

18.
PUBLIC FIGURES

No public figures are involved in our franchise program.

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

Controlled Locations

The Five Star Bath Solutions Macomb location is owned and managed by Dean Hartley, who is our Brand Manager and full-time employee. It represents the combined operations of Mr. Hartley's six territories, and thus reflects all company-controlled locations. It is not an affiliate, and is not directly company-owned; however, it is owned and managed by our Brand Manager and as a result, is indirectly controlled by our full-time employment of Mr. Hartley. As a result, it is indirectly controlled by us. In addition to operating its territory in substantially the same manner as our franchised outlets, it additionally includes training and development initiatives, including testing new marketing approaches and materials before their release, system-wide. Its performance is provided here, as its reporting has been refined to include a more comprehensive chart of accounts with adjustments so that it omits owner-level expenses in significant part and also omits certain expenses for inventory which would likely be inconsistent with typical operations of non-controlled owners and adjustments for marketing expenses incurred relating to operations not reflected in the revenues received. This location is not operated in a manner anticipated to be different from your Franchise Business save for these pilot programs and these adjustments for owner-level expenses.

Note: these expenses and categories of expenses reflect the operations at the Controlled Location, and your specific operations may result in variations from those reflected in this representation. In particular, your personnel and staffing decisions may create significant variation from the reflected and reported data. Owner add-backs have been removed, to reflect operational expenses customary to franchisees operating their businesses and avoid confusion relating to such personnel-related decisions and the associated bookkeeping entries.

Five Star Bath Solutions Macomb

Profit and Loss

January - December 2023

	Total	
	Jan - Dec 2023	% of Income
Income		
Total Income	\$ 11,033,586.00	100.00%
Cost of Goods Sold		
5000 Cost of Goods Sold		
Total 5000 Cost of Goods Sold	\$ 2,574,243.97	23.33%
Total 5100 Cost of labor / Helper / Project managers	\$ 1,983,569.69	17.98%
5500 Sales Commissions	730,515.77	6.62%
Total Cost of Goods Sold	\$ 5,288,329.43	47.93%
Gross Profit	\$ 5,745,256.57	52.07%
Expenses		
6200 Advertising & Marketing		
6230 Print Media	518,494.50	4.70%
Total 6240 Online Affiliates	\$ 1,049,039.83	9.51%
Total 6250 Online Advertising	\$ 628,903.32	4.79%
6265 Ad Fund Expense	110,291.00	1.00%
Total 6200 Advertising & Marketing	\$ 2,206,678.25	20.00%
6400 General Overhead		
6410 Royalties Expense	561,676.20	5.09%
6420 Phone and Internet	3,637.33	0.03%
Total 6430 Office/General Administrative Expenses	\$ 27,301.89	0.25%
6440 Office Supplies & Software	23,381.75	0.21%
6445 Office Rent	46,331.00	0.42%
6450 Bank Charges & CC Fees	126,563.04	1.15%
6470 Insurance	129,667.12	1.18%
6480 Consumer Financing Fees	155,806.93	1.41%
Total 6400 General Overhead	\$ 1,074,365.26	9.74%
Total 6610 Payroll Expenses	\$ 839,803.83	7.61%
6999 Uncategorized Expense	151,573.04	1.37%
Total Expenses	\$ 4,272,420.38	38.72%
Net Operating Income	\$ 1,472,836.19	13.35%

Note: the Royalties Expense line has been adjusted in the above report to reflect applicable royalty rates to non-affiliate franchises. This location incurred fewer actual royalties (its actual expense was \$120,000) as a result of such affiliation.

Note: the Office Rent expense has been adjusted in the above report to account for this affiliate location's use of certain space rented as warehouse space for the use of Franchisor. Because you would not incur such expenses, the adjustment (to reduce by \$12,363, pro rata, based on square footage use) was made to more closely conform to what could reasonably be expected.

This is the historical performance of our controlled location. Some outlets have earned this amount. Your individual results may vary. There is no assurance that you will earn as much.

Existing Franchisees

The following information includes historical financial performance representations about existing franchisees that operated and reported data for the 2023 calendar year. No outlets have been excluded. As a result, the characteristics of these outlets that may be different from those of a new franchisee’s outlet are only that their operations and training draw on enough experience to have reported operations for a full calendar year rather than a partial year. These financial performance representations disclose only average sales and key performance indicators and do not take into account the cost of services performed or franchisee expenses.

The data used in these tables was obtained from sales reports delivered to us by franchisees, and from our administrative access to the required sales software used by franchisees.

In these tables the following definitions apply:

"Average Annual Sales": This is reported as the total Gross Sales of a Franchise Business during a calendar year.

“Average Monthly Sales”: This is reported as the Average Annual Sales divided by twelve (months).

“Average Close Ratio”: This is calculated by dividing the total number of closed sales in the reporting period by the total number of quotes during the same reporting period.

“Gross Sales”: This is the total revenue reported by each Franchise Business, without any deduction.

