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FRANCHISE DISCLOSURE DOCUMENT

DEPARTMENT OF
BUSINESS OVERSIGHT
SAN FRANCISCO

PRAXIS S-10, LLC

a Florida limited liability company
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PRICEFIXER.COM™

The franchise is for a PriceFixer com™ franchise (the "Business") that provides residential air conditioning and heating services, including indoor air quality services, maintenance, repair and equipment replacement, and the sale of heating and air conditioning equipment and systems and other related services that we specifically authorize from time to time

The total investment necessary to begin operation of a PriceFixer com™ franchise ranges from \$9,500 to \$183,500 This includes \$1,000 to \$150,000 that will be paid to the franchisor or affiliate for 1 to 3 Territories

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 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 Terry Nicholson, President, 505 South Orange Avenue, Suite 101, Sarasota, Florida 34236 and telephone number (941) 210-5610

The terms of your contract will govern your franchise relationship Don't 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 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 (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 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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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 THAT ALL DISAGREEMENTS BE SETTLED BY MEDIATION OR LITIGATION IN FLORIDA. OUT-OF-STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO MEDIATE OR LITIGATE WITH US IN FLORIDA THAN IN YOUR OWN STATE
- 2 THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS
- 3 SPOUSES OF FRANCHISE OWNERS MAY BE REQUIRED TO SIGN A PERSONAL GUARANTY PLACING THEIR PERSONAL AND MARITAL ASSETS AT RISK
- 4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

(See Exhibit "E" for state specific addenda and riders)
(See Exhibit "D" for state agencies & agents for service of process)
(See next page for state effective dates)

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 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	Effective as of _____, 2016
Hawaii	
Illinois	Effective as of _____, 2016
Indiana	Effective as of _____, 2016
Maryland	Effective as of _____, 2016
Michigan	Effective as of _____, 2016
Minnesota	Effective as of _____, 2016
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	Effective as of _____, 2016
Wisconsin	Effective as of _____, 2016

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