



FRANCHISE DISCLOSURE DOCUMENT

Dough Nation Headquarters, LLC
A Nevada limited liability company
4 Dominion Drive
Bldg. 5, Suite 200
San Antonio, Texas 78257
Tel.: (210) 495-6666

Email: franchiseinfo@urbanbrickspizza.com
www.urbanbrickspizza.com

The franchise that we offer is for an Urban Bricks Pizza quick service restaurant featuring and serving fresh made to order personalized artisanal pizza, salads, menu items and deserts for on-premises dining, carryout and delivery under the Urban Bricks Pizza name and marks (the “Urban Bricks Pizza Restaurant”). We offer individual unit restaurant franchises and area development franchises for the development of multiple restaurants within a designated territory.

The total investment necessary to begin operation of an Urban Bricks Pizza Restaurant under a franchise agreement is \$281,000 to \$757,750. This includes \$35,000 that must be paid to us or our affiliate for the Initial Franchise Fee.

The total investment necessary to begin operation of an Urban Bricks Pizza Restaurant under a development agreement for the right to develop three Urban Bricks Pizza Restaurants is \$306,000 to \$782,750. This includes \$35,000 that must be paid to us or our affiliate for the Initial Franchise Fee for your first Urban Bricks Pizza Restaurant and \$25,000 that must be paid to us or our affiliate for the exclusive development territory fee for a total of three locations.

The total investment necessary to begin operation of an Urban Bricks Pizza Restaurant under a development agreement for the right to develop five Urban Bricks Pizza Restaurants is \$316,000 to \$792,750. This includes \$35,000 that must be paid to us or our affiliate for the Initial Franchise Fee for your first Urban Bricks Pizza Restaurant and \$35,000 that must be paid to us or our affiliate for the exclusive development territory fee for a total of five locations.

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 government agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another form that is more convenient for you. To discuss the availability of disclosures in different forms, contact Wessam “Sammy” Aldeeb, Dough Nation Headquarters, LLC at 4 Dominion Drive, Bldg. 5, Suite 200, San Antonio, Texas 78257.

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read your entire contract 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, DC 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: July 25, 2017

STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administration 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 to this Franchise Disclosure Document for information about the franchisor, about other franchisors, 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 PERMITS YOU TO SUE THE FRANCHISOR ONLY IN THE STATE OF TEXAS. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO SUE THE FRANCHISOR IN THE STATE OF TEXAS.
2. THE FRANCHISE AGREEMENT STATES THAT TEXAS LAW GOVERNS EACH AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU SHOULD COMPARE THESE LAWS.
3. YOUR SPOUSE MUST ALSO SIGN A PERSONAL GUARANTEE MAKING YOUR SPOUSE INDIVIDUALLY LIABLE FOR YOUR FINANCIAL OBLIGATIONS UNDER THE AGREEMENT. THE GUARANTEE WILL PLACE YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS AT RISK IF YOUR FRANCHISE FAILS.
4. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$281,000 to \$757,750. THIS AMOUNT EXCEEDS THE FRANCHISOR'S MEMBER'S CAPITAL AS OF DECEMBER 31, 2016 WHICH IS (\$13,489).
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/urban-bricks-pizza-co>