

4-29-13

FRANCHISE DISCLOSURE DOCUMENT

ProGrowth Franchises, LLC
a Delaware limited liability company

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ProGrowth PREMIER™

ProGrowth Franchises, LLC (“ProGrowth”) franchisees will operate a System Office under the name ProGrowth Premier.

We offer one franchise program The franchise is to develop and operate a professional coaching, mentoring, personal and business development, and peer advisory facilitation service for professionals from various fields including finance, investment banking, insurance, sales, marketing, law, medicine, dentistry, real estate, etc. from an at-home or conventional office, while using conference and meeting rooms on a regular, part-time basis The operation of the franchise is comprised primarily of a) your providing regular, one-on-one business coaching to individual members (or clients) using our proprietary on-line system and tools, and b) your facilitation and guidance of monthly group meetings of four to ten members each (in groups designated by you) at which the members (as peers) provide advice and feedback to each other under your guidance to assist in their professional and business development. Members pay you a monthly membership fee to receive your coaching, to participate in the peer advisory sessions, to be part of the ProGrowth Premier community of service professionals, and to have access over the Internet to our proprietary system, tools, and additional reference materials

For an established Franchised Business, we anticipate you would operate from 4 to 8 separate Groups, composed of 8 to 10 Members each Each Member receives one hour per month of individual coaching, and each Group has a monthly peer advisory session consisting of three hours under your guidance

The total estimated investment necessary to begin operation of a PROGROWTH PREMIER franchise ranges from **\$36,175 to \$72,200**. This includes \$25,000 that must be paid to us upon signing your franchise agreement

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English Read this Disclosure Document and all

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from January 1997 to August 2012. Mr. Potalivo also serves as the President and Chief Executive Officer of our affiliate, ProGrowth, LLC (the successor in interest to ProGrowth, Inc.) in San Juan Capistrano, California, since its formation in August 2012

Director of Marketing: Melissa Potalivo

Ms. Potalivo is the Director of Marketing of PROGROWTH PREMIER. She joined PROGROWTH PREMIER in August 2012. Prior to joining PROGROWTH PREMIER, Ms. Potalivo was the Director of Marketing for ProGrowth, Inc. from January 2000 to August 2012 in San Juan Capistrano, California.

Director of Information Technology: Jeremy Clarke

Mr. Clarke is the Director of Information Technology for PROGROWTH PREMIER. He joined PROGROWTH PREMIER in August 2012. Prior to joining PROGROWTH PREMIER, Mr. Clarke was the Director of Information Technology for ProGrowth, Inc. from July 2007 to August 2012 in San Juan Capistrano, California.

ITEM 3: LITIGATION.

No litigation or administrative action is required to be disclosed in this Item.

ITEM 4: BANKRUPTCY.

No bankruptcy is required to be disclosed in this Item.

ITEM 5: INITIAL FEES.

You pay us a non-refundable Initial Franchise Fee of \$25,000 on signing your Franchise Agreement. In addition, you purchase twenty (20) DISC profile kits from us (at an aggregate price of \$720.00 plus sales tax where and when applicable). These kits cover the first twenty (20) members in your Franchised Business.

Except for additional DISC profile kits as described in Item 8 below, we do not require you to purchase any initial supplies, equipment, or fixtures from us to develop or operate your franchised business. We do reserve the right to require you to purchase certain initial supplies, equipment and fixtures from us in the future, however, we have no plans to do so. You will need to purchase certain supplies and equipment, but at this time we are not requiring you to purchase those items from any particular supplier. See Items 7 and 8.

We do not provide or offer any refunds of the initial fees paid to us. We do not currently offer any financing of the initial franchise fee or otherwise. All fees imposed by us are uniform for new franchisees.

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Footnotes

(1) All fees are imposed by and are payable to us. All fees are non-refundable. Unless otherwise indicated, we intend for all fees to be imposed uniformly for new franchisees.

Please note that the table above and the following notes are only a general summary. You can only obtain a full understanding of the ProGrowth Premier System and the costs involved by reading all franchise documentation completely and obtaining independent legal, accounting, and business advice in relation to your proposed investment.

(2) "Gross Receipts" means all sums or things of value you receive from your PROGROWTH PREMIER Franchised Business from all sales or other transactions for goods and services whether for cash, check, credit, electronic transfer, barter, or otherwise. Gross Receipts do not include refunds to customers or the amount of any sales taxes separately itemized, collected from members or customers for payment to a federal, state, or local taxing authority and actually paid to that authority.

(3) "Under reporting" means there were sales not included in your sales report to us.

ITEM 7: ESTIMATED INITIAL INVESTMENT.¹

YOUR ESTIMATED INITIAL INVESTMENT

FRANCHISE AGREEMENT

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be made
Initial Franchise Fee ²	\$25,000	Lump Sum	At Signing of Franchise Agreement	Franchisor
Equipment ³	\$4,100 - \$5,050	Cash	Before Opening	Various Suppliers
Rent & Lease deposit ⁴	\$0 - \$5,000	Lump Sum	Before Opening	Landlord, if any
Utility Deposits and Utilities ⁵	\$375 - \$1,350	Cash	Before Opening	Utility Companies

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