

## FRANCHISE DISCLOSURE DOCUMENT



Exercise Coach USA, LLC  
An Illinois limited liability company  
531 Telser Rd.  
Lake Zurich, Illinois 60084  
Phone: (855) 202-6224  
E-Mail: [franchise@exercisecoach.com](mailto:franchise@exercisecoach.com)  
Website: [www.exercisecoach.com](http://www.exercisecoach.com)

Exercise Coach USA, LLC offers franchises for the operation of a business that provides a comprehensive system of personal training using proprietary equipment, protocols and methods. We offer 2 models, including a “personal training studio” and a limited scale “personal training suite”.

The total investment necessary to begin operation of an Exercise Coach<sup>®</sup> franchise ranges from \$127,633 to \$298,513 (for a personal training studio) or \$113,063 to \$236,863 (for a personal training suite). This includes \$63,107 to \$141,107 (for a personal training studio) or \$56,107 to \$113,107 (for a personal training suite) that must be paid to us and our affiliates.

If you purchase area development rights, the total investment necessary to begin operation of an Exercise Coach<sup>®</sup> franchise ranges from \$127,633 to \$298,513 (for a personal training studio) or \$113,063 to \$236,863 (for a personal training suite), plus a development fee equal to the full discounted initial franchise fee you must pay for your 2<sup>nd</sup> and additional franchised outlets that you commit to develop under your area development agreement. (*i.e.*, \$40,000 for your 2<sup>nd</sup> franchise, \$25,000 for your 3<sup>rd</sup> franchise, \$25,000 for your 4<sup>th</sup> franchise and \$20,000 for each additional franchise that you commit to develop). This includes \$63,107 to \$141,107 (for a personal training studio) or \$56,107 to \$113,107 (for a personal training suite) that must be paid to us and our affiliates plus the applicable development fee, which must also be paid to us.

This Disclosure Document summarizes certain provisions of your franchise agreement, area development 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. **Note, however, that no government 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 the franchisor at 531 Telser Rd., Lake Zurich, Illinois 60084 or by phone at (855) 202-6224.

The terms of your contract will govern your franchise relationship. Don't 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 accountant.

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 (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. 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.

Issuance Date: May 1, 2019 (amended May 28, 2019)

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Franchise Disclosure Document (2019)

## 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:

1. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY MEDIATION OR LITIGATION ONLY IN ILLINOIS. OUT-OF-STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE OR LITIGATE WITH US IN ILLINOIS THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT STATE THAT ILLINOIS LAW GOVERNS THESE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS. EVEN THOUGH THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT PROVIDE THAT "HOME STATE" LAW APPLIES, LOCAL LAW MAY SUPERSEDE IT IN YOUR STATE. PLEASE REFER TO ANY STATE-SPECIFIC ADDENDUM THAT MAY BE ATTACHED TO THIS DISCLOSURE DOCUMENT FOR DETAILS.

3. IF THE FRANCHISOR TERMINATES THE FRANCHISE AGREEMENT DUE TO YOUR DEFAULT OR YOU TERMINATE THE FRANCHISE AGREEMENT IN VIOLATION OF ITS TERMS, YOU WILL OWE THE FRANCHISOR LIQUIDATED DAMAGES.

4. 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.**

Effective Date: See next page for state effective dates.

### STATE EFFECTIVE DATES

The following states may require registration or filing of this Disclosure Document 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 Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

STATE	EFFECTIVE DATE
California	_____, 2019
Hawaii	_____, 2019
Illinois	_____, 2019
Indiana	_____, 2019
Maryland	_____, 2019
Michigan	February 6, 2019
Minnesota	_____, 2019
New York	_____, 2019
North Dakota	_____, 2019
Rhode Island	_____, 2019
South Dakota	_____, 2019
Virginia	_____, 2019
Washington	_____, 2019
Wisconsin	_____, 2019

In other states, the effective date of this Disclosure Document is the issuance date of May 1, 2019 (amended May 28, 2019).

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/the-exercise-coach>