

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 disclose 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 the information is included in the disclosure document. Financial performance information that differs from that included in this 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 performance at a particular location or under particular circumstances.

The following financial performance representation shows certain historical information and projected gross revenue and gross profit based on a survey of certain LSPF Dealerships conducted in 2024. There were 67 total LSPF Dealerships at the time of the survey. We have excluded from the survey 30 LSPF Dealership that purchased less than \$50,000 worth of fencing from us in the previous fiscal year. We consider these dealers to be either inactive or operating on a part-time basis, which is substantially different from the full-time business to be operated by franchisees. Of the remaining 37 LSFP Dealerships (55% of the 67 total LSPF Dealerships) (the “**Full-Time Dealers**”), 31 responded to our survey (46% of the 67 total LSPF Dealerships and 84% of the Full-Time Dealers).

Our survey asked Full-Time Dealers to provide the following actual historical information for the 2024 calendar year: (1) the average job size, measured in feet of fencing; (2) the average price per foot of fencing charged to the customer; (3) the average cost of shipping per job; and (4) the average number of jobs completed per week. The survey results in Table 1 show the following averages, highs, lows and medians and the number and percent exceeding the average. Table 1 also presents the same information for our affiliate-owned location.*

Table 1

		<i>Average Job Size (in feet of fencing)</i>	<i>Average Price (per foot of fencing)</i>	<i>Average Shipping Cost (per job)</i>	<i>Average Number of Jobs Per Week**</i>
1.	<i>Average</i>	109	\$25.70	\$150	3.5
2.	<i>High</i>	150	\$35	\$325	10
3.	<i>Median</i>	120	\$24	\$142.50	3.5
4.	<i>Low</i>	35	\$21	\$50	1
5.	<i>Number and Percent that met or exceeded the average</i>	16 (53%)	13 (43%)	15 (50%)	16 (53%)
6.	<i>Affiliate-Owned Outlet</i>	88	\$15	\$0 [†]	19

*The data presented in rows 1 through 5 of this Table 1 exclude the survey results from the one affiliate-owned outlet. Instead, The specific survey results for this outlet are separately presented in row 6 of this Table 1.

**Average Jobs Per Week is subject to seasonality. Generally, LSPF Dealerships reported more jobs in summer months, especially in states with cold winter climates.

† The affiliate is located close to us and doesn't bear any shipping costs.

Some outlets have sold these amounts. Your individual results may differ. There is no assurance that you'll sell as much.

Based on the survey results presented in Table 1, and including our affiliate-owned outlet, we project the following annual gross revenue and gross profit:

Table 2 – Projected Franchisee Gross Revenue and Gross Profit

<i>Fencing Installed per Year (in feet)</i>	<i>Gross Revenue</i>	<i>Cost of Materials</i>	<i>Gross Profit</i>	<i>Imputed Franchise Fees and Expenses</i>	<i>Gross Adjusted Profit</i>
21,800 feet	\$554,592.00	\$255,528.00	\$299,064.00	\$57,083.68	\$241,980.32

For these figures, we project that full-time franchisees will operate for 50 weeks per year. While franchisees in colder climates might operate for less than that, this seasonality is accounted for in the average figures presented in Table 1 and used as the basis for this Table 2.

“**Gross Revenue**” was calculated by multiplying: (1) the average job size; (2) the average price per foot of fencing; (3) the average number of jobs completed per week (which is 4, including job data from our affiliate-owned outlet); and (4) 50 weeks per year.

“**Cost of Materials**” is calculated by adding: (1) the product of average job size, average cost per foot of fencing (\$10.39 per foot), average number of jobs completed per week (4), and 50 weeks per year; plus (2) the product of average shipping cost per job, average number of jobs completed per week, and 50 weeks per year. The average cost per foot of fencing was not included in the survey; instead, this figure is based on our internal financial data from selling fencing to LSPF Dealerships. The cost per foot of fencing ranges from \$6.92 to \$12.02 depending on the model. Cost of Materials does not include other variable costs, such as labor and fuel costs to drive to and from jobs, nor does it include fixed costs or overhead, such as rent or utilities for an office space or warehouse.

