

	Provision	Section in Franchise or other Agreement	Summary
v.	Choice of forum	Sections 17.2 and 19.2	All dispute resolution must be held in Salt Lake City, Utah or the county where our then-current headquarters is located (subject to 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.

Table 1-Summary of Top 5 Performing Franchises

The following table shows the average, median, high and low gross sales for our top 5 performing franchises that operated for all of 2023. The table shows the gross sales achieved from January 1, 2023 through December 31, 2023.

Summary of Top 5 Franchise Units	Gross Sales
Average	\$977,911
Median	\$880,119
Lowest Gross Sales	\$636,007
Highest Gross Sales	\$1,630,465



Table 2-Summary of Lowest 5 Performing Franchises

The following table shows the average, median, high and low gross sales for our lowest 5 performing franchises that operated for all of 2023. The table shows the gross sales achieved from January 1, 2023 through December 31, 2023; however, a few of these franchises did not operate at full capacity in 2023.

Summary of Lowest 5 Franchise Units	Gross Sales
Average	\$39,110
Median	\$48,766
Lowest Gross Sales	\$1,723
Highest Gross Sales	\$75,733

Table 3-Summary of Middle Franchises

The following table shows the average, median, high and low gross sales for our middle 53 franchises that operated for all of 2023. The table shows the gross sales achieved from January 1, 2023 through December 31, 2023.

Summary of Middle Franchise Units	Gross Sales
Average	\$253,954
Median	\$229,801
Lowest Gross Sales	\$112,822
Highest Gross Sales	\$585,952

Table 4-Gross Sales for All Franchises

The following tables show the gross sales and number of territories per franchise for our 63 franchise that operated for all of 2023. The tables show the gross sales achieved from January 1, 2023 through December 31, 2023.

	Location	Month/Year Opened	Number of Territories	Gross Sales
Franchise 1	Texas (San Antonio, New Braunfels)	3/2018	9	\$1,000,009.22
Franchise 2	Utah (Northern UT, Park City)	11/2020	4	\$636,007
Franchise 3, Location 1	Colorado (Denver)	7/2020	12	\$1,630,465.26
Franchise 3, Location 2	Colorado (Colorado Springs)	12/2020	2	\$283,826.49
Franchise 4	Georgia (North Atlanta)	5/2020	4	\$147,490.75
Franchise 5	Utah (Tooele Valley, West Salt Lake)	10/2020	1	\$55,653.34
Franchise 6	Missouri (St. Louis)	10/2020	9	\$585,951.72
Franchise 7	Texas (West Houston)	2/2021	14	\$291,958.25
Franchise 8	Iowa (Des Moines)	4/2021	2	\$261,405.22
Franchise 9	North Carolina (Charlotte)	2/2021	6	\$413,836.09



Franchise 10	Texas (Austin)	3/2021	4	\$389,441.24
Franchise 11	Utah (St. George)	7/2021	1	\$246,385.00
Franchise 12	Texas (Dallas, Fort Worth)	7/2021	32	\$880,119.41
Franchise 13	Missouri (Kansas City)	7/2021	8	\$463,114.43
Franchise 14	Wisconsin (Milwaukee)	8/2021	8	\$261,182.45
Franchise 15	Wisconsin (Kenosha)	10/2021	5	\$338,296.23
Franchise 16	Texas (Northeast Houston)	11/2021	5	\$125,555.78
Franchise 17	Kentucky (Central)	12/2021	4	\$225,257.89
Franchise 18	Indiana (Indianapolis)	1/1/2022	7	\$389,359.28
Franchise 19	Maryland (Central)	12/2022	3	\$217,117.43
Franchise 20	Texas (South Houston)	02/2022	8	\$48,765.76
Franchise 21	Florida (Orlando)	02/2022	3	\$360,997
Franchise 22	South Carolina (Upstate)	02/2022	5	\$742,952.29
Franchise 23	Kansas (Oklahoma)	02/2022	8	\$241,884.70
Franchise 24	Tennessee(Chattanooga)	02/2022	1	\$127,658.39
Franchise 26	Indiana (Fort Wayne)	03/2022	3	\$270,018.22
Franchise 27	Alabama (Huntsville)	03/2022	1	\$225,993.33
Franchise 28	Georgia (West Atlanta)	03/2022	1	\$75,733.00
Franchise 29	North Carolina (Triangle)	04/2022	7	\$221,861.98
Franchise 30	Nebraska (Omaha)	04/2022	2	\$184,356.00
Franchise 31	Virgina (Richmond)	04/2022	5	\$190,940.60
Franchise 32	Missouri (Springfield)	04/2022	1	\$467,646.91
Franchise 33	Connecticut (New Haven)	05/2022	9	\$211,675.23
Franchise 34	Florida (North Orlando)	05/2022	2	\$265,504.38
Franchise 35	Minnesota (Twin Cities)	05/2022	7	\$214,021.28
Franchise 36	South Carolina (Low Country)	06/2022	10	\$462,617.82
Franchise 37	Louisiana (Shreveport)	06/2022	1	\$13,672.79
Franchise 38	Michigan(West)	06/2022	3	\$112,822.14
Franchise 39	Pennsylvania (Pittsburgh)	06/2022	3	\$113,701.94
Franchise 40	Utah(Utah County)	07/2022	3	\$233,608.56
Franchise 41	North Carolina (Asheville)	08/2022	1	\$194,059.09
Franchise 42	Ohio (Greater Cincinnati)	08/2022	5	\$222,003.26
Franchise 43	Florida (Greater Tampa)	08/2022	3	\$134,882.56
Franchise 44	Illinois (Western Chicago)	08/2022	3	\$285,084.90
Franchise 45	Florida (First Coast)	08/2022	3	\$149,876.49
Franchise 46	Rhode Island	8/2022	7	\$136,424.99
Franchise 47	Florida (Southwest)	08/2022	4	\$336,318.27
Franchise 48	Florida (Suncoast)	08/2022	8	\$290,212.45
Franchise 49	Massachusetts (Central)	09/2022	19	\$428,693.29
Franchise 50	Tennessee (Greater Nashville)	09/2022	3	\$239,628.71
Franchise 51	Michigan (Southeast)	09/2022	2	\$267,066.16
Franchise 52	Nevada (Southwest Las Vegas)	09/2022	1	\$137,008.23
Franchise 53	Florida (Treasure Coast)	09/2022	4	\$322,920.78
Franchise 54	Ohio (Northeast)	09/2022	6	\$162,414.15
Franchise 55	South Carolina (Midlands)	10/2022	2	\$194,943.00
Franchise 56	Michigan(Northern)	10/2022	1	\$117,263.34



