

Form B – Franchisor’s Costs and Sources of Funds

**FRANCHISOR’S COSTS AND SOURCE OF FUNDS**

Disclose the Franchisor’s total costs for performing its pre-opening obligations to provide goods or services in connection with establishing each franchised business, including real estate, improvements, equipment, inventory, training and other items stated in the offering

The Company has no obligation to provide real estate, improvements, equipment or inventory under the franchise offered hereby, but may elect to do so. The estimated approximate costs to the Company for each franchise, including those obligations which the Company has the option, but not the obligation to provide, are as follows

<u>Category</u>	<u>Costs</u>
Site Location	
Market Research	
Lease Negotiation	\$2,500 00 - \$10,000 00
Legal Fees	
Training	
Training Courses	\$2,500 00 - \$3,500 00
In Store Training	
Operations and Advertising	
Manuals	\$350 00
Construction of Store	
If Franchisee constructs the store, cost of visiting the store and providing assistance to Franchisee	\$1,500 00 - \$5,000 00

1 The sources of all required funds

The Company primarily offers franchises for Centers currently operated by the Company or other existing franchisees, and for which the Company presently leases the premises and for which the Company or its franchisees own the improvements, equipment and inventory. It also offers franchises for Centers to either be built by the Franchisee or converted by the Franchisee from an existing retail optical store. Therefore, no additional costs would be incurred by the Company to provide such obligations. The Company’s training program consists primarily of one on one on site training at either the Franchised Center and/or at another Company-operated or Franchised Center. The Company utilizes employees of the Company to conduct the training, and accordingly, there is no additional contribution required. Advertising costs will be financed by Franchisees’ contribution to the Advertising Fund as is more fully set forth in Section VI of the Franchise Agreement.



## CONSENT OF INDEPENDENT PUBLIC ACCOUNTANTS

The undersigned consents to the inclusion in the Franchise Disclosure Documents issued by Emerging Vision, Inc. of our report dated March 29, 2013 on the consolidated financial statements of Emerging Vision Inc and its subsidiaries for the year ended December 31, 2012.

Dated May 8, 2013

*Janover LLC*

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JANOVER LLC • A LIMITED LIABILITY COMPANY

FRANCHISE DISCLOSURE DOCUMENT  
FOR USE IN THE STATE OF CALIFORNIA

**Sterling**  
**OPTICAL**®

EMERGING VISION, INC ,  
A New York Corporation  
520 Eighth Avenue, 23rd Floor  
New York, New York 10018  
646-737-1500  
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Dept. of Corporations-  
PSS UNIT-San Francisco Office

MAY 15 2013

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The Franchise being offered by EMERGING VISION, INC. ("EVI") is for the operation of a retail optical center (the "Center"), generally being operated under the name STERLING OPTICAL, but which also may be operated under such other name as EVI may authorize or require, offering, for sale, prescription and non prescription eye wear and related items and services, which Centers, in most cases, offer the services of an employed or otherwise affiliated optometrist or other eye care professional and also receive and fill prescriptions for eyeglasses and contact lenses from unaffiliated optometrists and ophthalmologists

The total investment necessary to begin operation of a Sterling Optical franchised business is presently estimated to range from. (i) \$152,850 to \$729,000, if your Franchise relates to a newly built Center; (ii) \$67,750 to \$2,339,000, if your Franchise relates to an existing Center which, at the time you acquire your Franchise, is being operated by either EVI or another Franchisee, and (iii) \$54,850 to \$1,414,000, if you are converting an existing retail optical store to a Franchised Center For a detailed description of the amounts which may be payable directly to EVI, please refer to Items 5 and 7 of this Disclosure Document

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 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 Barbara Kegel at 646-737-1500

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