



PAINTING WITH A  
*Twist*®

*Business Model*



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# Introduction

You've known about the booming paint and sip industry. You may not know that Painting with a Twist is the reason you've heard of it. Painting with a Twist is the largest, fastest-growing brand in the industry it pioneered. We're the original girl's night out with a twist.

Cathy Deano and Renee Maloney opened the first studio in New Orleans in the aftermath of Hurricane Katrina, hoping to give people an enjoyable escape from all the stress of their daily lives. People loved it, and the concept took off like a rocket.

Today, Painting with a Twist has about 300 franchised locations open or in development in 39 states, and we have opportunities for passionate entrepreneurs in hundreds of additional territories. Painting with a Twist is larger than approximately 90% of all franchise systems in any industry. We have opportunities for passionate entrepreneurs in hundreds of additional territories. We've maintained the No. 1 position as best in category in Entrepreneur's Franchise 500 ranking since 2014.

We're not an art instruction class, although some of our most loyal repeat guests do come here to perfect their technique. What we

are is a unique form of entertainment that is gaining popularity nationwide.

We like to say Painting with a Twist is fun art, not fine art. Guests come to enjoy step-by-step instruction on familiar classics, unique creations or even custom subjects with our experienced and enthusiastic local artists. And they get to enjoy wine while they paint. Painting with a Twist creates a colorful, casual party atmosphere where people can leave their cares behind and go home with a one-of-a-kind painting.

With over 15,000 copyrighted original artworks, we have the largest art library in the paint-and-sip industry. An estimated 5 million guests have created over 10 million paintings at Painting with a Twist over the years.

Being the leader and largest in our industry, we have the volume buying power to obtain lower cost of goods, which contributes to stronger unit economics.



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This allows franchise owners to buy supplies at national account pricing. Lower costs align the financial interests of Painting with a Twist and our franchise owners. Both parties make more money by satisfying more guests.

Our organic growth rate speaks to the strength of our system, with over 38% of our franchise owners owning multiple studio locations. Senior leadership are career franchising executives with extensive franchising experience, and Painting with a Twist is growing stronger under the renewed strength of the system and the growing popularity of the paint and sip industry.

“Our motto has been, if you’re not having fun, you’re not doing it right,” says Co-Founder Renee Maloney. “So to be a Painting with a Twist franchisee, you’ve got to like having fun and you have to love people.”

“Yes, you have to know business and you have to understand marketing and be involved in your community. But at the end of the day, I would have to stick with our motto: If you’re not having fun, you’re not doing it right.”

# The Demand

We bring socializing, wine and art together in a warm, supportive environment to create a fun and engaging social outing. And it's the kind of fun people keep coming back for. When surveyed, 91% of Painting with a Twist guests plan to visit again this year.

Here's what we know about the Painting with a Twist guest: She is most likely female (over 80% of our guest base). She is between the ages of 21-55. And she's more interested in having fun than in becoming an artist.

"Really, what we sell is the experience," says Co-Founder Cathy Deano. "It's not about the art. People come. They love it. They have a great time, and they come back."



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In a recent market study, 86% of over 4,400 Painting with a Twist guests surveyed had visited more than once; 51% of those visited 6 times or more. 91% reported being satisfied with their most recent visit – 79% of those said they were “very satisfied.”



Through our proprietary market research, we've identified four key criteria that encourage Painting with a Twist guests to become repeat guests:

1. The cost is a good value
2. It's an opportunity for a new experience
3. Creating something of value that they can proudly display
4. Positive experience with the artistic aspect of the class

Painting with a Twist is a long-term sustainable franchise business because we deliver an exceptional social and artistic experience in a fun, safe and welcoming environment.

# The Revenue Model

## Initial Investment

One of the biggest advantages of joining a franchise system like Painting with a Twist is that we've already worked out so many of the details that can overwhelm new business owners. We have preferred vendors for supplies, and we already know the best square footage and ideal locations that have proven successful in the past with our studios, so we help guide you through the site selection process.

