

FRANCHISE DISCLOSURE DOCUMENT

SERVICE KINGS FRANCHISES, INC
10600 Industrial Ave Suite 110
Roseville, CA 95678
916-434-1800
www.service-kings.com

The franchise offered grants the Franchisee the right to establish, own and operate a single Service Kings business which will provide floor, fabric care and similar cleaning services, as well as emergency response clean-up from fire, water and mold damage, damage from occurrences such as homicides and suicides, and damage caused by illegal drug manufacturing

The initial franchise fee for the right to do business in an assigned exclusive territory is \$35,500, payable in cash as set forth in the Franchise Agreement or partially in cash and the balance by a promissory note payable to the Franchise Company — The geographical area of the exclusive territory and the franchisee's rights to operate therein are set forth in the Territory portion of the Franchise Agreement. The initial investment required for a franchisee with an exclusive territory in which a single van is operated out of a single office/warehouse will range between \$145,150 and \$178,500, including the promissory note referred to above -

This Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain English. You should read this Disclosure Document and all accompanying agreements and materials 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. **Please note 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 review the availability of disclosures in different formats, contact Service Kings at the address, telephone number and/or web address shown above.

The terms of your Franchise Agreement will govern your franchise relationship. Do not rely on the Disclosure Document alone to understand the contractual relationship with the franchisor. Read all the materials carefully and consult with your advisors (lawyer, accountant, etc.)

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.

Dated April 15, 2013 _____

ITEM 1

THE FRANCHISOR, ITS PREDECESSORS AND AFFILIATES

To simplify the language in this Disclosure Document, the terms “we”, “us”, “our”, “Franchisor” and the “Company” refer to Service Kings Franchises, Inc. The terms “you”, “your” and Franchisee refer to the person, persons or business entity that purchases this franchise.

The Franchisor’s Corporate History. The Franchisor is SERVICE KINGS FRANCHISES, INC., a corporation organized on February 24, 2012 under the laws of the State of California. We are a wholly-owned subsidiary of Service Kings, Inc., a California corporation organized on August 2, 2011. The Company does not have a predecessor nor as of the date of this Disclosure Document, any affiliates other than its parent company. However, Service Kings, Inc. may in the future establish other subsidiaries that would be affiliates of the Company and that would provide products or services to the Franchisees. The Company started offering franchises for the right to operate Service Kings businesses as of the Effective Date of this Uniform Franchise Disclosure Document (“UFDD”). Business is conducted under the name “Service Kings”, we do not conduct business under any other name. Our principal place of business is ~~4111 Citrus Ave, Rocklin, CA 95677~~ 10600 Industrial Ave Suite 110, Roseville, CA 95678. Our agent for service of process at such address is Anthony J. Romano, Sr.

The Company’s parent, Service Kings, Inc., currently operates a Service Kings business in ~~Sacramento~~ Roseville, California. Prior to the formation of Service Kings, Inc., the founder and majority owner of that company provided the core services and products of a Service Kings type of system for approximately 21 years under the sole proprietorship names of “AJ’s Restoration” or “Twelve Bridges Restoration”. Neither the founder of the Company nor the Company offers franchises in any other fields of business, nor have they ever offered the same.

Our Business and the Franchises Offered. As provided in the previous paragraphs, Service Kings, Inc. operates a cleaning and restoration business and now offers, through its subsidiary, Service Kings Franchises, Inc., a franchise program to permit Franchisees to operate such a business within certain designated geographical areas (“Exclusive Territories” or “Territory”). The business is structured and designed to service both residential and commercial customers. A Service Kings franchise offers complete services (see “Description” that follows) using methods and techniques originated by and/or practiced by the Company. Such services are provided out of a specially designed and equipped van bearing the Service Kings distinctive colors and marks and utilizing, in part, proprietary products.

Description of a Service Kings Business. We grant franchises to qualified persons (and/or entities of which such qualified persons are material owners) for the right to own and operate a Service Kings outlet under the terms of our standard Franchise Agreement (a copy of which is attached as Exhibit B), using our trademarks and business system. A Service Kings franchise is designed as a part of a network of similar businesses, each with its own Exclusive Territory or Territories, in the business of cleaning carpets, draperies and upholstery, and providing grout cleaning and re-grouting services, in residential and commercial properties, and of making restorations of such properties when the same are damaged by fire, water, mechanical failures,

the founder of Service Kings, Inc, which company in turn incorporated Service Kings Franchises, Inc as a wholly-owned subsidiary Mr Romano has, since 1991, other than a short stint in the U S Army, been involved in all aspects of the carpet cleaning and restoration business, including marketing, sales, purchasing, field technology, scheduling, public relations and doing the actual cleaning All of these business experiences were gained by him as an owner/manager of various carpet cleaning/restoration businesses, which makes him uniquely qualified to own, manage, structure and direct a franchise company in this industry and to give those who qualify and choose to become franchisees to benefit from his hands-on experience Mr Romano also has close ties to the business community, having been an Ambassador in the Elk Grove and Vacaville, California Chambers of Commerce for a total of six years

Vice President - Business Development - Robert Cornell

~~Mr Cornell is a California-licensed real estate broker with several specialty certifications His background in retail sales extends back to 1995, during which he excelled in sales and was promoted by his employers to managerial positions Mr Cornell's position with the Company will involve business development~~

Vice President Chief Financial Officer and Secretary - Christie Lynn Romano

~~Mrs Romano is the wife of Anthony J Romano Sr and serves as Mr Romano's assistant and as the Secretary of the Company She holds three offices in the Company and in addition to the duties of those offices Her her duties with the Company have been and will continue to be include being the front office person, marketing, in charge of social media, internet website design and maintenance, and scheduling~~

Neither the Company nor any person described in this Item 2 is subject to any currently effective order of any national securities association or national securities exchange as defined in the Securities Exchange Act of 1934, 15 U S C A 78a et seq, suspending or expelling such person from membership in that association or exchange

ITEM 3

LITIGATION

There is no past or pending litigation that is either relevant or required to be disclosed in this Disclosure Document

ITEM 4

BANKRUPTCY

On November 14, 2006, Christie Lynn Romano and Anthony J Romano Sr, Secretary and President of the Company, respectively, filed voluntary petitions for bankruptcy under Chapter 7 of the United States Bankruptcy Code The filing was made in the United States Bankruptcy Court, Eastern District of California, Case # 05-39507-A-7 On February 15, 2006, the

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