

NOV 30 2015

Department of
Business Oversight
FRANCHISE DISCLOSURE DOCUMENT



SAFESPLASH BRANDS, LLC
a Colorado limited liability company
10463 Park Meadows Drive, Suite 112
Lone Tree, Colorado 80124
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www.safesplash.com

SafeSplash Brands, LLC, a Colorado limited liability company, is offering franchises for the use of the trademark "SAFESPLASH" and related trademarks and service marks, for the operation of a business offering "learn to swim" programs for children and adults, birthday parties, summer camps, other swimming-related activities, and the sale of related Products ("SafeSplash Business")

The total investment necessary to begin operation of a single SafeSplash Business under our "dedicated" location format is \$488,000 to \$1,512,500 This includes \$30,000 to \$40,000 that must be paid to the franchisor and its affiliates The total investment necessary to begin operation of a single SafeSplash Business under our "hosted" location format is \$45,000 to \$124,000 This includes \$20,000 to \$30,000 that must be paid to the franchisor and its affiliates

If you sign an Area Development Agreement, you will pay an Initial Franchise Fee of \$30,000 to \$40,000 for the first SafeSplash Business and then a Reduced Initial Franchise Fee of \$20,000 to \$30,000 depending on the number and location of each subsequent SafeSplash Business to be developed under the Area Development Agreement Therefore, the total investment necessary for your first SafeSplash Business under the "hosted" location format is \$55,000 to \$124,000, of which \$30,000 must be paid to the franchisor and its affiliates, while the total investment necessary under the "dedicated" location format is \$498,000 to \$1,512,500, of which \$40,000 must be paid to the franchisor and its affiliates The total investment necessary for any subsequent SafeSplash Business under the Area Development Agreement varies based on the number and format of SafeSplash Businesses you commit to develop

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English Read this disclosure document and all agreements carefully You must receive this disclosure document at least 14 days before you sign a binding agreement, or make any payment in connection with the proposed franchise sale or grant **Note, however, that no governmental 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 Paul Gerrard at 10463 Park Meadows Drive, Suite 112, Lone Tree, Colorado, and (303) 799-1885

The terms of your contract will govern your franchise relationship Do not 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 Information comparing franchisors is available Call your state agency or your public library for sources of information 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 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

There may also be laws on franchising in your state Ask your state agencies about them

The issuance date **April 29, 2015 as amended November 25, 2015**

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 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 AND AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY IN COLORADO EXCEPT FOR CERTAIN DISPUTES, WHICH MUST BE LITIGATED IN COLORADO. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN COLORADO THAN IN YOUR OWN STATE.

THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT STATE THAT COLORADO LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

**SAFESPLASH BRANDS, LLC
FRANCHISE DISCLOSURE DOCUMENT EFFECTIVE DATES
IN DESIGNATED STATES**

The following states require that the 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, exempt from registration, or otherwise effective in the following states with franchise registration and disclosure (or business opportunity*) laws as of the dates listed

California	Effective date	July 15, 2015
Florida	Effective date	May 18, 2015
Hawaii	Effective date	
Illinois	Effective date	
Indiana	Effective date	June 18, 2015
Kentucky*	Effective Date	
Maryland	Effective date	
Michigan	Effective date	November 25, 2015
Minnesota	Effective date	
Nebraska*	Effective date	August 11, 2014
New York	Effective date	June 22, 2015
North Dakota	Effective date	
Rhode Island	Effective date	
South Dakota	Effective date	August 11, 2014
Texas*	Effective date	August 11, 2014
Utah	Effective date	August 11, 2014
Virginia	Effective date	
Washington	Effective date	See Washington-specific FDD
Wisconsin	Effective date	

In all other states, the Effective Date of this Disclosure Document is **April 29, 2015 as amended November 25, 2015**

* Denotes one-time filing

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<https://franchisepanda.com/franchises/safe-splash-swim-school-swimtastic-swim-school-swim-labs>