The typical initial investment to start a Painting with a Twist studio ranges from \$121,500 - \$261,000, as provided in Item 7 of our most recent Franchise Disclosure Document (FDD), which details Painting with a Twist startup costs. The startup costs range is broad because expenses can vary greatly depending on where your market is, what local real estate costs are and the permitting and licensing regulations in your town.

In order to qualify as a Painting with a Twist candidate, you must have liquid assets of \$50,000 and a net worth of at least \$200,000. Details of your Painting with a Twist startup costs are broken out on the following pages.



## ITEM 7: ESTIMATED INITIAL INVESTMENT

### A. YOUR ESTIMATED INITIAL INVESTMENT: FRANCHISE AGREEMENT

TYPE OF EXPENDITURE	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS MADE
Initial Franchise Fee <sup>FN1</sup>	\$25,000	Lump Sum	At signing of Franchise Agreement	Franchisor
Real Estate Lease for Premises - 2 months <sup>FN2</sup>	\$4,500 - \$17,000	As arranged	As arranged	Landlord
'Grand Opening' Advertising	\$4,500	As arranged	Within first month of opening	Approved Vendors
Training Expenses <sup>FN3</sup>	No charge for initial training of three employees			
Travel and Living Expenses while Training <sup>FN4</sup>	\$3,000 - \$6,000	As arranged	Before Opening	Airlines, Hotels and Restaurants
Insurance <sup>FN5</sup>	\$1,500 - \$3,500	As arranged	Yearly	Agent/company of your choice
Furniture, Fixtures and Equipment <sup>FN6</sup>	\$12,000 - \$25,000	As arranged	Before Opening	Suppliers
Other Prepaid Expenses <sup>FN7</sup>	\$1,000 - \$3,500	As arranged	Before Opening	Suppliers and Government Agencies
Opening Inventory <sup>FN8</sup>	\$3,000 - \$5,000	As arranged	Before Opening	Suppliers
Signage	\$4,000 - \$8,000	As arranged	Before Opening	Suppliers
Leasehold Improvements <sup>FN9</sup>	\$30,000 - \$90,000	As arranged	Before Opening	Suppliers
Computer Hardware and Software <sup>FN10</sup>	\$2,000 - \$4,000	As arranged	Before Opening	Suppliers
Legal, Accounting and Organizational Costs	\$2,000 - \$8,000	As arranged	As arranged	Government, Attorneys, Accountants
Additional Funds <sup>FN11</sup> - 3 months	\$25,000 - \$40,000	As arranged	As arranged	Suppliers, Employees
Design Fee <sup>FN12</sup>	\$1,000 - \$1,500	Lump Sum	Before Opening	Franchisor
Architectural	\$2,000 - \$5,000	Lump Sum	Before Opening	Suppliers
Liquor License <sup>FN13</sup>	\$1,000 - \$15,000	Lump Sum	Before Opening	Government Agencies
<b>TOTAL<sup>FN14,15</sup></b>	<b>\$121,500 - \$261,000</b>			

## NOTES:

**General Comments:** The above figures are estimates of the complete investment in establishing your Franchised Business. It is possible to significantly exceed these costs in any of the areas listed above. Your actual investment will depend upon many different factors like location, amount of space leased, amount of leasehold improvements, and your ability to efficiently manage and coordinate the construction and opening of your Franchised Business. The above figures assume that the site falls into the recommended range of square footage and is delivered in the standard white box/vanilla box condition. The amounts paid to Painting with a Twist are non-refundable unless otherwise stated. The refund ability of amounts paid to third parties are dependent upon your negotiations with these parties. The following notes are integral to the understanding of the financial commitment required to successfully establish and operate your Franchised Business. You should review the notes thoroughly.

1. **Initial Franchise Fee:** See Item 5 for the conditions when this fee may be partially refundable and the VetFran discount. We do not finance any fee.
2. **Real Estate Lease for Premises:** Locations for Franchised Businesses are typically within either a freestanding building or an in-line retail plaza space with ample parking, good visibility and visible signage. Typically, you would lease an existing location in a shopping strip center or other freestanding building and remodel the location to conform to the current design specifications of Painting with a Twist. You may also lease the land and an existing facility and convert the facility to your Franchised Business or enter into a build-to-suit lease under which lease the landlord agrees to construct a structure which is used as your Franchised Business and lease the land and the building back to you. You may also purchase the land and build the

facility yourself. The cost of land may vary dramatically depending upon a multitude of factors and it varies by city and region. Painting with a Twist has not included costs for land acquisition. You must perform a thorough investigation in your local area concerning land, site, leasehold and construction costs. These costs may vary significantly from location to location and are dependent upon factors like the general cost, location and availability of commercial real estate in your market area and the amount of space desired.

