



FRANCHISE DISCLOSURE DOCUMENT

**SALON PROFESSIONAL EDUCATION COMPANY, LLC
d/b/a S.P.E.C. LLC**

(A Minnesota Limited Liability Company)

4377 15th Avenue South, Fargo, ND 58103

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Salon Professional Education Company, LLC (d/b/a S.P.E.C. LLC) offers franchisees the right to establish and operate a distinctive school for training students in hairdressing and cosmetology. The system's distinguishing characteristics include: uniform standards and procedures for business operations; ongoing training in the operation, management, and promotion of the franchised business; advertising and promotional programs; quality education facilities; customer development and service techniques; student development; and other technical assistance.

The total investment necessary to begin operation of a The Salon Professional Academy franchise is \$540,500 to \$805,500 for our smaller model and \$961,500 to \$1,386,500 for our base model. This includes \$35,000 paid as an initial franchise fee to the franchisor.

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. **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 Jill Krahn at Salon Professional Education Company, LLC, 4377 15th Avenue South, Fargo, ND 58103, 888-478-6856, or JKrahn@SPECfranchise.com.

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 contracts carefully. Show your contracts 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. 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.

The date of issuance of this disclosure document is: April 30, 2014

Table of Contents

ITEM 1.	THE FRANCHISOR AND ANY PARENTS, PREDECESSORS, AND AFFILIATES.....	1
ITEM 2.	BUSINESS EXPERIENCE	2
ITEM 3.	LITIGATION	3
ITEM 4.	BANKRUPTCY.....	3
ITEM 5.	INITIAL FEES.....	3
ITEM 6.	OTHER FEES	4
ITEM 7.	ESTIMATED INITIAL INVESTMENT.....	10
ITEM 8.	RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES	12
ITEM 9.	FRANCHISEE’S OBLIGATIONS.....	17
ITEM 10.	FINANCING	18
ITEM 11.	FRANCHISOR’S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS, AND TRAINING.....	18
ITEM 12.	TERRITORY	25
ITEM 13.	TRADEMARKS.....	26
ITEM 14.	PATENTS, COPYRIGHTS, AND PROPRIETARY INFORMATION.	28
ITEM 15.	OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS.....	28
ITEM 16.	RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL.....	28
ITEM 17.	RENEWAL, TERMINATION, TRANSFER, AND DISPUTE RESOLUTION.....	29
ITEM 18.	PUBLIC FIGURES.....	33
ITEM 19.	FINANCIAL PERFORMANCE REPRESENTATION.....	33
ITEM 20.	OUTLETS AND FRANCHISEE INFORMATION	34
ITEM 21.	FINANCIAL STATEMENTS.....	37
ITEM 22.	CONTRACTS.....	37
ITEM 23.	RECEIPTS	37
ITEM 23.	RECEIPTS.....	LAST PAGE

EXHIBITS:

- EXHIBIT A – FRANCHISE AGREEMENT
- EXHIBIT B – TABLE OF CONTENTS- OPERATING MANUAL
- EXHIBIT C – FINANCIAL STATEMENTS
- EXHIBIT D – LIST OF STATE ADMINISTRATORS/AGENTS FOR SERVICE OF PROCESS
- EXHIBIT E – LIST OF CURRENT FRANCHISEE OUTLETS
- EXHIBIT F – LIST OF FRANCHISEE OUTLETS TERMINATED, NOT-RENEWED, ETC.
- EXHIBIT G – FRANCHISEE QUESTIONNAIRE
- EXHIBIT H – SBA LOAN ADDENDUM
- EXHIBIT I – SAMPLE FORM OF GENERAL RELEASE (STATE OF MARYLAND)
- EXHIBIT J – STATE EFFECTIVE DATES AND STATE COVER PAGES
- EXHIBIT K– STATE ADDENDA
- EXHIBIT L – STATE RECEIPT PAGES

ITEM 1. THE FRANCHISOR AND ANY PARENTS, PREDECESSORS, AND AFFILIATES

To simplify the language in this disclosure document, “SPEC” means Salon Professional Education Company, LLC, the franchisor. “We”, “us”, and “our” also refer to Salon Professional Education Company, LLC. “You” and “your” mean the person who buys the franchise, the franchisee. If the purchaser of the franchise is a partnership, corporation, limited liability company, or other entity, with respect to obligations you owe us, “you” includes the franchisee’s owners, who must join, and agree to be bound by, the Franchise Agreement, which is attached as Exhibit A to this disclosure document.

Unless otherwise defined, all initially capitalized terms appearing in this disclosure document have the meanings given to them in your Franchise Agreement.

Franchisor’s Corporate Information

We are a Minnesota limited liability company, organized on July 13, 2004, and doing business under the name S.P.E.C. LLC. Before December 24, 2012, the name of the company was APS, LLC. Our principal business address is 4377 15th Avenue South, Fargo, ND 58103.

Our agent for service of process is listed on Exhibit D to this disclosure document.

Parents and Predecessors

We have no parent. We have no predecessors from whom we acquired, directly or indirectly, the major portion of our assets within the past 10-year period.

Affiliates Providing Goods or Services to Franchisees

Our affiliate Salon Brand It, LLC, whose principal business address is 4377 15th Ave. S., Fargo, ND 58103, is a designated supplier of certain promotional products. In addition, our affiliate Fuel Productions, LLC (d/b/a Fuel Education Systems), whose principal business address is 38 E. 21st Street, 9th Floor, New York, NY 10010, is a designated supplier of certain training materials. Neither Salon Brand It, LLC nor Fuel Productions, LLC have ever owned or operated a Salon Professional Academy franchise or offered franchises for any other line of business.

Franchisor’s Business

Our principal business is selling and servicing The Salon Professional Academy franchises, which we have been doing since 2008. Before December 24, 2012, we sold franchises under our previous name, APS, LLC. We have never ourselves operated a Salon Professional Academy franchise or offered franchises for any other line of business. From 2004 to 2008, we provided consulting services to cosmetology schools and hair salons, under our previous name, APS, LLC. Since 2008 we have not provided consulting services to cosmetology schools and hair salons.

The Franchised Business

A franchise grants you the right to own and operate a distinctive school training students in hairdressing and cosmetology. Each franchise operates under the trademarks **The Salon Professional Academy**[®] and **The Salon Professional Academy** logos.

In addition to these trademarks, our franchise system features uniform standards and procedures for business operations; ongoing training in the operation, management, and promotion of the franchised business; advertising and promotional programs; quality education facilities; customer development and service techniques; student development; and other technical assistance.

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