

u.	Dispute resolution by arbitration or mediation	Section 17.2	Except for certain claims, for all disputes, there must be a face-to-face meeting, mediation, and arbitration (see state specific addenda).
v.	Choice of forum	Sections 17.2 and 19.2	All dispute resolution must be held in Salt Lake County, Utah, or the county where our then-current headquarters is located (subject to applicable state law).
w.	Choice of Law	Sections 19.1 and 19.5	Utah law, the Federal Arbitration Act, and the United States Trademark Act apply (subject to applicable 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.

**Corporate Unit**

The tables below represent an historic financial representation of our company-owned Property Sellwise outlet from January 1, 2024 through December 31, 2025. There were no other company-owned outlets.

**Gross Sales and Net Profit  
(Corporate Unit)**

The following table provides a breakdown of gross sales, expenses by category, net profit margin and net profit. We also provide franchisee adjustments as if this unit were a franchised unit paying the required royalties and tech fees.

<b>2024 Corporate Unit</b>	
<b>Total Revenue</b>	<b>\$1,606,091</b>
Revenue from Assigned Contracts	\$1,581,291
Revenue from Flips	\$24,800
<b>Expenses</b>	<b>\$1,016,024</b>

	<i>Operations Overhead and Rent</i>	\$176,238	
	<i>Payroll Expenses</i>	\$497,121	
	<i>Team Culture</i>	\$25,516	
	<i>Real Estate Dues</i>	\$4,106	
	<i>Marketing</i>	\$313,043	
<b>Net Profit Margin</b>		<b>36.7%</b>	
<b>Net Profit</b>		<b>\$590,067</b>	
<b>Franchisee Adjustments</b>			
	Royalties	\$120,690	
	Royalties from 3 Flips	\$9,000	
	Tech Fees	\$6,000	
	Adjusted Net Profit	\$454,377	
	Adjusted Net Profit Margin	28.3%	

<b>2025 Corporate Unit</b>			
<b>Total Revenue</b>		<b>\$1,737,838</b>	
	Revenue from Assigned Contracts	\$1,169,994	
	Revenue from Flips	\$552,319	
	Revenue from Listings	\$15,525	
<b>Expenses</b>		<b>\$1,043,768</b>	
	<i>Operations Overhead and Rent</i>	\$106,429	
	<i>Payroll Expenses</i>	\$507,544	
	<i>Team Culture</i>	\$21,752	
	<i>Real Estate Dues</i>	\$2,000	
	<i>Marketing</i>	\$406,043	
<b>Net Profit Margin</b>		<b>40%</b>	
<b>Net Profit</b>		<b>\$694,070</b>	
<b>Franchisee Adjustments</b>			
	Royalties	\$81,900	
	Royalties from 14 Flips	\$42,000	
	Royalties from 3 Listings	\$1,553	
	Tech Fees	\$6,000	
	Adjusted Net Profit	\$562,617	
	Adjusted Net Profit Margin	32%	

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

**Assignment Fees and Flips and  
(Corporate Unit)**

The following table provides a summary of the assignment fees received by our company-owned unit from January 1, 2024 to December 31, 2025. Assignment fees are the fees received from assigning real estate contracts for single family and multi-family properties.

Category	Year	Total Number of Deals	High Assignment Fee Received	Low Assignment Fee Received	Average Assignment Fee Received	Median Assignment Fee Received
Assignment Fees	2024	79	\$100,000	\$1,000	\$20,329	\$19,950
Assignment Fees	2025	82	\$60,000	-\$700	\$18,281	\$15,000
Flips	2025	14	\$232,307	-\$6,240	\$39,451	\$22,603
Closed Listings	2025	3	\$6,850	\$3,200	\$5,175	\$5,475

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

**Franchise Unit**

The tables below represent an historic financial representation of our one franchised Property Sellwise outlet that operated for a full 12 months from January 1, 2025 through December 31, 2025. We did not have any other franchisees that operated during 2025.

**Gross Sales and Net Profit  
(Franchise Unit)**

The following table provides a breakdown of gross sales, expenses by category, net profit margin and net profit for our one franchised Property Sellwise outlet that operated for a full 12 months from January 1, 2025 through December 31, 2025. We did not have any other franchisees that operated during 2025.