This amount reflects a lease deposit and the amount of lease payments for the first two months that you operate your Franchised Business. Lease payments vary considerably depending upon regional and local factors and the type of lease negotiated by you. For a typical Franchised Business, you must lease approximately 1,700 to 2,300 square feet of space. Lease payments for a typical Painting with a Twist Business usually range from \$1,500.00 to \$5,666.66 per month depending upon the size, location and market demand for the property. The rate may be higher for regional mall sites, locations in high demand, or metropolitan area.

3. **Training Expenses:** Painting with a Twist provides instructors and instructional materials for up to three employees at no cost. However, you must arrange for your own transportation, lodging, and meals for yourself and for any costs incurred by associates. You and your manager must attend approximately four days of training in Mandeville, Louisiana. See Item 11.
4. **Travel and Living Expenses while Training:** These costs will depend on the distance you must travel, the type of accommodations, the number of attendees and any wages paid by you to the associates attending training. The costs listed include estimates for reasonably priced transportation, lodging and meals for three people. The costs

do not include wages paid for associates or employees attending training, local restaurants or other attractions in the New Orleans area, which can significantly increase your costs and affect the quality of your training. See Item 11.

5. **Insurance:** You must procure comprehensive liability (including products liability coverage, sexual harassment coverage, host liquor liability coverage, and off-premises events coverage), property and other types of insurance coverage as provided in your Franchise Agreement, your lease and as may be required by law. The estimate given in the chart is for the first year's premium for a customary insurance coverage as set forth in this note. This does not include health insurance on you and/or your employees.
6. **Furniture, Fixtures and Equipment:** We will provide a complete list of furniture needed for your Franchised Business. The amount will depend upon the size of your location. We will provide a complete list of equipment needs and specifications. We estimate that the range given will also be enough to purchase the initial décor package and other miscellaneous equipment.
7. **Other Prepaid Expenses:** These costs include installation charges and deposits for a business telephone line, utilities, occupational licensing, health and other permits, and, in some areas, zoning or impact fees.
8. **Opening Inventory:** Painting with a Twist estimates that the range given will be sufficient to cover a supply of canvases, paints, brushes, and other supplies for the opening of your Franchised Business.
9. **Leasehold Improvements:** You must obtain architectural drawings and make certain improvements and modifications to the particular building you will lease or own to conform to the decor and design of other Franchised Businesses. The cost of the improvements will vary depending upon the condition and type of building leased and the

willingness of the lessor or owner to contribute to the construction or remodeling of your Franchised Business. Costs could exceed the estimates provided if remodeling is extensive and the lessor or owner does not contribute significantly to the costs of remodeling your Franchised Business. Painting with a Twist will provide a complete list of improvements and design and decor criteria for your Franchised Business.

10. **Computer Hardware and Software:** You must use a computer system (including both hardware and software) that meets our specifications. The personal computers you own or lease (and which may be obtained from any source) must have the following minimum requirements: 3 gigahertz (GHz) or faster 32-bit (x86) or 64-bit (x64) processor; 4 GB RAM; 100 GB available hard disk space; and wired Ethernet or Wireless internet capable of connecting to your internet service provider. In addition, the personal computers you lease or own must be capable of running the following software: Microsoft Windows 10 (or higher) or MAC OS 10.11 (or higher); current available Web Browser (Google Chrome recommended); Adobe Acrobat Reader; standard desktop publishing software (Microsoft Office, OpenOffice, etc.); Quickbooks Pro (2015 or higher).
11. **Additional Funds:** This amount reflects the minimum suggested amount of additional funds you will need for the first three months you operate your Franchised Business. This amount includes the following items: salaries and wages, payroll taxes, advertising, product purchases, payment of royalties, uniforms, utility bills, ongoing professional fees, freight and other miscellaneous administrative and operating expenses. In formulating the amount of additional funds, we relied on our prior experience in this business as well as certain historical data submitted by our franchisees, including, certain average operating expenses for Franchised Businesses during the

We provide a stable framework in which to operate a business for anyone who is entrepreneurial-minded and community-oriented. No art background required.

period from January 1, 2018 to December 31, 2018.

