

## FRANCHISE DISCLOSURE DOCUMENT



**SAFESPLASH BRANDS, LLC**  
**d/b/a STREAMLINE BRANDS**  
a Colorado limited liability company  
12240 Lioness Way  
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SafeSplash Brands, LLC, a Colorado limited liability company doing business as Streamline Brands, is offering franchises for the use of the trademark “SAFESPLASH”, “SWIMLABS” (in a Dual Brand Location) and “SWIMTASTIC” and related trademarks and service marks, for the operation of businesses offering “learn to swim” programs for children and adults, birthday parties, summer camps, other swimming-related activities and the sale of related Products (“**SafeSplash Businesses**”, “**SwimLabs Businesses**” (in a Dual Brand Location) or “**Swimtastic Businesses**,” which are referred to collectively in this Disclosure Document as “**Franchised Businesses**”). There are three formats of Franchised Businesses: Dual Brand Location, Dedicated Location and Hosted Location.

The total investment necessary to begin operation of a Dual Brand Location is \$1,185,000 to \$1,994,500. This includes \$50,000 to \$60,000 that must be paid to the franchisor and its affiliates.

The total investment necessary to begin operation of a Dedicated Location is \$872,750 to \$1,530,500. This includes \$40,000 to \$50,000 that must be paid to the franchisor and its affiliates.

The total investment necessary to begin operation of a Hosted Location is \$41,500 to \$87,500. This includes \$25,000 to \$35,000 that must be paid to the franchisor and its affiliates.

The total investment necessary for your first Franchised Business under an Area Development Agreement varies based on the format and business model you choose. In each case, in addition to paying to us the Initial Franchise Fee for the first Franchised Business, you must pay to us a nonrefundable deposit equal to 20% of the sum of the subsequent initial franchise fees for the second and any other Franchised Businesses to be developed under the Area Development Agreement. The total investment necessary for your first Franchised Business if it is a single dedicated Franchised Business under the dual brand approach is \$1,185,000 to \$1,994,500, plus the applicable Deposit. This includes \$50,000 to \$60,000 that must be paid to the franchisor and its affiliates, plus the applicable Deposit. The total investment necessary for your first Franchised Business if it is a single dedicated location is \$872,750 to \$1,530,500. This includes \$40,000 to \$60,000 that must be paid to the franchisor and its affiliates. The total investment necessary for your first Franchised Business if it is a single hosted location is \$41,500 to \$87,500, plus the applicable Deposit. This includes \$25,000 to \$35,000 that must be paid to the franchisor and its affiliate, plus the applicable Deposit. The minimum number of businesses required to be opened by the Area Development Agreement is two. The total investment necessary for any subsequent Franchised Business under the Area Development Agreement varies based on the number and format of Franchised Businesses you commit to develop and includes \$25,000 to \$60,000 that must be paid to the franchisor and its affiliates.

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 with, 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 12240 Lioness Way, Parker, Colorado 80134 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](http://www.ftc.gov) for additional information.

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:

| QUESTION   | WHERE TO FIND INFORMATION   |
|--|---|
| <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 F or 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 E 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 SafeSplash, SwimLabs, or Swimtastic 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 franchisor 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 SafeSplash, SwimLabs, or Swimtastic franchisee?</b>                | Item 20 or Exhibits F and H lists current and former franchisees. You can contact them to ask about their experiences.  |
| <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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<https://franchisepanda.com/franchises/safe-splash-swim-school-swimtastic-swim-school-swim-labs>