2025 Franchise Units		
Category	Amount	Notes
<b>Total Revenue</b>	\$357,572	The franchisee landed 8 additional properties in 2025, but those deals are set to close in 2026. Based on amounts received for similar deals, this franchisee anticipates that these 8 additional deals will generate approximately \$234,000 in revenue as follows: \$39,902 from one flip, \$160,515 from four JV <sup>1</sup> deals, \$28,500 from two wholesale assignments, and \$5,350 from one

		listing. <sup>2</sup>
Revenue from Assigned Contracts	\$165,500	
Revenue from Flips and Closed Listings	\$192,072	
<b>Operating Expenses</b>	\$297,428	
Legal & Professional Fees	\$4,256	
Marketing	\$165,842	When including the projected revenue from the additional 8 properties that were landed in 2025 but not closed in 2025 (approximately \$234,000), the return on investment for marketing dollars this franchisee spent in 2025 would be approximately 357% ( $\$592,572.09 / \$165,841.98 = 3.57$ or 357%).
Operations	\$9,582	
Payroll	\$82,348	
Royalties from Assigned Contracts	\$23,400	This franchisee signed a franchise agreement under our original offering with a 12% royalty on assigned contracts. The franchisee has since converted to our new offering with an 8% royalty, and the franchisee's royalties from assigned contracts have been adjusted to reflect 8% as that is what our franchisees going forward will pay.
Royalties from Flips and Closed Listings	\$6,000	This amount has been adjusted to reflect the new royalty amount of 20% on listings and \$3,000 for flips.
Tech Fees	\$6,000	This reflects the most current tech fees.
<b>Net Profit Margin</b>	16.8%	
<b>Net Profit</b>	\$60,144	

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

<sup>1</sup> A JV deal means that the franchisee is agreeing to cover the cost to make renovations to a property with the homeowner's consent, and then the franchisee will agree with the owner for a reimbursement of the franchisee's costs, plus a cut of the sale of the property once sold.

<sup>2</sup> These figures are only estimates of what this franchisee thinks it will earn from the 8 deals listed above. However, the franchisee's results may differ. There is no assurance that the franchisee will earn as much as anticipated.

**(Franchise Unit)**

The following table provides a summary of the assignment fees received by our franchised unit that operated from January 1, 2025 to December 31, 2025. Assignment fees are the fees received from assigning real estate contracts for single family and multi-family properties. We did not have any other franchisees that operated during 2025.

Category	Year	Total Number of Deals	High Assignment Fee Received	Low Assignment Fee Received	Average Assignment Fee Received	Median Assignment Fee Received
Assignment Fees	2025	20	\$70,000	\$2,000	\$17,879	\$15,000

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

**Notes**

1. Gross Sales. Total revenue means the total revenue derived from assigned contracts, plus the revenue generated from other real estate transactions such as home flips.
2. Expenses. We only included those categories of expenses that a franchisee would be expected to incur.
3. Net Profit. Net profit means gross sales less expenses.
4. Net Profit Margin. Net profit margin is calculated by dividing the net profit by the gross sales.
5. Characteristics of the Outlet. Our company-owned outlet offers similar products and services to what our franchisees offer and follows the same Property Sellwise system. Our company-owned outlet is managed by its owners. It operates throughout the state of Utah, so the size of the territory serviced by our company-owned unit is equal to approximately 6.4 franchise territories, i.e., a population of ~2.56M people. Our one franchisee that operated throughout all of 2025 that is represented in the tables above purchased a franchise under our original shared-territory model, so it also operates throughout the state of Utah.
6. Franchisee Adjustments. Adjusted to account for the payment of royalties and tech fees. Our affiliate’s marketing expenses in 2024 were 19.5% of gross sales, approximately \$8,000 less than 20%.
7. Franchisees. We sold one franchise near the end of 2024, so they did not operate for the full 12 months in 2024, and therefore, we did not include their numbers in this Item 19.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, Property Sellwise Franchising, LLC does 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 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 Bryan Martineau at franchise@propertysellwise.com and (801) 833-7129, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20  
OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1  
Systemwide Outlet Summary  
For Years 2023 to 2025**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2023	0	0	+0
	2024	0	1	+1
	2025	1	1	+0
Company Owned	2023	0	1	+1
	2024	1	1	+0
	2025	1	1	+0
Total Outlets	2023	0	1	+1
	2024	1	2	+1
	2025	2	2	+0

**Table No. 2  
Transfers of Outlets from Franchisees to New Owners  
(other than the Franchisor)  
For Years 2023 to 2025**

State	Year	Number of Transfers
Total	2023	0
	2024	0
	2025	0

**Table No. 3  
Status of Franchised Outlets  
For Years 2023 to 2025**

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations for Other Reasons	Outlets at End of Year
Utah	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
	2025	1	0	0	0	0	0	1
Total	2023	0	0	0	0	0	0	0