12. **Design Fee:** Before starting any construction or renovations to your Franchised Business or undertaking any leasehold improvements at the location accepted by Painting with a Twist, you must submit a drawing of the physical layout of your Franchised Business to Painting with a Twist for review. Painting with a Twist will utilize the drawing submitted by you to generate a design plan depicting the interior design, trade dress décor, and color scheme (“Design Plan”) that you must follow to ensure that the design of its Franchised Business conforms to Painting with a Twist’s then-current standards, plans and specifications.
13. **Liquor License:** Some states and local municipalities require Painting with a Twist franchisees to obtain a “liquor” license or permit. You are required to offer an option to your customers for the consumption of alcohol within your studio. The requirements to achieve this may differ depending on laws in your area. Depending on your area and the laws in your area, this cost could greatly exceed this estimate.
14. **Total Investment:** Painting with a Twist relied on its prior experience in this business to compile these estimates.
15. **Financing:** Painting with a Twist does not offer, either directly or indirectly, financing to you for any items.



ITEM 7: ESTIMATED INITIAL INVESTMENT

B. YOUR ESTIMATED INITIAL INVESTMENT: DEVELOPMENT AGREEMENT

TYPE OF EXPENDITURE	AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS MADE
Development Fee <sup>FN1</sup>	\$25,000	Lump Sum	Upon execution of Development Agreement	Franchisor
Initial Investment to Open Initial Franchised Business <sup>FN2</sup>	\$134,000 - \$273,000		See Chart A of Item 7	

- General Note:** All fees and payments are non-refundable, unless otherwise stated or permitted by the payee. This Chart details the estimated initial investment associated with executing a Development Agreement for the right to own and operate three (3) Franchised Businesses, as well as the initial investment to open your first Franchised Business under your Development Schedule.
- Development Fee:** The Development Fee is described in greater detail in Item 5 of this Disclosure Document, and this Development Fee is for the right to open and operate a total of three (3) Franchised Businesses (provided you comply with your development obligations under the Development Agreement). If you choose to open more than three (3) Franchised Businesses, your Development Fee will be calculated as \$12,500 for each additional Franchised Business, after your initial Franchised Business, that we will grant you the right to open and operate under the Development Agreement.
- Initial Investment to Open Initial Franchised Business:** This figure represents the total estimated initial investment required to open the

- initial Franchised Business you agreed to open and operate under the Development Agreement. You will be required to enter into our thencurrent form of Franchise Agreement for the initial Franchised Business you open under your Development Agreement. The range includes all the items outlined in Chart 7. A. of this Item. It does not include any of the costs you will incur in opening any additional Franchised Business(es) that you are granted the right to open and operate under your Development Agreement.
- Subsequent Franchise Fee:** (Not Included in this Chart 7. B.). As previously disclosed in Item 5, you will be required to pay us a Subsequent Franchise Fee of \$12,500 in connection with each additional Franchised Business, after your first Franchised Business. These fees are not included in Chart 7. B. above, however, because they will not likely be paid within three (3) months of the date you open your initial Franchised Business granted under your Development Agreement. You are not required to pay any subsequent franchise fee in connection with your initial Franchised Business.

# Why Guests Love It

Our guests are predominantly women seeking out unique ways to socialize and be creative in a safe environment. Painting with a Twist provides all of that. And we provide a stable framework in which to operate a business for anyone who is entrepreneurial-minded and community-oriented. No art background required.

