

FRANCHISE DISCLOSURE DOCUMENT



Agile Pursuits Franchising, Inc.
an Ohio corporation
2 Procter & Gamble Plaza, TE-16
Cincinnati, Ohio 45202
(888) 446-2734
franchising@tidedrycleaners.com
<http://www.tidedrycleaners.com>

The franchise offered is to operate a retail dry cleaning business under the “Tide Dry Cleaners” name and other trademarks offering premium dry cleaning, laundering, and related fabric and garment care services and products.

The total estimated investment necessary to begin operation of a Tide Dry Cleaners outlet is \$663,500 to \$1,576,400 for a “Plant Store” model outlet (the store format that you must use for your first outlet, unless otherwise agreed), \$178,500 to \$607,950 for a “Drop Store” model outlet, and \$8,800 to \$86,500 for a “Non-Traditional Store” model outlet. This includes between \$85,000 and \$115,000 for a “Plant Store” model outlet, \$60,000 and \$65,000 for a “Drop Store” model outlet, or \$500 and \$10,500 for a “Non-Traditional Store” model outlet that must be paid to the franchisor or affiliate. The total investment necessary to begin operation under the Development Rights Agreement ranges from \$20,500 to \$86,000. This includes \$20,000 to \$85,000 that must be paid to the franchisor or an affiliate. You must agree to open at least one Tide Dry Cleaners outlet (either as a Plant Store or a Drop Store) under the Development Rights Agreement. If you sign a Franchise Agreement and Conversion Incentive Addendum to convert an existing dry cleaning plant store to Tide Dry Cleaners, your costs are estimated to be between \$80,500 and \$176,900, and \$65,800 to \$130,600 to convert an existing dry cleaning drop store to Tide Dry Cleaners.

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 its 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 Clare Moore at 2 Procter & Gamble Plaza, TE-16, Cincinnati, Ohio 45202 and 513-405-8436.

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, and any related or ancillary documents, 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 may 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.

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

Issuance date of this Franchise Disclosure Document: October 26, 2018.

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 AND THE DEVELOPMENT RIGHTS AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN OUR HOME STATE (CURRENTLY OHIO). OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN OUR HOME STATE THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT AND THE DEVELOPMENT RIGHTS AGREEMENT REQUIRE THAT OHIO LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. DURING FISCAL YEARS 2016, 2017, AND 2018, THE FRANCHISOR HAS OPERATED THIS FRANCHISE SYSTEM WITH NO WORKING CAPITAL AND HAS INCURRED SIZEABLE FINANCIAL LOSSES.
4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Effective Date: See the next page for state effective dates.

AGILE PURSUITS FRANCHISING, INC.

STATE REGISTRATIONS

The following states require that the Franchise 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 or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

STATES	EFFECTIVE DATE
California	
Illinois	
Indiana	
Maryland	
Michigan	
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	
Wisconsin	

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