

FRANCHISE DISCLOSURE DOCUMENT

Elite Sports Enterprises, Inc.
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Elite Sports Enterprises, Inc. offers franchise rights under two alternative brand names, “Soccer Post” and “Upper 90” (respectively, and together with other trade names, trademarks and service marks authorized or directed from time to time, the “Proprietary Marks”). Other than the chosen trade name, Soccer Post and Upper 90 franchise businesses operate in a substantially similar manner, sell similar products, and offer similar services. We offer and support franchise businesses under both brands as part of the same franchise system. The franchise business (the “Franchise Business”) offered under either brand is to establish and operate a retail store offering to the public nationally advertised, name brand soccer equipment, footwear, apparel, accessories, and related products and services, which may include certain private label items of the franchisor and/or its affiliates, together with, on a limited basis when authorized or directed by the franchisor, similar products and services related to other sports (“Franchise Products”). In addition to routine store operations and customer support services, Your Franchise Business may, as directed, authorized or permitted by Elite, offer certain services related to soccer and soccer activities, including without limitation field rental and field programming (e.g., camps and soccer training) and printing and customization of soccer and non-soccer apparel (“Franchise Services”). (Franchise Products, together with Franchise Services, are referred to herein as “Franchise Products and Services.”)

(1) The total investment necessary to begin operation of a Franchise Business is \$200,000-300,000. This includes \$29,500 that must be paid to the franchisor or affiliate.

(2) 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 Sarah Jett at the address above, franchise@soccerpost.com, or 585-831-6169.

(3) The terms of your franchise 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 an accountant.

(4) 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 (“FTC”). 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.

(5) There may also be laws on franchising in your state. Ask your state agencies about them.

(6) Issuance Date: April 19, 2021

How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 provides information about outlet sales, costs, profits or losses. You may also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibit 3.
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit 4 includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only Soccer Post or Upper 90 business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a Soccer Post or Upper 90 franchisee?	Item 20 or Exhibit 3 lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

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