Painting with a Twist delivers value to guests in multiple ways:

- **Conversation and community.** Guests, artists and franchise owners create a community to share and enhance each other's entertainment experience. Guests walk away with something unique that they created and can immediately show. Instant art gratification.
- **No mess.** Painting with a Twist does the set-up and clean-up. Guests enjoy the benefits of painting without the hassles of prepping and cleaning up.
- **Relaxation.** Painting with a Twist offers guests a powerful break in the week where they can leave the stress behind and let the creative juices flow.
- **Girls night out.** Women, wine and a little art, too, while they're at it. Painting with a Twist offers women a great new way to bond during a girls night out.



Since 2009, 5 million guests have created 10 million paintings. In the process, Painting with a Twist has become a “viral business,” meaning raving fan guests help franchise owners promote their business through their social networks.

# How We Help You Attract Guests

Our core guest acquisition strategy is grassroots marketing, social media and community networking. At Painting with a Twist, our experienced marketing team has developed a step-by-step process, from helping devise a customized marketing program for your area to coaching you on the best ways to execute that plan.

“Because it’s so different in every market and there’s no one-size-fits-all solution, it takes a lot of perspiration when it comes to marketing and getting guests in,” says Richard Leveille, Chief Development Officer. “We understand social media is ever-changing, so we have either third-party vendors or a staff of people that supports most of those social media activities. That way the franchise owner is not spending countless hours figuring out how to place an ad or where it should be displayed. We have resources to assist our owners with that.”

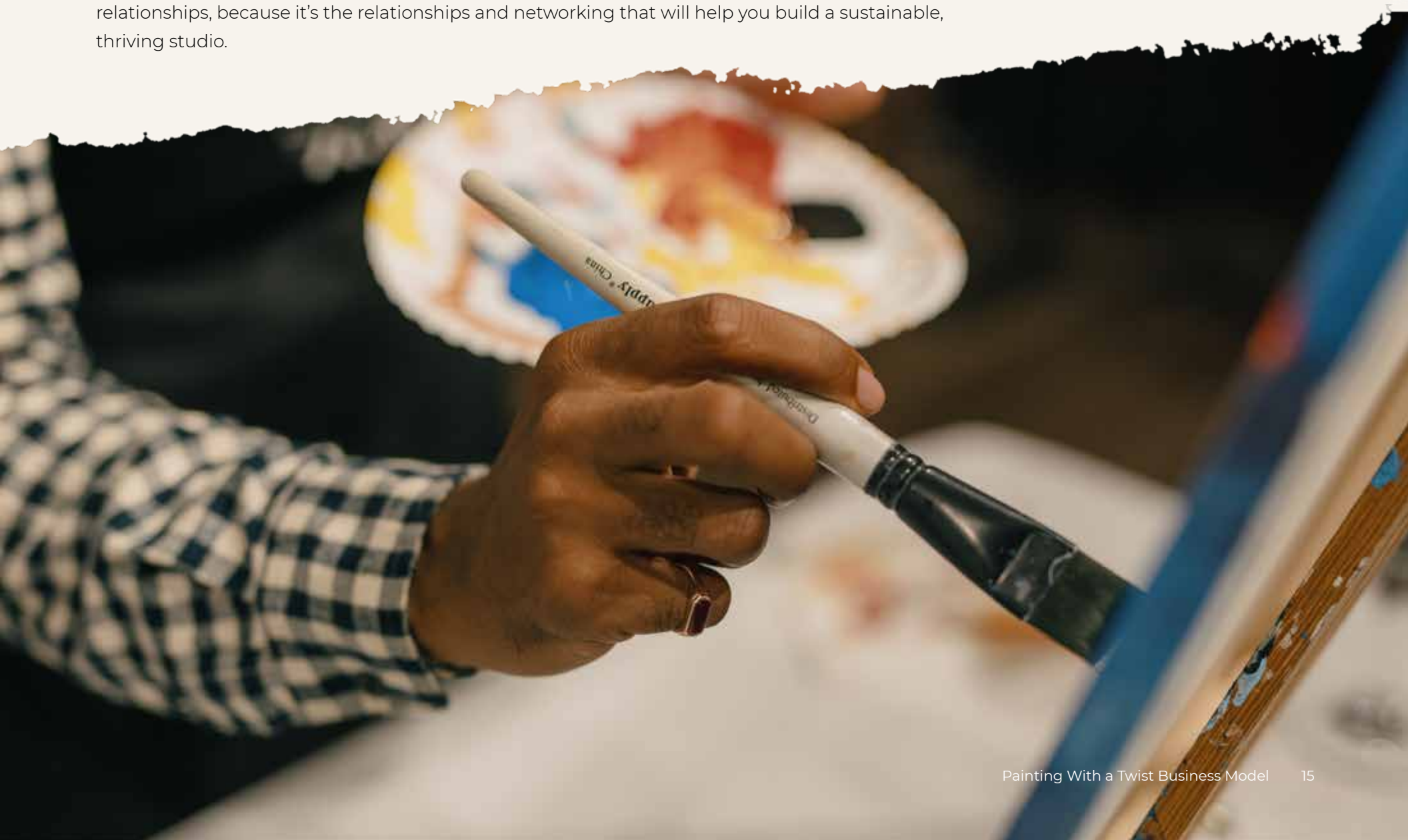
That attention to interaction plays a huge role in guest acquisition. We also build and maintain websites customized for each franchise owner’s location, and we build and maintain world-class art libraries as well.

