
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 this 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.

Financial Performance Representation

The following financial performance representation is based on historical data and relates to the Joe Homebuyer™ outlets that had operations during the 2024 calendar year and reported sales information to us. The information is compiled from reports submitted to us by franchisees and has not been audited. The representation includes tables and footnotes exhibiting information concerning: (1) overall 2024 franchisee average and median net sales, number of transactions, and net sales per transaction performance data; and (2) subset rankings for each of these data. See the notes following the tables and the financial performance representation for additional information.

The data in the following tables come from the actual reported historical performance for our operational franchisees during the period from January 1, 2024 to December 31, 2024. See the notes following the tables for additional information.

Franchise Outlets

We had 39 franchisees that were open on January 1, 2024 and that operated during the entire 2024 calendar year. The 2024 net sales and transaction data for each of these franchises is used to determine the information in the tables below. The franchises operated in various states and most of the 39 franchises opened before the 2023 calendar year, while 16 franchises had their first full year of operation in 2023. We do not include data for franchise outlets that: (1) opened during the 2024 calendar year; or (2) that did not report sufficient data for the 2024 reporting period; or (3) that left the system during the 2024 calendar year. A total of 49 outlets were excluded: 12 outlets were excluded because they commenced operations after January 1, 2024; 22 outlets were excluded because they were terminated, transferred, or otherwise left the system during the reporting period; and 15 outlets were excluded because they were not active and did not have any transactions during the reporting period. 3 of the excluded outlets that were left the system during the reporting period never commencing operations. Table 2 includes the franchise operations in Salt Lake City, Utah owned and operated by our President Mark Stubler. The franchise operations of our President Mark Stubler in Dallas, Texas were inactive during the 2024 reporting period.

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2024 Net Sales Data

The following Table 1 shows average and median 2024 Net Sales data for the 39 outlets that operated and reported sales data for the 2024 calendar year. The first subset shows all included franchises; the following four subsets divide the 39 franchises into quartile rankings that each constitute approximately one-quarter of the total group: top quartile (10 franchises), second quartile (10 franchises), third quartile (13 franchises), and bottom quartile (9 franchises).

Table 1
Rankings
Average and Median Net Sales of Joe Homebuyer™ Franchisees
January 1 to December 31, 2024

Ranking by Net Sales ¹	Total Franchises	Average	Median	High	Low
<i>All Franchises</i> ²	39	\$484,537	\$239,300	\$2,605,112	\$6,000
<i>Top Quartile</i> ³	10	\$1,360,100	\$1,334,024	\$2,605,112	\$722,454
<i>Second Quartile</i> ⁴	10	\$400,048	\$389,449	\$682,036	\$239,300
<i>Third Quartile</i> ⁵	10	\$106,715	\$95,110	\$219,500	\$49,999
<i>Bottom Quartile</i> ⁶	9	\$25,367	\$27,245	\$46,000	\$6,000

The following Table 2 shows average and median 2024 Net Sales data for the 40 outlets that operated and reported sales data for the 2024 calendar year, that also includes our *affiliate* franchise in Utah that is operated by our CEO Mark Stubler.

Table 2
Rankings
Average and Median Net Sales of Joe Homebuyer™ Franchisees, including Affiliates
January 1 to December 31, 2024

Ranking by Net Sales ¹	Total Franchises	Average	Median	High	Low
<i>All Units, including the Utah affiliate</i> ⁷	40	\$558,573	\$246,327	\$3,445,987	\$6,000

Notes:

- 1) “Net Sales” refers to the net sales derived from all transactions after deducting direct property costs, as reported to us. This number does not reflect any standard operational expenses, such as closing costs, real estate commissions, renovation expenses, financing costs or any amounts paid to us including transaction fees and minimums, monthly fees, national advertising fees, software fees. The number is not a statement of profits or margins calculated by comparing sales to operating expenses. You will be expected to pay the transaction fees and minimums, monthly fees, national advertising fees, and software fees required in your franchise agreement.
- 2) All Franchises. 12 out of 39 outlets or 31% attained or surpassed the stated Average Net Sales; 20 out of 39 or 51% attained or surpassed the stated Median Net Sales.

- 3) Top Quartile Rankings. 5 out of 10 outlets or 50% attained or surpassed the stated Average and Median Net Sales.
- 4) Second Quartile Rankings. 5 out 10 outlets or 50% attained or surpassed the stated Average and Median Net Sales.
- 5) Third Quartile Rankings. 3 out 10 outlets or 30% attained or surpassed the stated Average Net Sales and 5 out of 10 outlets or 50% attained or surpassed the stated Median Net Sales.
- 6) Bottom Quartile Rankings. 6 out of 10 or 60% attained or surpassed the stated Average Net Sales. 5 out of 10 outlets or 50% attained or surpassed the stated Median Net Sales.
- 7) All Units, including the Utah Affiliate. 13 out of 40 outlets or 32.5% attained or surpassed the stated Average Net Sales; 20 out of 40 or 50% attained or surpassed the stated Median Net Sales.

