

FRANCHISE DISCLOSURE DOCUMENT

541 Media, LLC,
An Oregon Limited Liability Company

1900 NE 3rd Street, Ste. 106-117
Bend, Oregon 97701
(541) 639-3624

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<http://www.541mediallc.com>



As a franchisee of 541 Media, LLC, you will be operating a “Rental Guide™” business that produces a publication which advertises local real estate rental properties. The total investment necessary to begin operation of a Rental Guide™ franchise ranges from approximately \$27,605.00 to \$44,685.00. This includes \$16,500.00 franchise fee that must be paid to the franchisor.

This disclosure document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read this document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you can 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 the franchisor at: 1900 NE 3rd Street, Ste. 106-117, Bend, Oregon 97701, or call the franchisor at: (541) 639-3624.

The terms of your contract will govern your franchise relationship. Do not rely on this 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.

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 to understand how to use this disclosure document, is available from the Federal Trade Commission. You can also 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 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: May 23, 2016

1. 541 MEDIA, LLC FRANCHISE DISCLOSURE DOCUMENT

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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 of 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 A** 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:

THE FRANCHISE AGREEMENT STATES THAT OREGON LAW GOVERNS THE AGREEMENT, EXCEPT THAT MATTERS RELATING TO THE APPLICATION OF FRANCHISE LAWS ARE GOVERNED BY THE LAWS OF THE STATE OF WASHINGTON, AND OREGON LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

THE FRANCHISOR'S PRINCIPAL TRADEMARK IS NOT REGISTERED WITH THE UNITED STATES PATENT AND TRADEMARK OFFICE OR THE PRINCIPAL OR SUPPLEMENTAL REGISTER OF THE UNITED STATES PATENT AND TRADEMARK OFFICE. FURTHER, THE FRANCHISOR HAS NOT FILED ANY TRADEMARK APPLICATION. AS A RESULT, THE FRANCHISOR'S TRADEMARK DOES NOT HAVE THE SAME RIGHTS AS A FEDERALLY REGISTERED TRADEMARK.

THE FRANCHISOR HAS NOT BEEN IN BUSINESS FOR A SUBSTANTIAL PERIOD OF TIME AND HAS LIMITED ASSETS. AS OF DECEMBER 31, 2014, THE FRANCHISOR'S TOTAL ASSETS EQUALED \$77,318.00. AS OF DECEMBER 31, 2014, THE FRANCHISOR'S TOTAL LIABILITIES EQUALED \$25,229.00 AND THE FRANCHISOR'S MEMBERS' EQUITY EQUALED \$52,089.00. MORE DETAILED INFORMATION REGARDING THE FRANCHISOR'S FINANCIAL CONDITION CAN BE FOUND IN EXHIBIT "E" TO THIS FRANCHISE DISCLOSURE DOCUMENT.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

EFFECTIVE DATE: _____, 2016.

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D.	State Addendum	H.	Guaranty

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