

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) 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.

DEFINITIONS

- (a) Calendar Year – means, as to each respective year, the 12 month period commencing on January 1 and ending on December 31.
- (b) Cost of Goods Sold – means the following direct non-managerial and non-administrative cost of goods and services sold and incurred by an Outlet in directly providing the Approved Services and Products: truck rentals, tool rentals and fuel. Cost of Goods Sold does not include marketing expenses, insurance expenses, operating expenses, general expenses including, but not limited to interest, taxes, depreciation, amortization, and Franchise Related Expenses.
- (c) Direct Gross Profit – means Gross Revenue less Cost of Goods Sold. Direct Gross Profit is not net profit or income and, except as to Cost of Goods Sold, does not include the deduction of all other expenses incurred by Surv Business including, but not limited to, managerial labor and expenses, administrative labor and expenses, marketing expenses, insurance expenses, operating expenses, general expenses including, but not limited to interest, taxes, depreciation, amortization, and Franchise Related Expenses.
- (d) Disclosed Expenses – means the following select expenses: advertising and marketing, merchant processing fees, office supplies, insurance expenses, vehicle expense, occupancy expenses, legal and professional fees, miscellaneous expenses.
- (e) Founder Owned Outlet – means an Outlet owned either directly or indirectly by our Founder identified in Item 2 of this Disclosure Document.
- (f) Franchise Related Expenses – means the following select fees currently required under the Franchise Agreements: Royalty Fees, Brand Development Fund Fees, Operating Platform Fees, and local marketing expenditures. Franchise Related Expenses does not include all fee and payment obligations required under a Franchise Agreement.
- (g) Gross Revenue – means the total revenue derived by each Surv Business less sales tax, discounts, allowances, and returns.
- (h) Job – means a specific project or defined set of tasks designated by a customer and which may require one or more service visits by the Surv Business.
- (i) Member – refers to a customer of a Surv Business that receives services that are provided as part of a Membership.
- (j) Member Conversion Rate – means a Member Lead that purchases a Membership and becomes a New Member in the Calendar Year.

(k) Member Lead – means an individual or business entity that has expressed interest in becoming a Member and that was not previously a Member.

(l) Membership – refers to a subscription membership sold by a Surv Business that entitles a Member to a fixed price for the Approved Services and Products and is based on a set amount of hours. Membership Programs are offered on a month-to-month basis or a 12-month basis.

(m) New Member – refers to a Member of a Surv Business that signed up for a Membership during the Calendar Year and who did not sign up for or maintain a Membership during any prior Calendar Year.

(n) “Total Direct Labor Cost” – means the direct non-owner labor expenses incurred for employees that directly perform or provide services resulting in Gross Revenue and includes wages, payroll taxes, workers’ compensation, and paid employee benefits, if any.

BASES AND ASSUMPTIONS

The financial information was not prepared on a basis consistent with generally accepted accounting principles. Data for our Founder Owned Outlet is based on information reported to us by our Founder. As of December 31, 2024, there were 4 franchised Surv Businesses in operation. The data below does not include information for these franchised Surv Businesses because they have not been in operation for 12 months or more as of December 31, 2024. The information in this analysis has not been audited, is based on historical financial data.

ANALYSIS OF RESULTS OF FOUNDER OWNED OUTLET

During the 2024 Calendar Year we had one Founder Owned Outlet. This Founder Owned Outlet was open during the entire 2024 Calendar Year, and thus qualified as an Operational Founder Owned Outlet.

Table 1 below provides a summary of our Operational Founder Owned Outlet. In Table 2 and Table 3 we disclose select financial information regarding our Operational Founder Owned Outlet.

