

United Country Real Estate, Inc.
d/b/a United Country
A Missouri Corporation
2820 N.W. Barry Road
Kansas City, Missouri 64154
(816) 420-6200
mduffydanduffy@unitedcountry.com
www.unitedcountry.com

A franchisee will conduct a real estate brokerage business or auction business at a single location as identified in the Franchise Agreement (the “Broker Office”) using the United Country Licensed Marks. Additional business locations must be the subject of grant in a separate Franchise Agreement.

The total investment necessary to begin operation of a United Country Broker Office ranges from \$~~13,790~~16,290 to \$~~20,510~~23,010 for a conversion office and \$~~23,400~~25,900 to \$~~36,350~~38,850 for a new office. This includes \$~~12,500~~15,000 that must be paid to us.

This Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain English. Read this Disclosure Document and all 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, us in connection with the proposed franchise sale. **Note, however, that no government agency has verified the information contained in this Disclosure Document.**

You may wish to receive this Disclosure Document in another format that is more convenient to you. To discuss the availability of this Disclosure Document in different formats, please contact United Country (Linda Richardson) at 2820 N.W. Barry Road, Kansas City, Missouri 64154, (816) 420-6200, or electronically at the e-mail address at the top of this page.

The terms of the Franchise Agreement will govern your franchise relationship. Do not rely on the Disclosure Document alone to understand the Franchise Agreement. Read the Franchise Agreement carefully. Show the Franchise Agreement and this Disclosure Document to an advisor, such as 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 this Disclosure Document, is available from the Federal Trade Commission (“FTC”). You may contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, N.W., 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.

Date of Issuance: ~~June 18, 2013~~ April 29, 2014

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 F 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 ARBITRATE WITH US ONLY IN KANSAS CITY, MISSOURI. HOWEVER, WE MAY SEEK INJUNCTIVE RELIEF FOR THE UNAUTHORIZED USE OF THE LICENSED MARKS AND YOU OR US MAY SUE FOR MONEY OWED IN ANY COURT HAVING JURISDICTION. OUT OF STATE ARBITRATION AND LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN MISSOURI THAN IN YOUR HOME STATE.
- (2) THE FRANCHISE AGREEMENT STATES THAT MISSOURI 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) PLEASE NOTE THAT ~~64~~51% OF UNITED COUNTRY REAL ESTATE, INC. AND AFFILIATE TOTAL ASSETS ARE INTANGIBLE. YOU MAY WANT TO CONSIDER THIS WHEN MAKING A DECISION TO PURCHASE THIS FRANCHISE OPPORTUNITY.
- (4) YOU MUST MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM ~~\$13,790~~16,290 TO ~~\$35,350~~38,850. THIS AMOUNT EXCEEDS OUR STOCKHOLDERS' EQUITY AS OF DECEMBER 31, ~~2012~~2013, WHICH IS REPORTED TO BE A DEFICIT OF ~~\$5,860,406~~8,030,603.
- (5) THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.
- (6) THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$16,290 to \$38,850. THIS AMOUNT EXCEEDS OUR NEGATIVE STOCKHOLDERS EQUITY AS OF DECEMBER 31, 2013, WHICH IS REPORTED TO BE A DEFICIT OF \$8,030,603. INDEED, THE AUDITOR'S REPORT NOTE TO OUR FINANCIAL STATEMENTS EXPRESSES CONCERN ABOUT OUR ABILITY TO REMAIN IN BUSINESS IN THE ABSENCE OF AN INCREASE IN REVENUE OR ADDITIONAL FUNDING FROM MEMBERS.

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 be sure to do your own investigation of the franchise.

State registration effective dates are listed on the following page.

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