Franchise 57	Tennessee(Central Nashville)	10/2022	3	\$358,867.76
Franchise 58	Florida (Broward)	10/2022	3	\$210,583.23
Franchise 59	Nevada (Henderson)	10/2022	2	\$1,723.22
Franchise 60	Ohio(Columbus)	11/2022	8	\$115,374.85
Franchise 61	Massachusetts(South Boston)	11/2022	3	\$222,319.00
Franchise 62	Florida (Emerald Coast)	12/2022	4	\$192,939.96
Franchise 63	Georgia (Northeast Atlanta)	12/2022	3	\$153,099.84

Table 5-Summary of Affiliate Owned Units

The following table shows the average, median, high and low gross sales for our 4 affiliate owned units that operated for all of 2023. The table shows the gross sales achieved from January 1, 2023 through December 31, 2023. Our affiliate owned units are individually owned by different officers or different owners of the franchisor.

Summary of Affiliate Owned Units	Gross Sales
Average	\$548,246
Median	\$466,033
Lowest Gross Sales	\$260,907
Highest Gross Sales	\$1,000,009

Table 6-Gross Sales for All Affiliate Owned Units

The following table shows the gross sales for each of our 4 affiliate owned units. The gross sales numbers represent the gross sales achieved from January 1, 2023 through December 31, 2023.

	Territory	Year Opened	Number of Territories	Gross Sales
Affiliate 1	Arizona (Phoenix, Mesa, Scottsdale, Gilbert, Glendale)	2018	18	\$1,000,009
Affiliate 2	Utah (Salt Lake City)	2020	5	\$636,007
Affiliate 3	Philadelphia (Greater)	2022	14	\$260,907
Affiliate 4	Louisiana (Southeast)	2022	7	\$296,059

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

Notes

1. **Gross Sales.** The term “gross sales” means the total of all sales of all products, merchandise, goods, or services sold, traded, bartered, or rendered and income of every kind and nature, including the value of a trade or other bartering. “Gross sales” excludes (i) bona fide refunds to customers, (ii) sales taxes collected, and (iii) the sale of used equipment not in the ordinary course of business.
2. **Characteristics.** Each outlet (affiliate or franchised) offers obedience training and service training, and each services customers in metropolitan and suburban areas. Our Affiliates 1 and 2 as well as Franchise 3, Franchise 6, and Franchise 12 also offer personal protection training.



3. **Facilities.** Affiliates 1 and 2 as well as Franchise 1, Franchise 2, Franchise 3 (Location 1 and 2), Franchise 6, Franchise 8, Franchise 9 (in the works), Franchise 12, Franchise 14 and Franchise 18 all operate or are building up a facility to offer additional services such as ETC (day camp training for dogs).

4. **Territories.** We currently offer franchises at 175,000 people per territory, and therefore, we have calculated the number of territories based on a population of 175,000 people per territory even though prior to 2022 the number of people per territory was 250,000.

5. **Written Substantiation.** The figures were gathered from the financial records of each franchise and affiliate owned unit as reported to the franchisor. 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, Dog Training Elite 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 Kelley Rosequist at 9460 S Union Square, Sandy, Utah 84070 and (801) 266-4802, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 **OUTLETS AND FRANCHISEE INFORMATION**

Table No. 1
Systemwide Territory Summary
For Years 2021 to 2023

Outlet Type	Year	Territories at the Start of the Year ¹	Territories at the End of the Year ¹	Net Change
Franchised ¹	2021	57	146	+89
	2022	146	365	+219
	2023	365	395	+30
Company Owned	2021	0	0	+0
	2022	0	0	+0
	2023	0	0	+0
Total Territories	2021	57	146	+89
	2022	146	365	+219
	2023	365	395	+30

¹ All territories prior to 2022 had a population of approximately 250,000. Starting in 2022, all of our territories have been based on a population of approximately 175,000 people. In prior years, this table

