

Provision		Section in the Franchise Agreement	Summary
w.	Choice of law	Section 22.1	South Carolina law applies, except those disputes regarding the Marks will be governed by the United States Trademark Act of 1946 (Lanham Act, 15 U.S.C. Sec. 1051 et seq.) (subject to applicable state law and Exhibit G of the FDD).

ITEM 18 PUBLIC FIGURES

We do not presently use any public figures to promote our franchise.

ITEM 19 FINANCIAL PERFORMANCE REPRESENTATION BACKGROUND

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 only be given 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.

This Item sets forth historical Gross Sales data for certain of our franchisee-owned UNITS markets achieved for the 2024, 2023 and 2022 calendar years. The information below does not include Gross Sales data from Affiliate Locations.

As of December 31, 2024, there were 74 UNITS Businesses in operation, including 70 franchised locations and 4 affiliate locations (the “Affiliate Locations”). Three of the 70 franchised locations operate as fractional franchises (“Fractional Franchises”) and the remaining 67 franchised locations operated as traditional franchises (“Traditional Franchises”). Each Location offered similar products and services as would generally be offered by a typical UNITS franchise offered under this disclosure document. Of the 67 Traditional Franchised Locations, 57 were open and in operation for the entire 2024 calendar year and reported Gross Sales data to us for the entire 2024 calendar year.

As of December 31, 2023, there were 73 UNITS Businesses in operation, including 70 franchised locations and 3 affiliate locations (the “Affiliate Locations”). Three of the 70 franchised locations operate as fractional franchises (“Fractional Franchises”) and the remaining 67 franchised locations operated as traditional franchises (“Traditional Franchises”). Each Location offered similar products and services as would generally be offered by a typical UNITS franchise offered under this disclosure document. Of the 67 Traditional Franchised Locations, 57 were open and in operation for the entire 2023 calendar year.

As of December 31, 2022, there were 60 UNITS Businesses in operation, including 58 franchised locations and 2 affiliate locations (the “Affiliate Locations”). Three of the 60 franchised locations operate as fractional franchises (“Fractional Franchises”) and the remaining 57 franchised locations operated as traditional franchises (“Traditional Franchises”). Each Location offered similar products and services as would generally be offered by a typical UNITS franchise offered under this disclosure document. Of the 57 Traditional Franchised Locations, 43 were open and in operation for the entire 2022 calendar year.

Table 1 sets forth the Number of UNITS Franchises within certain annual sales thresholds of the Traditional Franchises who provided the necessary information for the fiscal years of 2024 (57 Traditional Franchises), 2023 (57 Traditional Franchises), and 2022 (43 Traditional Franchises).

Written substantiation of the data used in preparing this information will be made available upon reasonable request.

TABLE 1: NUMBER OF UNITS FRANCHISES WITHIN CERTAIN ANNUAL REVENUES FOR YEARS ENDING DECEMBER 31, 2021, DECEMBER 31, 2022, DECEMBER 31, 2023 AND DECEMBER 31, 2024

Annual Revenues	2024	2023	2022
Over \$2,000,000	1	1	1
\$1,000,000 to \$1,999,999	10	14	10
\$750,000 to \$999,999	15	8	8
\$500,000 to \$749,999	15	15	10
Below \$500,000	16	19	14
Annual Revenues	2024	2023	2022

Notes to Table One.

1. “Annual Revenues” is defined as the total gross revenues generated from the Traditional Franchised Locations with operations during the complete 12 months of the applicable fiscal year. This includes income from the rental of portable storage and moving containers, deliveries associated with container rental including local moves, container and contents coverage and ancillary moving and storage supplies. Annual Revenues exclude (a) all refunds made in good faith, (b) any sales and equivalent taxes that are collected by a franchisee for or on behalf of any governmental taxing authority and paid thereto, (c) and the value of any allowance issued or granted to any customer that is credited by Franchisee in full or partial satisfaction of the price of any services and products offered in connection with the Business.

The table below includes information from 57 of the Traditional Franchises provided the expense information we requested for the 2024 calendar year.