“We have over 15,000 individual pieces of art that we have copyrights on, and we have exclusivity too with pieces created by either our corporate art team or our franchisees’ artists.” Leveille says. “So, we have a tremendous art library. We have tremendous social media activity. We have the websites that deliver, and that helps our franchise owners focus on guest experience.”

“We understand social media is ever-changing, so we have either third-party vendors or a staff of people that supports most of those social media activities. That way the franchise owner is not spending countless hours figuring out how to place an ad or where it should be displayed. We have resources to assist our owners with that.”

# How Top-Performing Franchisees Stand Out

The key to success with Painting with a Twist is maintaining an active role in your community. You don't need a background in art or any artistic talent at all. What you need is a flair for building relationships, because it's the relationships and networking that will help you build a sustainable, thriving studio.



# How to Find Artists

Some franchisees take glee in telling you that they can't even draw a stickman. And we take great pleasure in telling you that artistic ability won't affect your franchise in the slightest. What is important is that you find artists in your community to facilitate Painting with a Twist events.

With her background in guest services and a lot of restaurant experience, franchise owner Cheree Gallant of Mason, Ohio, felt more than equipped to interact with her mostly female clientele. She recruits her artists from her surrounding community -- social media ads for regular part-time work for trained artists always get tons of responses, she says. From there, artist retention is almost always a matter of respect.

"We viewed the venture as a partnership between us and our staff, and we hired professional artists to teach while we manage

the business and marketing ourselves," Gallant says. "Treating our staff as respected professionals and going out of our way to accommodate them as much as possible has proven to be one of the smartest business decisions we made. We are proud to have had half of our staff members with us for at least four years, and several have worked for us for seven years."

Chief Development Officer Richard Leveille notes that Painting with a Twist is usually a form of secondary income for artists -- and they love the opportunity.

"Many of them are teachers. They may teach art at the local high school and do this on the weekends because they love it," he says. "They love getting in front of a class full of people enjoying themselves and showing them how to paint a painting. It's an opportunity for people to see what they do. They like to create art for the classes. They like to see those smiling faces. It's a huge satisfaction, this business."



## Artist Training

Artist training is included in the initial franchise fee. We teach you how to hire experienced artists from the community, and then offer a framework on how to lead each class session.

We like to say we train artists, not teachers. Painting with a Twist artist training offers technique over instruction, and as such we encourage the improvisation that truly defines the Painting with a Twist experience. We prefer that our trained artists have the freedom to instruct their classes according to their own style. Artists perform best in a working environment where they have the opportunity to be themselves. Consequently, we continue to attract top artists for each new studio opening.

Regional Artist Workshops are conducted on a monthly rotating basis. These regional workshops keep your artists informed and up to date with our latest strategies and techniques.

# Training & Support

We offer over 200 hours of training before you open your first studio, and our training extends beyond the grand opening throughout the life of your franchise agreement. We begin by making sure you know everything you need to know before you cut the ribbon on Grand Opening day. This includes:

**Orientation**, which will be conducted over the phone and through Skype. During this time we will guide you through efficiently planning pre-opening steps for your new Painting with a Twist studio, including site selection, timelines, interviews and hiring (which will be done on-site), ordering equipment, design and build plans, creating vendor accounts and signage.

