

# FRANCHISE DISCLOSURE DOCUMENT

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**THM MANAGEMENT, LLC**  
a Florida limited liability company  
1732 SE 47<sup>th</sup> Terrace  
Cape Coral, Florida 33904  
Telephone (239) 549-6960  
www thehomemag com & www thmfranchise com  
franchise@thehomemag com



This franchise is for the operation of a business that specializes in advertising for businesses selling products and services related to residential homeowners, such as electricians, plumbers, moving companies, home decorators, contractors and builders, and companies offering home improvement products and services

The total investment necessary to begin operation of a Standard Market TheHomeMag franchise ranges from \$138,260 to \$139,360 This includes \$37,335 that must be paid to the franchisor The total investment necessary to begin operation of a Hometown Market TheHomeMag franchise ranges from \$112,360 to \$113,460 This includes \$21,935 that must be paid 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 the 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 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 Chris Goebel, President at 1732 SE 47<sup>th</sup> Terrace, Cape Coral, Florida 33904 and (239) 549-6960

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 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, 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:** March 1, 2012

## 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY IN FLORIDA OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN FLORIDA THAN IN YOUR OWN STATE**
- 2 **THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW YOU MAY WANT TO COMPARE THESE LAWS**
- 3 **THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE**

## FRANCHISE DISCLOSURE DOCUMENT EFFECTIVE DATES IN DESIGNATED STATES

The following states require that the Disclosure Document be registered or filed 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 Franchise Disclosure Document is registered, on file, exempt from registration, or otherwise effective in the following states with franchise registration and disclosure (or business opportunity) laws as of the dates listed

| STATE        | EFFECTIVE DATE     |
|--------------|--------------------|
| California   |                    |
| Florida      | September 22, 2011 |
| Hawaii       | Not Registered     |
| Illinois     |                    |
| Indiana      |                    |
| Kentucky     | April 5, 2007*     |
| Maryland     |                    |
| Michigan     | April 4, 2011      |
| Minnesota    |                    |
| Nebraska     | March 5, 2007*     |
| New York     |                    |
| North Dakota | Not Registered     |
| Rhode Island |                    |
| South Dakota | Not Registered     |
| Texas        | January 18, 2007*  |
| Utah         | April 11, 2011     |
| Virginia     | Not Registered     |
| Washington   |                    |
| Wisconsin    |                    |

\*Denotes one-time filing

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