TABLE 2: FRANCHISEE REVENUE / GROSS PROFIT INFORMATION

Franchise Locations	Open 12-24 Months		Open 24-48 Months		Open 48 Months or longer		All Locations	
	Average	Median	Average	Median	Average	Median	Average	Median
Annual Revenue	\$495,302	\$500,784	\$702,864	\$708,886	\$983,613	\$853,707	\$734,542	\$643,631
Annual Direct Operating Expense								
Real Estate Expenses	\$145,180	\$144,489	\$179,508	\$164,944	\$291,058	\$237,049	\$208,219	\$162,528
Labor Costs	\$133,562	\$137,898	\$169,351	\$152,251	\$233,760	\$220,722	\$182,072	\$168,950
Marketing/Advertising	\$66,062	\$68,885	\$83,159	\$71,681	\$70,091	\$72,309	\$73,635	\$70,873
Royalty	\$36,492	\$36,994	\$49,085	\$44,861	\$73,337	\$62,332	\$53,413	\$45,223
Other Expenses	\$40,495	\$12,351	\$18,388	\$98	\$25,095	\$1,375	\$29,454	\$387
Operating	\$190,303	\$153,837	\$174,807	\$153,399	\$215,439	\$209,179	\$193,297	\$158,532
Annual Operational Contribution	(\$40,290)	(\$19,986)	\$64,788	\$88,509	\$96,521	\$89,239	\$44,027	\$45,622
Annual Operational Contribution Marg	(8.1%)	(4.0%)	9.2%	12.5%	9.8%	10.5%	6.0%	7.1%
Contribution Margin Over/Under	11 / 6	9 / 8	12 / 9	10 / 11	8 / 11	9 / 10	31 / 26	28 / 29

Notes to Table Two.

1. “Annual Revenues” is defined as the total gross revenues generated from the 57 Traditional Franchised Locations that were in operation for the entire 2024 calendar year and that submitted the financial information we requested (for purposes of Table 2). This includes income from the rental of portable storage and moving containers, deliveries associated with container rental, including local moves, container and contents coverage, and ancillary moving and storage supplies. Annual Revenues exclude (a) all refunds made in good faith, (b) any sales and equivalent taxes that are collected by a franchisee for or on behalf of any governmental taxing authority and paid thereto, (c) and the value of any allowance issued or granted to any customer that is credited by Franchisee in full or partial satisfaction of the price of any services and products offered in connection with the Business.
2. “Annual Direct Operating Expense” is defined as the total Expenses (as defined below), the 57 Franchise Locations reported they incurred through their normal business operations. “Expenses” for purposes of Table 2 are defined as including the following reported expenses: Cost of Goods Sold (locks, blankets, straps, etc.), Advertising, Auto Insurance, Auto Repair & Maintenance, Equipment Repair & Maintenance, Fuel, Health Insurance, Lease / Rent for Storage Center, Merchant Bank Card Fees, Payroll Processing Fees, Payroll Taxes, Repair on Containers, Royalty Fee, Uniforms, Utilities, Wages, and Workman’s Comp Insurance. “Imputed Fees” reflect the Royalty Fee, Brand Fund Contributions, and annual POS fees.
3. “Annual Gross Profit” is defined by taking “Annual Revenues” and subtracting “Annual Direct Operating Expense.”
4. “Annual Gross Profit Margin” is defined by taking Annual Gross Profit” and dividing by “Annual Revenues.”
5. “Average” is determined by taking the sum of the 57 included Traditional Franchises and divided by 57.
6. “Median” means relating to a value or quantity lying at the midpoint of a frequency distribution of observed values or quantities, such that there is an equal probability of falling above or below it.
7. “Gross Profit Margin Over/Under” reflects the number of locations that are over and under the “Average” and the “Median.”

FOOTNOTES TO ITEM 19

The financial performance representations do not reflect all of costs of sales, operating expenses or other costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your UNITS Business. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information.

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

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 our management by contacting our President at 234 Seven Farms Dr., Suite 111B, Daniel Island, South Carolina 29492, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

TABLE 1
System-Wide Outlet Summary for Years 2022, 2023, 2024

OUTLET TYPE	YEAR	OUTLETS AT THE START OF THE YEAR	OUTLETS AT THE END OF THE YEAR	NET CHANGE
Franchised	2022	45	61	+16
	2023	61	71	+10
	2024	71	70	-1
Company-Owned	2022	3	2	-1
	2023	2	3	+1
	2024	3	4	+1
Total	2022	48	63	+15
	2023	63	74	+11
	2024	74	74	0

TABLE 2
**Transfers of Outlets from Franchisees to New Owners (other than the Franchisor) for
Years 2022, 2023, 2024**

STATE	YEAR	NUMBER OF TRANSFERS
California	2022	1