“**Gross Profit**” is calculated by subtracting Cost of Materials and Imputed Franchise Fees and Expenses from Gross Revenue. Gross Profit does not take into account other fixed or variable expenses that franchisees might incur that are not included in either Cost of Materials or Imputed Fees and Expenses. As such, Gross Profit is not net earnings, net income, or similar “bottom line” figure.

“**Imputed Franchise Fees and Expenses**” are fees and expenses that are not currently incurred by LSPF Dealerships, but will be incurred by franchisees. These fees and expenses are: the 3% royalty fee, 1% brand development fund contribution, \$2,800 per month required local advertising expenditure, and \$25 per week technology fee. The annual royalty fee and brand development fund contribution amounts were calculated by multiplying the applicable percentage (either 3% or 1%) by Gross Revenue. The annual required local advertising expenditure was calculated by multiplying \$2,800 per month by 12 months.

Finally, the total annual technology fee was calculated by multiplying \$25 per week by 52 weeks. These amounts were aggregated and presented in the table above.

“**Adjusted Gross Profit**” is calculated by subtracting Imputed Franchise Fees and Expenses from Gross Profit.

These figures are only estimates of what we think you may sell or earn. Your individual results may differ. There is no assurance that you'll sell or earn as much.

Certain characteristics of LSPF Dealerships differ materially from the franchises we offer for sale, including the following differences: LSPF Dealerships do not purchase a license or franchise to operate their business, nor do they receive territorial protections; and, unlike franchised LSPF Businesses, LSPF Dealerships generally are not required to operate as full-time businesses, and many do not. However, both franchisees and LSPF Dealerships purchase their requirements of certain Life Saver Pool Fence® products from our affiliate at wholesale prices and sell and install those products for end users. Franchised LSPF Businesses, therefore, have more detailed operational requirements, such as software and systems requirements, and marketing and advertising requirements. But, Franchised LSPF Businesses may receive favorable wholesale pricing for Products and Services and benefit from additional institutional resources and training, including automated lead-generation software and client relationship management software.

However, all LSPF Businesses, whether dealerships or franchises, offer substantially the same products and services to the public. Therefore, the data presented in this Item 19 for average job size, average price per foot of fencing, average cost of shipping per job, average cost per foot of fencing, and average number of jobs per week, will likely be substantially similar for franchised LSPF Businesses. And, while LSPF Dealerships are not required to operate on a full-time basis, we have only included data in this Item 19 for Full-Time Dealers, because franchisees will be required to do so.

We have written substantiation in our possession to support the information appearing in this financial performance representation and such substantiation will be made available to you on reasonable request.

Other than the preceding financial performance representation, we do not make any financial performance 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 Javier Padilla, 1085 SW 15th Avenue, #E3, Delray Beach, Florida 33444 and telephone number (561) 272-8242, the Federal Trade Commission, and the appropriate state regulatory agencies.

REMAINDER OF PAGE LEFT BLANK INTENTIONALLY

Item 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
System- Outlet Summary
For Years Ending December 31, 2022, 2023, and 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	4	+4
	2024	4	9	+5
Company-Owned ⁽¹⁾	2022	1	1	0
	2023	1	1	0
	2024	1	1	0
Total Outlets ⁽²⁾	2022	1	1	0
	2023	1	5	+4
	2024	5	10	+5

(1) All “company-owned” Businesses are owned by an affiliate. We do not own or operate any Business.

(2) There are currently 67 LSPF Dealerships operating in the United States, which have not been included in this Item 20 because they are not substantially similar to LSPF Businesses. See Item 1 discussing the differences between LSPF Dealerships and LSPF Businesses.

Table No. 2
Transfers of Outlets from Franchisees to New Owners
(other than the Franchisor)
for Years Ending December 31, 2022, 2023, and 2024

State	Year	Number of Transfers
Florida	2022	0
	2023	0
	2024	1
Total	2022	0
	2023	0
	2024	1

REMAINDER OF PAGE LEFT BLANK INTENTIONALLY