

FRANCHISE DISCLOSURE DOCUMENT

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THEHOMEMAG **America's #1 Home Improvement Magazine™**

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 \$209,000 to \$209,900. This includes \$63,335 that must be paid to the franchisor. The total investment necessary to begin operation of a Hometown Market TheHomeMag franchise ranges from \$157,000 to \$157,900. This includes \$32,935 that must be paid to the franchisor. The total investment necessary to begin operation of a Double Market TheHomeMag franchise ranges from \$279,000 to \$279,900. This includes \$103,335 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 47th 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 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, 2016

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. **YOU MUST MEET CERTAIN MINIMUMS DURING THE OPERATION OF THE FRANCHISED BUSINESS. YOU MUST PUBLISH YOUR FIRST MAGAZINE WITHIN 16 WEEKS OF OPENING FOR BUSINESS WITH A MINIMUM OF 24 PAGES OF ADVERTISING DURING THE FIRST SIX ISSUES AND YOU MUST REACH A MINIMUM OF 36 PAGES FOR PUBLICATIONS 8-12. IF YOU FAIL TO MEET THE MINIMUM PERFORMANCE REQUIREMENTS, WE MAY ELECT TO IMPLEMENT DEFAULT PROVISIONS OR ULTIMATELY MIGHT TERMINATE THE FRANCHISE AGREEMENT.**
4. **YOUR SPOUSE MUST ALSO SIGN A PERSONAL GUARANTY MAKING YOUR SPOUSE INDIVIDUALLY LIABLE FOR YOUR FINANCIAL OBLIGATIONS UNDER THE AGREEMENT. THE GUARANTEE WILL PLACE YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS AT RISK IF YOUR FRANCHISE FAILS.**
5. **YOU WILL NOT RECEIVE AN EXCLUSIVE TERRITORY. YOU MAY FACE COMPETITION FROM OTHER FRANCHISEES, FROM OUTLETS THAT WE OWN, OR FROM OTHER CHANNELS OF DISTRIBUTION OR COMPETITIVE BRANDS THAT WE CONTROL.**
6. **THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

Effective date: See the next page for state effective dates

**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	April 24, 2015
Hawaii	Not Registered
Illinois	
Indiana	
Kentucky	April 5, 2007*
Maryland	Not Registered
Michigan	April 27, 2015
Minnesota	
Nebraska	March 5, 2007*
New York	July 10, 2015, amended as of _____
North Dakota	Not Registered
Rhode Island	
South Dakota	Not Registered
Texas	January 18, 2007*
Utah	April 23, 2015
Virginia	Not Registered
Washington	August 5, 2015, amended as of _____
Wisconsin	

*Denotes one-time filing

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