

10 Steps to Opening the Franchise of Your Dreams!

Opening a franchise is a big commitment and investment, so it's important to know what you're getting into. At EmbroidMe, our franchise owners' successes are our successes, so we want to ensure that we make the franchise-buying process as straightforward as possible. That's why we've created this step-by-step guide to opening one of our industry-leading embroidery franchises! All you need to do to open an EmbroidMe franchise is follow these 10 steps.

Step 1 REQUEST MORE INFORMATION

Making an inquiry is the first step in getting started on opening your new business, and it's easy! Simply visit EmbroidMeFranchise.com and fill in the "Request More Information" fields on the home page. You will receive a brochure in your e-mail within a short time.



Step 2 MAKE THE INITIAL CALL

Once you've determined that EmbroidMe is the business in which you want to invest, and after you've done some research about what it takes to open one of our franchises, call us to start the process. During your call, you'll be able to have lingering questions answered and schedule a time to meet the team. Make the call at (888)704-1318.

Step 3 MEET THE TEAM

Depending on your location, you'll be able to meet the team either in person or through a webinar. This initial meet-and-greet will allow you and the executives in charge of determining if you will be a good fit for our company to get to know each other.

Step 4 COMPLETE THE FRANCHISE APPLICATION

The franchise application, which can be found and filled out at EmbroidMe.com/franchiseapplication, is a straightforward query about what you can bring to the EmbroidMe franchise family. There are five main categories that the application will require you to answer:

- Personal Information
- Work and Business History
- Assets
- Liabilities
- Total Net Worth

Step 5 REVIEW THE FRANCHISE DISCLOSURE DOCUMENT (FDD)

Once your application has been approved, you will receive the Franchise Disclosure Document, or FDD. The FDD is a legal document that precedes your franchise agreement and will be presented to you at least two weeks before you receive your franchise agreement.

The purpose of the FDD is to disclose several important things for a potential franchisee to consider before they enter into a contract, including:

- Fees and expenses associated with owning an EmbroidMe franchise
- The responsibilities of the franchise owner
- The responsibilities of EmbroidMe
- Financial statements
- Average incomes and profits
- Existing franchise units

Step 6 SPEAK TO EXISTING FRANCHISE OWNERS

It's important to speak to existing franchise owners, as they can give you insider information about what it's like to own an EmbroidMe franchise. Other owners can give insight into their profits, workload, expectations and realities of owning their businesses and being their own boss.



Step 7 ATTEND A DISCOVERY DAY

Discovery Day is one of the most exciting steps in opening an EmbroidMe franchise! At Discovery Day, you will visit one of our training locations to learn even more about our brand and the unparalleled level of corporate support you will receive when you partner with EmbroidMe.

Discovery Day is also our chance to get to know you better and to make sure that you are a good fit in our company. Discovery Day is our chance to impress you and your chance to impress us.

Step 8 SUBMIT A REFUNDABLE DEPOSIT

Once you submit your deposit, you are nearly finished with the initial steps of opening your business! This refundable deposit sets you up for signing the franchise agreement and puts you one step closer to making your dream of owning your own business a reality!

Step 9 SIGN THE FRANCHISE AGREEMENT AND PAY THE \$49,500 FRANCHISEE FEE

Signing the franchise agreement is the most exciting step in opening an EmbroidMe franchise! The franchise agreement is a contract between you and EmbroidMe based on the FDD, and will make you an official member of the EmbroidMe franchise family!

Step 10 OPEN YOUR BUSINESS

Now you get to bask in the joy of being your own boss! The work isn't over yet, though! After you've completed the first nine steps, opening your business requires that you:

- Find a location
- Hire employees
- Start training



Once you've completed these 10 easy steps, you will be ready to own your own business, be your own boss and take control of your career!

Visit us at EmbroidMeFranchise.com to get started right away!

