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**INFORMATION FOR PROSPECTIVE FRANCHISEES
REQUIRED BY THE FEDERAL TRADE COMMISSION**

TO PROTECT YOU, WE'VE REQUIRED YOUR FRANCHISOR TO GIVE YOU THIS INFORMATION. WE HAVEN'T CHECKED IT, AND DON'T KNOW IF IT'S CORRECT. IT SHOULD HELP YOU MAKE UP YOUR MIND. STUDY IT CAREFULLY. BUYING A FRANCHISE IS A COMPLICATED INVESTMENT. TAKE YOUR TIME TO DECIDE. IF POSSIBLE, SHOW YOUR CONTRACT AND THIS INFORMATION TO AN ADVISOR, LIKE A LAWYER OR AN ACCOUNTANT. IF YOU FIND ANYTHING YOU THINK MAY BE WRONG OR ANYTHING IMPORTANT THAT'S LEFT OUT, YOU SHOULD LET US KNOW ABOUT IT. IT MAY BE AGAINST THE LAW.

THERE MAY ALSO BE LAWS ON FRANCHISING IN YOUR STATE. ASK YOUR STATE AGENCIES ABOUT THEM.

**FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580****Franchisor:**

iSold It, LLC
155 S. Highway 101, Suite 7
Solana Beach, CA 92075
Telephone: (858) 436-2800
Fax: (858) 436-2805
Email: ken@isolditcorp.com
URL: www.i-soldit.com

Offering Circular Dated:



^FRANCHISE OFFERING CIRCULAR

ISOLD IT, LLC

A California limited liability company

^155 South Highway 101, Suite 7

Solana Beach, CA 92075

Telephone: (858) 436-2800

Fax: (858) 436-2805

Email: info@isolditcorp.com

URL: www.i-soldit.com

The franchisee will operate a consignment ^business for online sales.

When we have completed our pre-opening obligations to you, you will pay us an initial franchise fee of \$22,000. The estimated initial investment ranges from ^\$37,150 to \$196,^200.

RISK FACTORS:

1. **THE FRANCHISE AGREEMENT REQUIRES YOU AND ^US TO RESOLVE ALL DISPUTES THROUGH BINDING ARBITRATION UNDER THE RULES OF THE AMERICAN ARBITRATION ASSOCIATION.**
- ^2. **THE ISOLD IT FRANCHISE SYSTEM IS STILL NEW AND UNPROVEN. WE ARE CONCERNED ABOUT FINANCIAL LOSSES INCURRED BY MANY EARLY FRANCHISEES. THE SYSTEM IS SUBJECT TO ONGOING CHANGE AS WE WORK TO LOWER OVERHEAD, INCREASE REVENUE AND GENERALLY IMPROVE PROFITABILITY OF OUR STORES. WE CANNOT AND DO NOT GUARANTEE THAT YOUR STORE WILL BE PROFITABLE, EITHER UNDER THE PRESENT SYSTEM OR UNDER THE SYSTEM AS IT EVOLVES.**
3. **WE HAD A NET OPERATING LOSS OF \$5 MILLION FOR 2006 AND HAVE PUT IN PLACE STRICT COST-CUTTING MEASURES, INCLUDING MEASURES AFFECTING FRANCHISEE SUPPORT, TO RESUME SUSTAINABLE OPERATION.**
4. **THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

Registration of this franchise with the State does not mean that the State recommends it or has verified the information in this offering circular. If you learn that anything in this offering circular is untrue, contact the Federal Trade Commission and the state administrator for this state listed in Exhibit A-1.

Information about comparisons of franchisors is available. Call the State administrators listed in Exhibit A-1 or your public library for sources of information.

^EFFECTIVE DATE:

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