Average Overall Performance Data for Franchisees in the 2024 Calendar Year*

Metrics	Not-Company-Controlled	Company-Controlled
Average Leads Per Month ^A	278	1862
Average Appointments Per Month ^B	71	474
Average Monthly Sales ^C	\$144,331	\$1,012,062
Average Annual Sales ^D	\$1,731,966	\$12,144,741
Average Close Ratio ^E	29%	27.82%
Average Locations per Franchisee	4	7

*For Franchisees that operated during the entire 2024 calendar year. Our analysis of franchisee performance has noted that during a partial first year of operations, revenues and expenses vary considerably, and that reliable data cannot be derived until after completion of a full year of operations. As a result, we report here in this table and in the following table data from franchisees who have operated for the entire 2024 calendar year, with separate data reported for the Company-Controlled locations. None have been excluded apart from such criteria.

Notes for Non-Company Controlled Franchisees

- A. Of the 47 reporting franchisees, 18 or 38.3% of them attained or surpassed the stated results. The median result was 209, with a low of 25 and a high of 1002.
- B. Of the 47 reporting franchisees, 16 or 34.04% of them attained or surpassed the stated results. The median result was 59, with a low of 9 and a high of 257.
- C. Of the 47 reporting franchisees, 14 or 29.79% of them attained or surpassed the stated results. The median result was \$104,214, with a low of \$6,025 and a high of \$712,199.
- D. Of the 47 reporting franchisees, 14 or 29.79% of them attained or surpassed the stated results. The median result was \$1,250,564, with a low of \$72,299 and a high of \$8,546,386.
- E. Of the 47 reporting franchisees, 20 or 42.55% of them attained or surpassed the stated results. The median result was 26.82%, with a low of 10.03% and a high of 100%.

Average Performance Data for Franchisees in Their First Full Year of Operations in 2024**

** For Franchisees that operated during the entire 2024 calendar year, who had 12-24 months of reported operations, none of which were company-controlled

Metrics	all Location	1-Location Owners	Multi-Location Owners
Average Leads Per Month ^A	301	82	320
Average Appointments Per Month ^B	68	22	72
Average Monthly Sales ^C	\$122,107	\$70,642	\$126,582
Average Annual Sales ^D	\$1,465,285	\$847,709	\$1,518,988
Average Close Ratio ^E	26.07%	90.37%	25.2%
Average Locations per Franchisee	5	1	5

Notes for Non-Company Controlled Franchisees

- A. Of the 25 reporting franchisees, 11 or 44% of them attained or surpassed the stated results. The median result was 282, with a low of 49 and a high of 924.
- B. Of the 25 reporting franchisees, 9 or 36% of them attained or surpassed the stated results. The median result was 60, with a low of 9 and a high of 206.
- C. Of the 25 reporting franchisees, 7 or 28% of them attained or surpassed the stated results. The median result was \$106,952, with a low of \$6,025 and a high of \$413,493.
- D. Of the 25 reporting franchisees, 7 or 28% of them attained or surpassed the stated results. The median result was \$1,283,419, with a low of \$72,299 and a high of \$4,961,919.
- E. Of the 25 reporting franchisees, 11 or 44% of them attained or surpassed the stated results. The median result was 24.34%, with a low of 12.77% and a high of 100% .

Average Performance Data for Established Franchisees During 2024***

*** For reporting Franchisees that operated during the entire 2024 calendar year, who had 25-36 months of reported operations, none of which were company-controlled

Metrics	all Location	1-Location Owners	Multi-Location Owners
Average Leads Per Month ^A	407	none	407
Average Appointments Per Month ^B	101	none	101
Average Monthly Sales ^C	\$221,958	none	\$221,958
Average Annual Sales ^D	\$2,663,500	none	\$2,663,500
Average Close Ratio ^E	32.39%	none	32.39%
Average Locations per Franchisee	3	none	3

Notes for Non-Company Controlled Franchisees

- A. Of the 2 reporting franchisees, 1 or 50% of them attained or surpassed the stated results. The median result was 407, with a low of 156 and a high of 658.
- B. Of the 2 reporting franchisees, 1 or 50% of them attained or surpassed the stated results. The median result was 101, with a low of 64 and a high of 139.
- C. Of the 2 reporting franchisees, 1 or 50% of them attained or surpassed the stated results. The median result was \$221,958, with a low of \$143,386 and a high of \$300,531.
- D. Of the 2 reporting franchisees, 1 or 50% of them attained or surpassed the stated results. The median result was \$2,663,500, with a low of \$1,720,632 and a high of \$3,606,368.
- E. Of the 2 reporting franchisees, 1 or 50% of them attained or surpassed the stated results. The median result was 33.21%, with a low of 31% and a high of 35.41% .

