



I Believe This Is It!

Franchise Disclosure Document

FRANCHISE DISCLOSURE DOCUMENT



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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 fast casual 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.

I Believe This Is It! offers two franchise models: 1) The ToGo model features very limited seating and the same menu as all other Restaurants but in carry-out format only, and 2) The Dine-In/ToGo model features seating for 40 or more guests and the same menu as all other restaurants. The total investment necessary to begin operation of a This Is It! BBQ & Seafood ToGo restaurant ranges from \$413,754 to \$601,612 including Additional Funds (as further described in this Disclosure Document) of \$20,000 to \$30,000. The total investment necessary to begin operation of a This Is It! BBQ & Seafood Dine-In restaurant ranges from \$580,690 to \$840,205 including Additional Funds (as further described in this Disclosure Document) of \$25,000 to \$40,000. The total investment includes the initial franchise fee of \$25,000 for a ToGo franchise or \$35,000 for a Dine-In franchise to be paid to the Company.

Area Developers must pay the Company a fee of \$12,500 for each ToGo restaurant and \$17,500 for each Dine-In Restaurant scheduled to be developed under an Area Development Agreement and subsequently pay an additional \$12,500 to \$17,500 depending on the type of restaurant upon execution of the Franchise Agreement for each such Franchised Business.

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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