



Retain

FRANCHISE DISCLOSURE DOCUMENT

RETAIN, LLC
an Ohio limited liability company
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RETAIN, LLC offers franchises for the sale of customer loyalty and retention products and services. Customers for the products and services include automobile dealers, motorcycle dealers, real estate brokers, and other businesses for which ongoing contact with current and previous customers is the key to developing repeat business.

The total estimated initial investment required for a RETAIN franchise ranges from \$31,650 to \$40,250. This includes the Initial Franchise Fee of \$26,000 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 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 any affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

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 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 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 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.

Date of Issuance: January 31, 2014

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 2 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 YOU TO RESOLVE DISPUTES WITH US ONLY BY ARBITRATION IN OHIO. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE WITH US IN OHIO THAN IN YOUR HOME STATE.
- 2) THE FRANCHISE AGREEMENT STATES THAT OHIO LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LAWS IN YOUR STATE. YOU MAY WANT TO COMPARE THESE LAWS.
- 3) YOUR RIGHT TO RENEW THE FRANCHISE AGREEMENT REQUIRES YOU TO SATISFY VARIOUS CONDITIONS, INCLUDING ACHIEVEMENT OF MINIMUM SALES LEVELS.
- 4) THE FRANCHISOR RECENTLY BEGAN OFFERING FRANCHISES AND HAS NO HISTORY OF FRANCHISE OPERATIONS. YOU MAY WANT TO CONSIDER THIS IN DECIDING WHETHER TO PURCHASE A FRANCHISE.

IMPORTANT NOTE: Upon receipt of this Franchise Disclosure Document [FDD] and Franchise Agreement, you are required to sign and return the “Receipt Form” which is the last page of the FDD and return it to RETAIN, LLC.

Issuance Date for Non Registration States: January 31, 2014

The states listed below may require registration or filing of this Disclosure Document. If this offering is registered in any of these states, the effective date of the registration may differ from the date of issuance of this Disclosure Document as stated below. Some of these states may require different or additional disclosures or revisions to the agreement (see the State Addenda to this Disclosure Document for certain states, if applicable).

Effective Dates for States Requiring Registration or Notice Filings:

California:	Not Registered
Hawaii:	Not Registered
Illinois	Exemption Granted 7/18/14
Indiana:	Not Registered
Maryland:	Not Registered
Michigan:	Exemption Notice filed 2/20/14
Minnesota	Not Registered
New York:	Not Registered
North Dakota:	Not Registered
Rhode Island:	Not Registered
South Dakota:	Not Registered
Texas:	Exemption Notice filed 1/31/14
Virginia:	Not Registered
Washington:	Not Registered
Wisconsin:	Pending

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