Table 1

Founder Owned Outlet: Surv East Bay, Rhode Island	
Outlet	Outlet Description
Surv East Bay, Rhode Island	Our Surv East Bay, Rhode Island Outlet commenced operations in January 2021. This Outlet operates in an Operating Territory with a population of approximately 250,000 people, which is the equivalent of 1 Territory. This Outlet operates two service vehicles within the Operating Territory and operates from a commercial administrative office comprised of approximately 1,000 square feet. This Outlet is representative of the Franchised Business and constitutes an Operational Founder Owned Outlet for the 2024 Calendar Year.

Table 2

Founder Owned Outlet: Surv East Bay, Rhode Island			
	2024 Calendar Year		
	Total	% ¹	
Total Gross Revenue	\$1,394,054	100.00%	
Less: Cost of Goods Sold			
Total Direct Labor Cost	\$646,274	46.40%	
Cost of Goods Sold	\$153,184	11.00%	
Total Cost of Services Provided	\$849,179	60.90%	
Direct Gross Profit	\$544,876	39.10%	
Less: Disclosed Expenses			
Advertising and Marketing	\$51,899	3.72%	
Merchant Processing Fees	\$39,284	2.82%	
Office Supplies	\$13,445	1.00%	
Insurance Expenses	\$14,139	1.00%	
Vehicle Expense	\$4,168	0.30%	
Occupancy Expense	\$11,114	0.80%	
Legal and Professional Fees	\$1,290	0.10%	
Gross Profit Less Disclosed Expenses	\$409,536	29.40%	
Less: Adjustments for Franchise Related Expenses			
Royalty Fee ²	\$97,584	7.00%	
Brand Development Fund Fee ³	N/A	N/A	
Operating Platform Fee ⁴	\$12,600	0.90%	
Local Marketing ⁵	\$0.00	0.00%	
Direct Gross Profit Less Disclosed Expenses and Franchise Related Expense	\$299,352	21.47%	
Notes to Table:			
¹ “%” represents the percentage of total Gross Revenue.			
² The Royalty Fee is equal to the greater of 7% of Gross Revenue or the Minimum Weekly Royalty Fee Requirement. For the 2024 Calendar Year, our Outlet would have paid Royalty Fees in the amount of 7% of its Gross Revenue.			
³ The Brand Development Fund Fee is currently not assessed. We reserve the right to increase the Brand Development Fund Fee to up to 2% of Gross Revenue at any time in the future.			
⁴ The Operating Platform Fee is currently \$1,050 per month.			
⁵ On an on-going monthly basis, you must spend not less than 3.5% of your Gross Revenue, but not less than \$1,200 per month for each Operating Territory, on the local marketing of your Surv Business. Our Founder Owned Outlet spent \$51,899 on local marketing during the 2024 Calendar Year. As such, we do not include an adjustment for local marketing.			

Table 3

Key Operation Metrics of Founder Owned Outlet: Surv East Bay, Rhode Island– 2024	
Total Job Leads	5109
Total Jobs	2773
Job Conversion Rate	53.66%
Avg Job Size	\$500
Total Revenue	\$1,387,724
% of Revenue from Membership	41.37%
Total Member Leads	239
Total New Members	151
Annual Member Retention Rate	83%
Total Members	324
Member Conversion Rate	63.18%

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

Written substantiation of the data used in preparing these sales figures will be made available to you upon reasonable request.

Other than the preceding financial performance representations, 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 the franchisor's management by contacting Glee McAnanly, Surv Franchisor, LLC, 7870 East Kemper Road, Suite 400, Cincinnati, Ohio 45259, (513) 344-4900, 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

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	0	0
	2024	0	4	+4
Company Owned*	2022	1	1	0
	2023	1	1	0
	2024	1	1	0
Total Outlets	2022	1	1	0
	2023	1	1	0
	2024	1	5	+4

*This Surv business is owned and operated by one of our officers.

TABLE NO. 2
TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
FOR YEARS 2022 to 2024

State	Year	Number of Transfers
None	2022	0
	2023	0
	2024	0

TABLE NO. 3
STATUS OF FRANCHISED OUTLETS
FOR YEARS 2022 to 2024

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
Alabama	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1