**Real estate and site selection.** We'll help you find a studio large enough to accommodate classes and private parties, but not so large that you're paying premium rent for wasted space. Combined with your own local market knowledge, you'll be able to leverage the expertise of our Franchise Development Department to strategize, evaluate and negotiate right along with you.

**Management training**, which is held at the Painting with a Twist home office in Mandeville, LA. The four-day comprehensive training session covers financial and accounting information, artist training, guest service and general operations.

**Grand Opening.** Training is conducted on-site at your studio, where our franchise support staff will spend up to three days with you and your staff. We train your staff regarding store operations, grand opening and pre-studio marketing. Our support crew will be there to observe and assist throughout your Grand Opening event.



# The Benefits of Our Business

Category-leading franchise opportunity. Painting with a Twist pioneered the paint and sip category, and we remain a leading concept today. Our studios are successful nationwide, and Entrepreneur's Franchise 500 has ranked us No. 1 in our category for seven years in a row.

High margins. We have negotiated vendor agreements so franchise owners have access to our low prices for your goods. As the largest paint and sip franchisor, we leverage our system size to achieve the lowest costs available. Painting with a Twist does not profit from or mark up the goods that franchise owners are required to use in-studio.

High average ticket. Average customer ticket is around \$60-\$75. Once guests enjoy a Painting with a Twist experience, they typically become superfans who share their experiences with friends, family, coworkers and neighbors, creating a recurring cycle of business.

Painting with a Twist provides safe, fun entertainment for women who want to connect with each other. "Painting is timeless and relaxing," says Chief Development Officer Richard Leveille. "I think the whole concept of using painting as entertainment, as a vehicle to engage with your friends, your family, your loved ones, people you want to meet or date, is just a great business concept. We give the franchisee the opportunity to go out and leverage that, and it's a fun business. People love what we do."



Our studios are successful nationwide, and Entrepreneur's Franchise 500 has ranked us No. 1 in our category for seven years in a row.

# Growth Strategy

This year, we're working on continued growth -- with a twist. We're helping our early franchisees achieve their exit strategy goals by attracting quality candidates to resale opportunities.

Our goals are to add 12-15 new studios in 2022. Look for us to emerge in new markets this year as we expand westward and fill gaps in our already developing states. In addition, we will continue to attract multi-unit operators as our model for success is scalable.



# Next Steps

## Step 1

Fill out the “Request Franchise Information” form to download our free Executive Summary. Our Franchise Development team will review your information to determine if you meet our qualifications. Qualified franchise candidates should have a minimum net worth of \$200,000 and liquid assets of at least \$50,000.

## Step 2

If you meet our qualifications, we’ll set up an introductory phone call to get to know each other better and welcome you to our Discovery Process. We’ll prepare to send you our Franchise Disclosure Document (FDD) and set up our next appointment.

## Step 3

When you receive the Painting with a Twist FDD, you may want to have a franchise attorney review the document with you. We will provide you with a list of Painting with a Twist franchise owners whom you can call to validate their franchise experience.

## Step 4

After you’ve interviewed other franchise owners and have successfully completed your due diligence and our Discovery Process, we will invite you to a Meet the Team Day, where you will meet the Executive Team and learn more about our team and culture.

## Step 5

If we both agree that we are a good fit with each other, you will sign your franchise agreement and remit your \$25,000 franchise fee. We will begin your orientation and site selection process. We will review proposed sites and set up studio training once your approved location is near completion.

## Step 6

With our guidance and training, once your site is ready to go, you will open for business. It typically takes 3-8 months after you sign your franchise agreement to open your studio.



PAINTING WITH A  
**Twist**®

"Painting with a Twist is everything that a franchise should be. As a practicing physician, I opened my first studio as an entrepreneurial and creative outlet. With the opening of my second studio, I stepped away from medicine and became a small business owner. Throughout my three year journey, the franchise has supported, guided and befriended me."

JAN LARSON, FRANCHISE PARTNER IN PHILADELPHIA, PA