

Provision	Section in Franchise Agreement	Summary
ee. Choice of law	Section 20.6	Tennessee law governs the franchise relationship.

See the state addenda to this Franchise Disclosure Document and the Franchise Agreement for special state disclosures.

**ITEM 18**  
**PUBLIC FIGURES**

We do not currently use any public figures 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.

We present below the average Gross Revenue of 20 franchised locations with (i) at least 12 months of operation from November 1, 2024 to October 31, 2025, (ii) full advertising programs in operation and (iii) staffing at minimum levels. Each quartile contains five franchisees. Gross Revenue uses the same definition as described in Item 6. Locations not in this list were either in business less than 12 months or were not in compliance.

<b>Annual Sales</b>	<b>Amount</b>
Top Performer	\$2,305,000
1st Quartile	\$1,226,911
2nd Quartile	\$759,168
Median	\$668,778
3rd Quartile	\$492,091
4th Quartile	\$450,664
Lowest Performer	\$359,450

<b>Average Ticket</b>	<b>Amount</b>
Highest Ticket	\$92,000
1st Quartile	\$8,648.00

2nd Quartile	\$6,174.80
3rd Quartile	\$5,397.00
4th Quartile	\$4,968.40

<b>Close Rate</b>	<b>Percentage</b>
1st Quartile	44%
2nd Quartile	39%
3rd Quartile	34%
4th Quartile	24%

#### **Number of Consultations**

1st Quartile	372
2nd Quartile	319
3rd Quartile	311
4th Quartile	240

<b>Average Cost Per Consult</b>	<b>Amount</b>
System Average	\$210

#### **Average Monthly Marketing Spend Amount**

1 Salesperson	\$6,400
2 Salespeople	\$11,600
3 Salespeople	\$16,200

#### **Closets Sold**

1st Quartile	124
2nd Quartile	107
3rd Quartile	103
4th Quartile	89

<b>Average Cost of Goods</b>	<b>Percent of Gross Revenue</b>
System Average	42%
High	48%
Low	38%

“Gross Revenue” means the aggregate of all revenue from operating your Franchised Business, whether payment is received in cash or by credit card, gift cards or other generally accepted form of payment, from the sale of products, services, merchandise (apparel and promotional items bearing any Marks) or other merchandise. Without limiting the scope of the term, Gross Revenue shall include the aggregate amount of revenues generated from the sale of services, goods, products, and merchandise received by you. Gross Revenue is reduced by the amount of any discount given to customers, or to employees or their family members if taken at the time of sale so that the purchaser pays an amount net of the discount. Gross Revenue also excludes the following: (i) the amount of returns, credits, allowances, and adjustments; (ii) the amount of taxes collected and paid over to taxing authorities; (iii) the amount of any shipping, freight, or similar expense charged to customers; (iv) proceeds from insurance with respect to property damage or liability; (v) proceeds from any civil forfeiture, condemnation, or seizure by governmental entities; and (vi) uncollectible amounts, subject to the limitation that uncollectible amounts cannot exceed 0.5% of Gross Revenue for any fiscal year of the Franchisee, and subsequent collections of charged off amounts must be included in Gross Revenue when they are collected.

Forty percent (40%)—8 out of 20—franchises contained in this Item 19 disclosure attained or surpassed the average revenue result.

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

These results have been reported by Franchised Businesses and have not been audited by an independent auditor. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the above, 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 Franchisor’s management by contacting Thomas Scott, 370 Mallory Station Dr, Suite 501, Franklin, Tennessee 37067, (615) 483-4923, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION<sup>1</sup>**

Table No. 1  
System-wide Outlet Summary  
For Years 2024 to 2025

Column 1 Outlet Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised	2023	0	13	+13
	2024	13	41	+28
	2025	41	76	+35
Company – Owned*	2023	2	3	+1
	2024	3	3	0
	2025	3	3	0
Total Outlets	2023	2	16	+14
	2024	16	44	+28
	2025	44	79	+35

Table No. 2  
Transfers of Outlets From Franchisees to New Owners (Other than Franchisor)  
For Years 2023 to 2025

Column 1 State	Column 2 Year	Column 3 Number of Transfers
Florida	2023	0
	2024	1
	2025	0
Tennessee	2023	0
	2024	0
	2025	1
Texas	2023	0
	2024	3
	2025	2
Total	2023	0
	2024	4
	2025	3

<sup>1</sup> These tables are based on our Fiscal Year November 1<sup>st</sup> to October 31<sup>st</sup>.