

Provision		Section in Franchise or Other Agreement	Summary
u.	Dispute resolution by arbitration or mediation	Section 19(A) and (B)	Except for actions we bring for monies owed, injunctive relief, or actions involving real estate, all disputes first will be subject to non-binding mediation in the county where our headquarters is located, then (if not resolved) to binding arbitration in the county where our headquarters is located (subject to applicable law).
v.	Choice of forum	Section 19(A)	Litigation (to the extent permitted) must be brought in a federal or state court located in Montclair, New Jersey (subject to state law).
w.	Choice of law	Section 19(A)	The laws of the state of New Jersey apply (subject to state law).

## ITEM 18

### PUBLIC FIGURES

We do not use any public figure to promote our franchise.

## ITEM 19

### FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Our affiliate, Done and Done NYC, opened one DDH business in October 2014 that operates in the New York City metropolitan area with approximately 200,000 single family households with over \$100,000 of income, which is equivalent to approximately 4 franchised Protected Territories. The tables below present data we obtained from Done and Done NYC respecting the historic Gross Revenue and other information for the company-owned territory for the twelve-month period ending December 31, 2025. Please carefully read all the information in this Item 19, and all the notes following the charts, in conjunction with your review of the historical data.

**Table 1**  
**Results of Our Reporting Company-Owned Outlet**  
**During the 12 Month Period Ending December 31, 2025**

The following table includes the historic Gross Revenue and certain expenses during the 12-month period ending December 31, 2025 based on data collected respecting Done and Done NYC.

		<b>Amount</b>	<b>Percentage of Gross Revenues</b>
<b>Gross Revenue</b>		<b>\$1,356,401</b>	<b>100.00%</b>
<u>Less</u>	<u>Cost of Services Provided:</u>		
	Direct Labor	\$410,325	30.3%
	Cost of Goods Sold	\$228,189	16.8%
	Total Cost of Services Provided	\$638,514	47.1%
<b>Gross Profit</b>		<b>\$717,887</b>	<b>52.9%</b>
<u>Less</u>			
<u>Disclosed Expenses:</u>			
	Managerial Salaries	\$79,881	5.9%
	Advertising and Marketing	\$54,791	4.0%
	Merchant Processing Fees	\$44,249	3.3%
	Occupancy Expense	\$24,780	1.8%
	Legal and Professional Fees	\$16,167	1.2%
	Insurance Expense	\$13,967	1.0%
	Software Expense	\$12,914	1.0%
	Utilities Expense	\$4,817	0.4%
	Office Expense	\$1,554	0.1%
	All Other Expenses	\$16,391	1.2%
<b>Total Disclosed Expenses</b>		<b>\$269,511</b>	<b>19.9%</b>
	<b>Gross Profit Less Disclosed Expenses</b>	<b>\$448,376</b>	<b>33.1%</b>
Less: adjustments for other recurring franchisee related expenses that will be incurred by you but that were not incurred by our Reporting Company Owned Outlet.			
	Royalty	\$82,820	6.1%
	Brand Fund	\$13,564	1.0%
	Local Advertising	\$30,209	2.2%
	Technology Fee	\$3,000	0.2%
	Sales Support	\$33,910	2.5%
	Back Office	\$6,000	0.4%
<b>Total Adjustments</b>		<b>\$169,503</b>	<b>12.5%</b>
	<b>Gross Profit Less Disclosed Expenses and Franchisee Related Expenses</b>	<b>\$278,873</b>	<b>20.6%</b>

Notes to Table 1:

- (1) “Gross Revenue” means the aggregate amount of all sales of goods and services, whether for cash, by check, credit card or otherwise, made, or provided at or in connection with the Franchised Business. “Gross Revenue” does not include any federal, state, municipal or other sales, value added or retailer’s excise taxes that you pay or accrue. For the purposes of the Franchise Agreement, a sale occurs at the time the customer pays for the services.
- (2) “Cost of Goods Sold” means the Done and Done NYC’s product costs, including the cost of the organizational products and supplies, including bins, baskets, packing supplies, label makers and vendor-provided services.
- (3) “Direct Labor” includes wages (including overtime), sales incentive wages, and payroll taxes for all Done and Done NY employees. Wages do not include any salaries for managers, 401K contributions, group health insurance, paid time off, or commissions. Franchisees may experience similar wage expenses but will be impacted by staffing model decisions (which franchisees alone must decide), market driven pay rate differences and individual business staff performance.
- (4) “Gross Profit” is the Gross Revenue less the Cost of Goods Sold and Direct Labor.
- (5) “Managerial Salaries” includes wages for one business manager. The Managerial Salaries do not include 401K contributions, group health insurance, paid time off, or commissions. If you operate the Franchised Business without hiring a business manager, you will not have this expense.
- (6) “Office Expenses” include office supplies (including supplies used for client projects, such as garbage bags and tape), and shipping and delivery expenses.
- (7) “Merchant Processing Fees” includes those fees charged by credit card processors.
- (8) “Occupancy Expense” includes rent and CAM for Done and Done NYC’s office. If you operate the Franchised Business from a home office, you will not have this expense.
- (9) “Advertising and Marketing” includes Google ads, events, social media ads, social media management, and social media services including chat, lead pages, and MailChimp.
- (10) “Insurance Expenses” includes automobile insurance, business insurance including property, casualty and general liability.
- (11) “Legal and Professional Fees” include legal and accounting fees.
- (12) “Utilities Expense” includes phone and internet.
- (13) “All Other Expenses” includes bank charges, cleaning fees, taxes, dues and subscriptions, educational expenses, filing fees, referral fees, repair and maintenance, and licenses.
- (14) “Adjustments” are those fees that Done and Done NYC did not incur but that franchisees would incur, including Royalty Fees.

