

FRANCHISE DISCLOSURE DOCUMENT



I Believe This Is It, Inc.
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INTRODUCTION

I Believe This Is It, Inc. (“the Company” or “the Franchisor”) grants franchises known as “This Is It! BBQ & Seafood,” (“A Restaurant” or “a Franchised Business”) for full service restaurants specializing in Southern home cooking. Some of the most popular items served include Bar-B-Q, seafood, vegetables, desserts, soft drinks, and tea. All of the restaurants in our program must close on Sundays and may not serve alcoholic beverages.

The total investment necessary to begin operation of a This Is It! BBQ & Seafood restaurant ranges from \$625,248 to \$1,050,693 including Additional Funds (as further described in this Disclosure Document) of \$40,000 to \$70,000. The total investment includes the initial franchise fee of \$40,000 for a franchise to be paid to the Company.

Area Developers must pay the Company a fee of \$20,000 for each Restaurant scheduled to be developed under an Area Development Agreement and subsequently pay an additional \$20,000 upon execution of the Franchise Agreement for each such Franchised Business t.

This Disclosure Document (“Disclosure Document”) summarizes certain provisions of the Franchise Agreement and other information in plain English. Read this Disclosure Document and all accompanying documents 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.

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 Mr. Shelley “Butch” Anthony III at 105 McIntosh Crossing, Fayetteville, Georgia 30214, telephone number (678) 817-7757.

The terms of your Franchise Agreement will govern your franchise relationship. Do not

rely on the Disclosure Document alone to understand your Franchise Agreement. We encourage you to read all of your Franchise Agreement carefully and to show your Franchise Agreement and this Disclosure Document to an advisor, such as your lawyer or accountant.

Buying a franchise is a complex and important investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as the publication entitled, “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, DC 20580. You can also visit the FTC’s home page at www.ftc.gov for additional information on franchising. 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. Ultimately it is your responsibility to educate yourself regarding the investment you are considering, including all of the risks involved, in a This Is It! BBQ & Seafood Franchised Business.

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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 franchises 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 D for information about the franchisor, about other franchisors, or about franchising in your state or any of the other states listed.

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 a This Is It! BBQ & Seafood Franchised Business:

- 1. THE FRANCHISE AGREEMENT PERMITS THE FRANCHISOR TO ENFORCE ITS RIGHTS IN THE APPROPRIATE COURTS LOCATED IN FAYETTE COUNTY, GEORGIA. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT. IT ALSO MAY COST MORE TO SUE THE FRANCHISOR IN GEORGIA THAN IN YOUR HOME STATE IF YOU DO NOT LIVE IN GEORGIA.**
- 2. THE FRANCHISE AGREEMENT STATES THAT GEORGIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS THE LAW IN YOUR STATE. YOU MAY WANT TO COMPARE THESE LAWS.**
- 3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

We may 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 make sure to do your own investigation of the Franchise.

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