

## FRANCHISE DISCLOSURE DOCUMENT



**SLLR Enterprises, LLC**  
a North Carolina limited liability company  
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The franchised business is to operate a membership-based state-of-the-art group fitness studio under the trade name “RockBox Fitness” that offers functional fitness training regimens for a boxing and kickboxing based workout (each, a “Studio”).

The total investment necessary to begin operation of a single Studio is \$203,200 to \$448,100. This includes \$119,900 to \$154,900 that must be paid to us or our affiliate.

We also grant qualified parties the right to develop multiple Studios within a defined geographical area under our form of area development agreement. The total investment necessary to begin operating as a multi-unit owner will vary depending on how many Studios we grant you the right to develop. In any case, the minimum number of Studios we grant a qualified party the right to develop is three (3) Studios. By way of example, the total investment to enter into an area development agreement with us to develop three (3) Studios ranges from \$278,000 to \$522,900, which includes: (i) a \$124,700 development fee that is paid to us; and (ii) the initial investment to open and commence operations of the first Studio you are granted the right to develop within your development area. The total investment to enter into an area development agreement with us to develop five (5) Studios ranges from \$337,800 to \$582,700, which includes: (i) a \$184,500 development fee that is paid to us; and (ii) the initial investment to open and commence operations of the first Studio you are granted the right to develop within your development area.

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 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](http://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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## How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

<b>QUESTION</b>	<b>WHERE TO FIND INFORMATION</b>
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits G and H.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit C includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only RockBox business in my area?</b>	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchise have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What's it like to be a RockBox franchisee?</b>	Item 20 or Exhibits G and H list current and former franchisees. You can contact them to ask about their experience.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

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