



## FRANCHISE DISCLOSURE DOCUMENT

**Truly Nolen of America, Inc.**  
**an Arizona Corporation**  
**3636 E. Speedway Boulevard**  
**Tucson Arizona 85716**  
**520-327-3447**  
**prospects@trulynolen.net (e-mail)**  
**<http://www.trulynolen.com> (web**

site)

As a franchisee, you will sell and perform termite and pest control services for structures, buildings, lawn and ornamental pest and weed control services, related inspection services, and specialty services. You may also sell and perform other related products and services. You, as a franchisee, may elect to offer some or all of these services. The total investment necessary to begin operation of Truly Nolen franchise for a "conversion" franchise, ranges from ~~\$15,700~~ ~~21,200~~ to \$244,000 depending on the size of the converted business and area protected as franchised. The total investment necessary to begin operation of a "start-up" Truly Nolen franchise ranges from ~~\$19,700~~ ~~25,200~~ to \$280,000 depending on the area protected as franchised. Both initial investment estimates include amounts that range from ~~\$5,000~~ ~~10,000~~ to \$75,000 that must be paid to the franchisor and which could range up from ~~\$5,000~~ ~~10,000~~ to \$145,000 if you elect to purchase items from 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 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. **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 Truly Nolen Franchising at 3636 E. Speedway Boulevard, Tucson AZ 85716 and 520-327-3447.

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(s) 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, D.C. 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:** April ~~8, 2011~~ ~~30, 2012~~

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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 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 MEDIATION, ARBITRATION OR LITIGATION ONLY IN ARIZONA. OUT-OF-STATE ARBITRATION, MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE, ARBITRATE OR LITIGATE WITH US IN ARIZONA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT ARIZONA 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.

Effective Date: See next page for State Effective dates.

## STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration: California, Connecticut, Florida, Hawaii, Illinois, Indiana, Kentucky, Maryland, Michigan, Minnesota, Nebraska, New York, North Dakota, Rhode Island, South Dakota, Texas, Utah, 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:

|              |                 |               |         |             |               |
|--------------|-----------------|---------------|---------|-------------|---------------|
| California:  | Exempt          | Nebraska:     | Exempt  | Utah:       | July 27, 2010 |
| Connecticut: | Exempt          | New York:     | Exempt  | Virginia:   | Pending       |
| Indiana:     | Exempt          | Illinois:     | Pending | Washington: | Pending       |
| Kentucky:    | Exempt          | Texas:        | Exempt  | Wisconsin:  | Pending       |
| Michigan:    | August 24, 2010 | Rhode Island: | Pending |             |               |

| STATE                        | EFFECTIVE DATE                  |
|------------------------------|---------------------------------|
| <a href="#">California</a>   |                                 |
| <a href="#">Indiana</a>      |                                 |
| <a href="#">Illinois</a>     |                                 |
| <a href="#">Kentucky</a>     | <a href="#">Exempt</a>          |
| <a href="#">Michigan</a>     | <a href="#">August 24, 2011</a> |
| <a href="#">Nebraska</a>     | <a href="#">Exempt</a>          |
| <a href="#">New York</a>     |                                 |
| <a href="#">Rhode Island</a> |                                 |
| <a href="#">Texas</a>        | <a href="#">Exempt</a>          |
| <a href="#">Utah</a>         | <a href="#">July 18, 2011</a>   |
| <a href="#">Virginia</a>     |                                 |
| <a href="#">Wisconsin</a>    |                                 |
| <a href="#">Washington</a>   |                                 |

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