**Table 2**  
**Average Gross Revenue by Client of Our Company-Owned Outlet**  
**During the 12 Month Period Ending December 31, 2025**

<b>Table 2a</b>		
<b>Average Gross Revenue by All Client</b>		
<b>Measurement Period 2025</b>		
<b>Gross Revenue</b>	<b>Client Count</b>	<b>Average Gross Revenue</b>
\$1,356,401	179	\$7,577.66
Highest Sale		\$105,706
Lowest Sale		\$400
Median Sale		\$5,522
<b>Client Sales Above Average</b>		<b>59 (33%)</b>

<b>Table 2b</b>		
<b>Average Gross Revenue by Repeat Client</b>		
<b>Measurement Period 2025</b>		
<b>Gross Revenue</b>	<b>Client Count</b>	<b>Average Gross Revenue</b>
\$636,528	71	\$8,965.18
Highest Sale		\$31,816
Lowest Sale		\$740
Median Sale		\$5,382
<b>Client Sales Above Average</b>		<b>37 (52%)</b>

<b>Table 2c</b>		
<b>Average Gross Revenue by First Time Client</b>		
<b>Measurement Period 2025</b>		
<b>Gross Revenue</b>	<b>Client Count</b>	<b>Average Gross Revenues</b>
\$719,873	108	\$6,665.49
Highest Sale		\$105,706
Lowest Sale		\$400
Median Sale		\$5,913
<b>Client Sales Above Average</b>		<b>36 (33%)</b>

<b>Table 3</b>		
<b>Gross Revenue by Client Type</b>		
<b>Measurement Period 2025</b>		
<b>Client Type</b>	<b>Gross Revenue</b>	<b>% of Sales</b>
Repeat Client	\$617,391	45.52%
First Time Client	\$739,010	54.48%
<b>Total</b>	<b>\$1,356,401</b>	<b>100.00%</b>

<b>Table 4</b>		
<b>Gross Revenue by Category</b>		
<b>Measurement Period 2025</b>		
<b>Revenue Category</b>	<b>Gross Revenue</b>	<b>% of Sales</b>
Full Move Management	\$599,839	44.22%
Decluttering/Organizing	\$417,535	30.78%
Estate	\$125,325	9.24%
Organizing	\$82,179	6.06%
Unpack Only	\$81,073	5.98%
Getting Ready For The Market	\$50,450	3.72%
<b>Total</b>	<b>\$1,356,401</b>	<b>100.00%</b>

<b>Table 5</b>		
<b>Gross Revenue by Full Time Employee (FTE)</b>		
<b>Gross Revenue</b>	<b>FTE</b>	<b>Gross Revenue per FTE</b>
\$1,356,401	2.63	\$515,742

<b>Table 6</b>		
<b>Direct Labor Cost Per Full Time Employee (FTE)</b>		
<b>Direct Labor</b>	<b>FTE</b>	<b>Direct Labor Cost per FTE</b>
\$410,325	2.63	\$156,017

Note to Tables 2 through 6

- (1) FTEs only include home organizers, and do not include managers or other office staff. We determined “2.63” FTEs by dividing the total hours worked by all employees (both full-time and part-time) by the number of hours considered a full-time workweek (typically 40 hours).

The data presented in Item 19 is based on the information reported to us by our affiliate.

There are no material financial and operational characteristics of the company-owned territory that are reasonably anticipated to differ materially from future operational franchise outlets.

Written substantiation of all financial performance information presented in this financial performance representation will be made available to you in our main office upon reasonable request.

**Some outlets have earned this amount. Your individual results may differ. There is no assurance that you will earn as much.**

Other than the preceding financial performance representation, we do not make any representations about a franchisee’s future financial performance, or the past financial performance of company owned or franchised outlets. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor’s management by contacting Kate Pawlowski at DDH Franchising, LLC, 543 Valley Road, Suite 7, Montclair, NJ 07042, 332-230-4919, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**

**OUTLETS AND FRANCHISEE INFORMATION**

**TABLE NUMBER 1  
Systemwide Outlet<sup>(1)</sup> Summary  
For Years 2023 to 2025**

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets<sup>(1)</sup> at the Start of the Year</b>	<b>Outlets<sup>(1)</sup> at the End of the Year</b>	<b>Net Change</b>
<b>Franchised</b>	2023	0	0	0
	2024	0	0	0
	2025	0	0	0
<b>Company-Owned<sup>(2)</sup></b>	2023	1	1	0
	2024	1	1	0
	2025	1	1	1
<b>Total Outlets<sup>(1)</sup></b>	2023	1	1	0
	2024	1	1	0
	2025	1	1	0

**TABLE NUMBER 2  
Transfers of Franchised Outlets<sup>(1)</sup> From Franchisee to New Owners (Other than the Franchisor)  
For Years 2023 to 2025**

<b>State</b>	<b>Year</b>	<b>Number of Transfers</b>
<b>TOTAL</b>	2023	0
	2024	0
	2025	0