2024 Transaction Data

The following Table 3 shows average and median 2024 Number of Transactions for the 39 franchise outlets that operated and reported sales data for the 2024 calendar year. Table 3 shows subsets based on ranking by the Number of Transactions. The first subset shows all included franchises; the following four subsets divide the 39 franchises into quartile rankings that each constitute approximately one-quarter of the total group: top quartile (10 franchises), second quartile (10 franchises), third quartile (13 franchises), and bottom quartile (9 franchises).

Table 3
Rankings Based on Number of Transactions
Average and Median Number of Transactions of Joe Homebuyer™ Franchisees
January 1 to December 31, 2024

Ranking by Number of Transactions ¹	Total Franchises	Average	Median	High	Low
<i>All Franchises ²</i>	39	18.2	11.0	98	1
<i>Top Quartile³</i>	10	47.9	45.0	98	30
<i>Second Quartile⁴</i>	10	17.6	16.0	30	11
<i>Third Quartile⁵</i>	10	4.4	3.5	10	2
<i>Bottom Quartile⁶</i>	9	1.3	1.0	2	1

Notes:

- 1) “Number of Transactions” refers to the number of Transactions accomplished through the franchise, which includes any contractual or other undertaking whereby the franchisee, or anyone acting for the franchisee’s direct or indirect benefit, acquires an interest (whether vested, unvested, contingent, or otherwise) in real property, as reported to us. This number does not reflect any revenue or expense information and is not a statement of revenue, profits, or margins calculated by comparing sales to operating expenses.
- 2) All Franchises. 13 out of 39 outlets or 33.3% attained or surpassed the stated Average Number of Transactions; 20 out of 39 or 51% attained or surpassed the stated Median Number of Transactions.
- 3) Top Quartile Rankings. 4 out of 10 outlets or 40% attained or surpassed the stated Average Number of Transactions; 7 out of 10 outlets or 70% attained or surpassed the stated Median Number of Transactions..
- 4) Second Quartile Rankings. 3 out 10 outlets or 30% attained or surpassed the stated Average Number of Transactions. 5 out of 10 or 50% attained or surpassed the stated Median Number of Transactions.
- 5) Third Quartile Rankings. 3 out 10 outlets or 30% attained or surpassed the stated Average Number of Transactions. 5 out of 10 or 50% attained or surpassed the stated Median Number of Transactions.
- 6) Bottom Quartile Rankings. 3 out of 10 or 30% attained or surpassed the stated Average Number of Transactions; 9 out of 9 outlets or 100% attained or surpassed the stated Median Number of Transactions.

2024 Net Sales per Transaction Data

The following Table 4 shows average and median 2024 Net Sales per Transaction data for the 39 franchise outlets that operated and reported sales data for the 2024 calendar year. Table 4 shows subsets based on ranking by the Net Sales per Transaction. The first subset shows all included franchises; the following four subsets divide the 39 franchises into quartile rankings that each constitute approximately one-quarter of the total group: top quartile (10 franchises), second quartile (10 franchises), third quartile (13 franchises), and bottom quartile (9 franchises).

Table 4
Rankings Based on Net Sales per Transaction
Average and Median Net Sales per Transaction of Joe Homebuyer™ Franchisees
January 1 to December 31, 2024

Ranking by Net Sales per Transaction¹	Total Franchises	Average	Median	High	Low
<i>All Franchises²</i>	39	\$28,933	\$22,735	\$105,000	\$3,500
<i>Top Quartile³</i>	10	\$57,295	\$49,943	\$105,000	\$37,266
<i>Second Quartile⁴</i>	10	\$29,286	\$28,510	\$36,964	\$22,735
<i>Third Quartile⁵</i>	10	\$17,899	\$17,614	\$21,777	\$13,444
<i>Bottom Quartile⁶</i>	9	\$9,286	\$9,000	\$13,108	\$3,500

Notes:

- 1) “Net Sales per Transactions” refers to the Net Sales (as defined under Table 1, above) divided by the number of Transactions accomplished through the franchise, which includes any contractual or other undertaking whereby the franchisee, or anyone acting for the franchisee’s direct or indirect benefit, acquires an interest (whether vested, unvested, contingent, or otherwise) in real property, as reported to us. This number does not reflect any expense information and is not a statement of profits or margins calculated by comparing sales to operating expenses.
- 2) All Franchises. 15 out of 39 outlets or 38% attained or surpassed the stated Average Net Sales per Transaction; 20 out of 39 or 51% attained or surpassed the stated Median Net Sales per Transaction.
- 3) Top Quartile Rankings. 3 out of 10 outlets or 30% attained or surpassed the stated Average Net Sales per Transaction; 5 out of 10 outlets or 50% attained or surpassed the stated Median Net Sales per Transaction.
- 4) Second Quartile Rankings. 5 out 10 outlets or 50% attained or surpassed the stated Average and Median Net Sales per Transaction.
- 5) Third Quartile Rankings. 5 out 10 outlets or 50% attained or surpassed the stated Average and Median Net Sales per Transaction.
- 6) Bottom Quartile Rankings. 4 out of 9 or 44% attained or surpassed the stated Average Net Sales per Transaction. 5 out of 9 outlets or 55% attained or surpassed the stated Median Net Sales per Transaction.

