPANY**

**2014**

**2015**

# **FRANCHISE DISCLOSURE DOCUMENT**



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PONDEROSA FRANCHISING COMPANY

A Delaware General Partnership  
 3701 W. Plano Parkway, Suite 200  
 (972) 244-8900

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

[sdewantsacco@bonpon.com](mailto:sdewantsacco@bonpon.com)

Each PONDEROSA® Restaurant (“PONDEROSA Restaurant” or “Restaurant”) serves a wide variety of menu items featuring moderately-priced meals for the family including steak, seafood, and chicken entrees accompanied by an all-you-can-eat food bar and an all-you-can-eat sundae and dessert bar.

The estimated total investment necessary to begin operation of a PONDEROSA® Restaurant single-unit franchised business location ranges from \$1,~~342,492~~343,552 to \$1,906,~~750~~910. This includes the Initial Fee of \$40,000 that must be paid to the franchisor or its affiliate. If you enter into a Multi-Unit Development Agreement (“MUDA”), the Exclusive Territory Fee may range from \$40,000 to \$200,000 to develop two to ten Restaurants. The ~~estimated~~ total investment necessary under a Multi-Unit Development Agreement to begin operation of a PONDEROSA Restaurant multi-unit franchised business ranges from \$1,382,492 to \$2,106,750 to develop operate two to ten Restaurants; within an Exclusive Territory is \$1,383,552 to \$2,106,910. This includes an Exclusive Territory fee of \$40,000 to \$200,000, and the Initial Fee Franchise fee of \$20,000 ~~that you will pay upon execution of the first site-specific franchise agreement which is required to be executed simultaneously with the MUDA. In addition, you will pay a non-refundable Initial Fee for each additional PONDEROSA Restaurant you develop in the Exclusive Territory as follows:~~ the first restaurant.

Number of Restaurants You Commit to Develop in Accordance with a MUDA	Amount of Initial Franchise Fee Per Restaurant
1 <sup>st</sup> Unit	\$20,000 <sup>(Note 1)</sup>
2 <sup>nd</sup> Unit	\$16,000
3 <sup>rd</sup> Unit	\$14,000
4 <sup>th</sup> Unit	\$12,000
5 <sup>th</sup> Unit +	\$10,000

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 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 Franchise Administration at 3701 W. Plano Parkway, Suite 200, Plano, Texas 75075 and 972-244-8900.

The terms of your contract, together with any applicable state law, 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.

Information comparing franchisors is available. Call the state administrators listed in the State Agency Exhibit attached to this Disclosure Document or your public library for sources of information.

Registration of this franchise by a state does not mean that the state recommends it or has verified the information in this Disclosure Document. If you learn that anything in this Disclosure Document is untrue, contact the Federal Trade Commission and the state agencies listed in Exhibit G attached to this Disclosure Document.

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, D.C. 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.

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