

Facts

Q: How much is the initial franchise fee and what do I get for it?

- A: The initial franchise fee is \$29,000 and includes the following:
- Use of our widely recognized brand name in the pet service industry
 - Hands-on operational training
 - Vehicle financing assistance
 - Business financing assistance
 - Complete operations manuals and systems
 - Company issued computer, printer and software
 - 5 days of administrative and technical training
 - First year marketing/advertising strategy and support
 - Extensive pre-Grand Opening marketing developed specifically for your market
 - Exclusive territory as described in UFOC (Uniform Franchise Offering Circular)

Q: How much are the ongoing fees?

- A: There is a 6% royalty based on weekly gross sales and a 2% National Advertising Fund Fee, also based on weekly gross sales.

Q: Are there any other fees?

- A: As identified in the UFOC there are standard expenses involved with start-up, but there are not any additional fees.

Q: Can I be a passive owner/investor of a Zoomin Groomin Mobile Pet Spa?

- A: It is not recommended when starting any business to be an absentee owner. It is our experience that to grow a successful business you must take a hands-on approach. As your business matures, you will be able to free up more of your time.

Q: Does Zoomin Groomin assist me in finding financing for the vehicle?

- A: Yes. Zoomin Groomin provides coordination, lease review and negotiation assistance.

Q: Does Zoomin Groomin have exclusive territories?

- A: Yes. Zoomin Groomin knows it is important to recognize established client relationships. With that in mind, we award territories with a minimum of 40,000 households. Postal Zip Codes will define the territory. Once we have agreed on a territory for your spa you have the piece of mind that, without significant change to the demographics in your area, Zoomin Groomin cannot award another Zoomin Groomin location in your territory for the term of your Franchise Agreement.

Q: How long after I sign a franchise agreement, before my new Zoomin Groomin Mobile Pet Spa will be operating?

- A: It depends on various factors (financing, vehicle arrival, New Owner training completion, etc.). Average time is approximately three to four months.

Q: Does Zoomin Groomin require that I be a groomer?

- A: No. On the contrary, we would encourage individuals with sales, marketing and operations backgrounds. Emphasis on developing client relationships and outstanding customer service is a key ingredient to achieving positive results with a Zoomin Groomin Mobile Pet Spa.

Q: What is my next step?

- A: Complete and submit the enclosed application and mail or fax it to us. Someone from our development team will then contact you to set up a telephone conference and then a personal meeting. In the mean time if you have any questions please call our toll free line at **866-504-7666**.