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FRANCHISE DISCLOSURE DOCUMENT

SERONDA SENIOR SERVICES® FRANCHISING, INC

(A California Corporation)

1085 Pauline Way

San Luis Obispo, California 93401

805-783-1781

info@serondaseniorservices.com

www.serondaseniorservices.com

Franchisees will offer personal assistant services to seniors, which can include companionship, homemaking, personal care, shopping, transportation, relief care, overnight care, pet care and organizing services, using the SERONDA SENIOR SERVICES® trademarks and System

The initial franchise fee is \$17,500 and the estimated initial investment required ranges from \$25,000 to \$33,760

This disclosure document summarizes certain provisions of your franchise agreement

Seronda Senior Services Franchising Inc
Franchise Disclosure Document – California

and other information in plain English (the "Disclosure Document") 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**

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 Sue Prior, Seronda Senior Services Franchising, Inc., 1085 Pauline Way, San Luis Obispo, California 93401, 805-783-1781

The terms of your franchise agreement will govern your franchise relationship Do not rely upon the Disclosure Document alone to understand your franchise agreement Read all of your franchise agreement and related documents carefully You should review your franchise agreement and this Disclosure Document with an advisor, such as an attorney or an accountant

Purchasing a franchise is a complex investment The information in this Disclosure Document can help you to make an informed decision 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 webpage 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

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 F 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 ENTER INTO AN AGREEMENT, 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 SERONDA SENIOR SERVICES IS NEW TO FRANCHISING AND ITS BUSINESS MODEL, SYSTEMS AND METHODS FOR WORKING WITH FRANCHISEES ALSO ARE NEW AND EVOLVING
- 2 THE BINDING ARBITRATION (AND ANY LITIGATION) AND ANY ARBITRATION APPEAL WILL TAKE PLACE IN SAN LUIS OBISPO COUNTY, CALIFORNIA. IT MAY COST MORE TO ARBITRATE OUTSIDE YOUR LOCAL AREA. THE PREVAILING PARTY CAN RECOVER COSTS AND ATTORNEYS' FEES AGAINST THE LOSING PARTY.
- 3 YOU WILL NOT RECEIVE AN EXCLUSIVE TERRITORY DUE TO OUR RESERVATION OF CERTAIN RIGHTS WHICH INCLUDE OUR SERVICING OF CERTAIN NATIONAL ACCOUNTS AND/OR THROUGH OTHER CHANNELS OF DISTRIBUTION (See Item 12). HOWEVER, YOUR TERRITORY IS PROTECTED AS WE CANNOT OPEN A FRANCHISOR-OWNED NOR 3RD PARTY LICENSED, SERONDA SENIOR SERVICES® FRANCHISE IN YOUR TERRITORY.
- 4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use the services of referral sources to assist us in selling our franchise. We pay such sources a fee for referring you to us and they represent us not you. You should be sure to do your own investigation of the franchise.

The Effective Date of this Disclosure Document is July 1 _____, 20132014 |

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