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

Written substantiation for this financial performance representation is available to you upon reasonable written request.

Other than the preceding financial performance representation, Joe Homebuyer 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 Mark Stubler, Cody Hofhine, Brian Kuepper, James Butler, 10122 S. Redwood Rd., Ste B, South Jordan UT 84095, and (801)804-6677, the Federal Trade Commission, and the appropriate state regulatory agencies.

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20.
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
SYSTEMWIDE OUTLET SUMMARY
As of December 31 for Years 2022, 2023, and 2024

<u>Column 1</u> <u>Outlet Type</u>	<u>Column 2</u> <u>Year</u>	<u>Column 3</u> <u>Outlets at the</u> <u>Start of the</u> <u>Year</u>	<u>Column 4</u> <u>Outlets at the</u> <u>End of the</u> <u>Year</u>	<u>Column 5</u> <u>Net Change</u>
Franchised	2022	38	61	+23
	2023	61	63	+2
	2024	63	62	-1
Company Owned	2022	0	0	0
	2023	0	0	0
	2024	0	2	+2
Total Outlets	2022	38	61	+23
	2023	61	63	+2
	2024	63	64	+1

Table No. 2
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(other than the Franchisor)
As of December 31 for Years 2022, 2023, and 2024

<u>Column 1</u> <u>State</u>	<u>Column 2</u> <u>Year</u>	<u>Column 3</u> <u>Number of</u> <u>Transfers</u>
Alabama	2022	0
	2023	0
	2024	1
California	2022	3
	2023	0
	2024	0
Colorado	2022	1
	2023	0
	2024	0

<u>Column 1</u> <u>State</u>	<u>Column 2</u> <u>Year</u>	<u>Column 3</u> <u>Number of</u> <u>Transfers</u>
Florida	2022	0
	2023	3
	2024	1
Washington	2022	0
	2023	0
	2024	1
Total	2022	4
	2023	3
	2024	3

Table No. 3
STATUS OF FRANCHISED OUTLETS
As of December 31 for Years 2022, 2023, and 2024

	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets Opened	Column 5 Terminations	Column 6 Non-Renewals	Column 7 Reacquired by Franchisor	Column 8 Ceased Operations – Other Reasons	Column 9 Outlets at End of the Year
Alabama	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Arizona	2022	2	0	0	0	0	0	2
	2023	2	1	0	0	0	0	3
	2024	3	1	2	0	0	0	2
California	2022	5	2	0	0	0	0	7
	2023	7	4	0	0	0	4*	7
	2024	7	0	3(1**)	0	0	0	5
Colorado	2022	3	0	0	0	0	1	2
	2023	2	0	0	0	0	1*	1
	2024	1	1	0	0	0	0	2
Connecticut	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	1*	0

	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets Opened	Column 5 Terminations	Column 6 Non- Renewals	Column 7 Reacquired by Franchisor	Column 8 Ceased Operations – Other Reasons	Column 9 Outlets at End of the Year
	2024	0	1	1**	0	0	0	1
Florida	2022	6	5	0	0	0	0	11
	2023	11	3	0	0	0	4*	10
	2024	10	0	2**	0	0	0	10
Georgia	2022	3	1	0	0	0	0	4
	2023	4	0	2	0	0	2*	0
	2024	0	0	1**	0	0	0	0
Idaho	2022	1	1	0	0	0	0	2
	2023	2	0	0	0	0	1*	1
	2024	1	0	0	0	0	0	1
Illinois	2022	1	0	0	0	0	0	1
	2023	1	1	0	0	0	1*	1
	2024	1	1	0	0	0	0	2
Indiana	2022	0	1	0	0	0	0	1
	2023	1	1	0	0	0	1*	1
	2024	1	0	0	0	0	0	1
Kentucky	2022	0	0	0	0	0	0	0
	2023	0	2	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Louisiana	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Massachusetts	2022	0	0	0	0	0	0	0
	2023	0	2	0	0	0	0	2
	2024	2	0	0	0	0	0	2
Michigan	2022	0	2	0	0	0	0	2
	2023	2	0	0	0	0	0	2

	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets Opened	Column 5 Terminations	Column 6 Non- Renewals	Column 7 Reacquired by Franchisor	Column 8 Ceased Operations – Other Reasons	Column 9 Outlets at End of the Year
	2024	2	0	0	0	0	0	2
Minnesota	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	1	0	0	0	0
Missouri	2022	1	0	0	0	0	0	1
	2023	1	2	1	0	0	0	2
	2024	2	0	1**	0	0	0	2
Montana	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Nevada	2022	1	0	0	0	0	0	1
	2023	1	0	1	0	0	0	0
	2024	0	0	0	0	0	0	0
New Hampshire	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
New Jersey	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
New York	2022	0	1	0	0	0	0	1
	2023	1	0	0	0	0	*1	0
	2024	0	0	0	0	0	0	0
North Carolina	2022	2	2	0	0	0	0	4
	2023	4	4	0	0	0	0	8
	2024	8	1	0	0	1	0	8
Ohio	2022	0	1	0	0	0	0	1
	2023	1	1	1	0	0	0	1