

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.

Overview

This financial performance representation (“**FPR**”) includes the Gross Revenues for one SFC Estate Coaching™ branded location operated by our affiliate, Mellendorf, LLC, for the full fiscal years of 2020, 2021, 2022, 2023 and 2024, each ended on December 31. The FPR also includes the average revenues per organization serviced by Mellendorf, LLC in 2024.

Financial Performance Representations

The following table presents the annual Gross Revenues data for the 1 affiliate owned location described above. This is not a franchised location.

Gross Revenues Through December 31 of each Year

Year	Gross Revenues
2020	\$200,837.74
2021	\$244,815.40
2022	\$284,207.85
2023*	\$180,093.30
2024	\$198,237.07

* In 2023 we modified our contracts with organizations to require a 3 year term as opposed a 1 year term. This decreased the initial revenue but had the effect of increasing revenue over a longer period of time with more stability and extended contractual obligations.

Average Revenue Per Organization Serviced in the Fiscal Year Ended December 31, 2024

\$11,013

Average Median Per Organization Serviced in the Fiscal Year Ended December 31, 2024

\$9,000

Notes to FPR Table:

1. For purposes of this FPR, “**Gross Revenues**” means the gross amount, in money or other forms of consideration, earned or received from any source-related to, or in connection with, the operation of the SFC Estate Coaching™ branded location disclosed above.
2. The FPR does not reflect the operating costs and expenses that you will incur in operating your SFC Estate Coaching™ Franchised Business, such as royalties, technology fees, system brand fees, local marketing expenses, rent, payroll, insurance, utilities, inventory replenishment, etc.
3. The Gross Revenues figures are based on the historical results from the SFC Estate Coaching™ location described above.
4. The representations made above relate to the past performance of outlets owned by our affiliate, which is not a franchised business. The representation relates to the performance of all existing outlets owned by our affiliate for the affiliate’s operating history from 2020 to 2023. This outlet may present competition to you if it is near your Franchised Business. There is no material

difference between the outlet disclosed above and the franchise being offered under this disclosure document.

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

Written substantiation of the data used in preparing this information will be made available upon reasonable request.

You should utilize the services of an accountant or other financial professional to help you if you want to prepare budgets or projections. You should consult other sources for financial information, including your financial advisers and our franchisees as they sign up in the System in order to compare sales experience and to obtain additional information necessary for you to develop estimates of the sales, costs, expenses, earnings and profits of SFC Estate Coaching™ Franchised Businesses.

Other than the preceding financial performance representation, we do not make any financial performance representations. 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 Franchised Business, however, we may provide you with the actual records of that Franchised Business. 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 Craig Mellendorf, 627 Grand Avenue, Thiensville, WI 53092, 414-885-4587, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20. OUTLETS AND FRANCHISEE INFORMATION

**TABLE NO. 1
SYSTEM-WIDE OUTLET SUMMARY FOR YEARS 2022-2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	1	0
Total Outlets	2022	1	1	0
	2023	1	1	0
	2024	1	1	0

**TABLE NO. 2
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS (OTHER THAN THE FRANCHISOR) FOR YEARS 2022-2024**

State	Year	Number of Transfers
All States	2022	0
	2023	0
	2024	0
Total	2022	0
	2023	0
	2024	0

**TABLE NO. 3
STATUS OF FRANCHISE OUTLETS FOR YEARS 2022-2024**

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations – Other Reasons	Outlets at End of Year
	2022	0	0	0	0	0	0	0