

THE FRANCHISE RELATIONSHIP			
PROVISION		SECTION IN FRANCHISE AGREEMENT	SUMMARY
T	Integration / merger clause	18.06	Only the terms of the Franchise Agreement and other related written agreements are binding (subject to applicable state law). Any representations or promises outside of the disclosure document and Franchise Agreement may not be enforceable.
U	Dispute resolution by arbitration or mediation	17.01, 17.02	Mandatory arbitration of disputes, at the request of either party, where we then maintain our principal place of business, currently Franklin, Tennessee (subject to state law). Any dispute reasonably valued at \$10,000 or less, however, is excepted from these mandatory arbitration requirements.
V	Choice of forum	17.02(f), 17.05	Federal or state court closest to where we then maintain our principal place of business, currently Franklin, Tennessee (subject to state law)
W	Choice of law	18.04	Tennessee law applies (subject to state law)

APPLICABLE STATE LAW MAY REQUIRE ADDITIONAL DISCLOSURES RELATED TO THE INFORMATION IN THIS DISCLOSURE DOCUMENT. THESE ADDITIONAL DISCLOSURES, IF ANY, APPEAR IN AN ADDENDUM. See *Exhibit A*.

### **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, 2025 PPSF FDD 033125

for example, by providing information about possible performance at a particular location or under particular circumstances.

The first 2 tables depict the historical average, median, high and low Gross Revenues in 2024 for 25 Franchised Businesses that were open and operating for a full year as of December 31, 2024. To derive the information shown in the following table, the 25 franchisees were ranked by their 2024 Gross Revenues, from highest to lowest. The group of franchisees was then divided into 4 groups, each representing about 25% of the 25 franchisees.

2024 GROSS REVENUES PER FRANCHISEE					
QUARTILE	NUMBER OF FRANCHISES	AVERAGE GROSS REVENUES PER FRANCHISE	MEDIAN GROSS REVENUES PER FRANCHISE	HIGHEST FRANCHISEE'S GROSS REVENUES	LOWEST FRANCHISEE'S GROSS REVENUES
First (Top 25%)	7	\$1,480,723	\$1,241,460	\$2,642,406	\$1,015,722
Second	6	\$676,732	\$624,878	\$1,007,884	\$510,441
Third	6	\$300,911	\$307,818	\$393,464	\$198,530
Fourth	6	\$90,046	\$94,477	\$117,994	\$49,589
All 25 Franchisees	25	\$670,848	\$510,441	\$2,642,406	\$49,589

The following table depicts weekly accounts services by the same groups of franchisees, organized in the same quartiles.

2024 WEEKLY ACCOUNTS PER FRANCHISEE					
QUARTILE	NUMBER OF FRANCHISES	AVERAGE NUMBER WEEKLY ACCOUNTS SERVICED	MEDIAN WEEKLY ACCOUNTS SERVICED	HIGHEST WEEKLY ACCOUNTS SERVICED	LOWEST WEEKLY ACCOUNTS SERVICED
First (Top 25%)	7	440	231	1,038	199
Second	6	101	96	480	82
Third	6	48	42	80	38
Fourth	6	21	34	38	12
All 25 Franchisees	25	164	80	1,038	12

The following table shows the first 12 months' of Gross Revenues received by 7 franchisees who first began operations in 2023 and who completed their first 12 months of operation in 2024.

<b>FIRST 12 MONTHS' GROSS REVENUES PER FRANCHISEE FOR FRANCHISES COMPLETING THEIR FIRST 12 MONTHS OF OPERATIONS DURING 2024</b>	
<b>FRANCHISEE</b>	<b>FIRST 12 MONTHS GROSS REVENUES</b>
1	622,181
2	510,551
3	177,801
4	84,988
5	63,957
6	63,586
7	42,510

**Explanatory Notes to the Financial Information:**

1. First 2 Tables. The data presented in the first 2 tables reflects actual historic financial results from the 25 Franchised Businesses that were open and operating for at least 12 months as of December 31, 2024, as reported to us by our franchisees. The tables does not include information from the 11 franchises that first opened for business during 2024, or from the 8 franchises that permanently ceased operations in 2024. Of the franchises that closed in 2024, 0 had been open for less than 12 months.
2. Third Table. The third table depicts Gross Revenues received during their first 12 months of operations by the 7 franchisees who first began franchise operations in 2023, and who completed their first 12 months' of operations in 2024. The table does not include information from 0 franchisees who first began operations in 2023 and who ceased operations before completing 12 full months. The table also does not include revenues from 1 franchisee who completed its first 12 months of operations during 2024, but who already had a substantial number of accounts before becoming a franchisee of ours.

3. Total Gross Revenues. The Gross Revenues data presented in the table reflects total Gross Revenues only. "Gross Revenues" means all revenue from the sale of all products and services, and all other income or consideration of every kind and nature received by you or the Franchised Business, all revenues associated with delivering and/or selling products or services off-premises to customers, and any proceeds from business interruption insurance, whether for cash, credit, charge account, debit account, exchange, barter or otherwise and regardless of collection, less (a) any sales taxes or other taxes collected by you from your customers and thereafter paid directly to the appropriate taxing authority and (b) any customer discounts or refunds. Amounts paid by gift card, stored value card or similar program are included in Gross Revenues when the gift card, or other instrument or applicable credit is redeemed. Gross Revenues do not account for any expenses or other deductions, such as payments to contractors, royalty fees, payroll,

insurance, income taxes and other overhead. You should consider the effect of all expenses on your expected revenues.

**Some franchisees have achieved these Gross Revenues. Your individual results may differ. There is no assurance that you'll achieve these amounts.**

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 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 our Chief Executive Officer, Paul Porter, 1221 Liberty Pike, Franklin, TN 37067, 844-366-2102, the Federal Trade Commission, and the appropriate state regulatory agencies.

#### **ITEM 20. OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**

#### **SYSTEMWIDE OUTLET SUMMARY FOR YEARS 2022 TO 2024**

COLUMN 1 <b>OUTLET TYPE</b>	COLUMN 2 <b>YEAR</b>	COLUMN 3 <b>OUTLETS AT THE START OF THE YEAR</b>	COLUMN 4 <b>OUTLETS AT THE END OF THE YEAR</b>	COLUMN 5 <b>NET CHANGE</b>
Franchised	2022	27	33*	+6
	2023	33	32*	-1
	2024	32	35	+3
Company-Owned	2022	0	0	0
	2023	0	2	+2
	2024	2	2	0
Total Outlets	2022	27	33	+6
	2023	33	34	+1
	2024	34	37	+3

\*Four franchised outlets currently operate under the "Pinnacle Pool Service®" mark. The remaining franchised outlets operate under the "Premier Pool Service®" mark.