Average Performance Data for Mature Franchisees During 2024****

**** For Franchisees that operated during the entire 2024 calendar year, who had 37+ months of reported operations

Metrics	Non-Company-Controlled*	1-Location Owners*	Multi-Location Owners*	Company-Controlled(Multi-Location)
Average Leads Per Month ^A	237	53	284	1862
Average Appointments Per Month ^B	72	24	84	474
Average Monthly Sales ^C	\$164,347	\$52,554	\$192,295	\$1,012,062
Average Annual Sales ^D	\$1,972,164	\$630,648	\$2,307,543	\$12,144,741
Average Close Ratio ^E	31.76%	33.38%	31.63%	27.82%
Average Locations per Franchisee	3	1	3	7

* = non-company-controlled

Notes for Non-Company Controlled Franchisees

- A. Of the 20 reporting franchisees, 4 or 20% of them attained or surpassed the stated results. The median result was 118, with a low of 25 and a high of 1002.
- B. Of the 20 reporting franchisees, 6 or 30% of them attained or surpassed the stated results. The median result was 54, with a low of 15 and a high of 257.
- C. Of the 20 reporting franchisees, 7 or 35% of them attained or surpassed the stated results. The median result was \$95,446, with a low of \$21,892 and a high of \$712,199.
- D. Of the 20 reporting franchisees, 7 or 35% of them attained or surpassed the stated results. The median result was \$1,145,353, with a low of \$262,700 and a high of \$8,546,386.
- E. Of the 20 reporting franchisees, 9 or 45% of them attained or surpassed the stated results. The median result was 30.96%, with a low of 10.03% and a high of 100% .

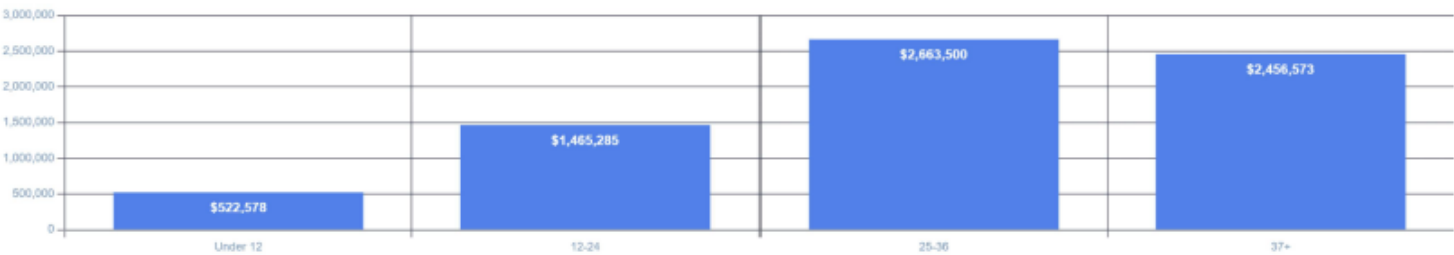
System-Wide Performance by Experience - 2024

Month Reporting	Average Annual Sales
Under 12	\$522,578 [†]
12-24	\$1,465,285 ^{**}
25-36	\$2,663,500 ^{***}
37+	\$2,456,573 ^{****}

† = for franchisees who are operational for all 12 months of 2024

Notes for All Franchisees

- *. Median of \$253,257; with high of \$1,921,373 and low of \$0.
- **. Median of \$1,283,419; with high of \$4,961,919 and low of \$72,299.
- ***. Median of \$2,663,500; with high of \$3,606,368 and low of \$1,720,632.
- ****. Median of \$1,149,660; with high of \$12,144,741 and low of \$262,700.



System Wide Performances Data in the 2024 Calendar Year

Metric	Value
Average Job Price	\$13,895
NSLI	\$3,102
% Increase	8.16%

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

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

Other than the preceding financial performance representation, Five Star Bath, 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 Dean Hartley at 761 W. 1200 S., Ste 200, Springville UT 84663, 801-551-5415, the Federal Trade Commission, and the appropriate state regulatory agencies.

20.
OUTLETS AND FRANCHISEE INFORMATION

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

Column 1	Column 2	Column 3	Column 4	Column 5
Outlet Type	Year	Outlets at the Start of the Year	Outlets at the end of the Year	Net Changes
Franchised				
	2022	71	91	+20
	2023	91	160	+69
	2024	160	256	+96
Company Owned				
	2022	3	3	0
	2023	3	3	0
	2024	3	3	0
Total Outlets				
	2022	74	94	+20

	2023	94	163	+69
	2024	163	259	+96

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

Column 1	Column 2	Column 3
State	Year	Number of Transfers
FL	2022	0
	2023	0
	2024	2
IL	2022	2
	2023	0
	2024	0
MD	2022	0
	2023	0
	2024	2
NC	2022	2
	2023	2
	2024	0
NJ	2022	0
	2023	0
	2024	5
TN	2022	0
	2023	0
	2024	2
TX	2022	0
	2023	1
	2024	5
Total	2022	4
	2023	3

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

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7	Column 8	Column 9
State	Year	Franchises at the Start of the Year	Franchises Opened	Terminations	Non-renewals	Reacquired by Franchisor	Ceased Operation - other reasons	End of the Year
AB	2022	4	0	0	0	0	0	4
	2023	4	0	0	0	0	0	4
	2024	4	0	0	0	0	0	4
AL								
	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
AZ								
	2022	0	10	0	0	0	0	10
	2023	10	0	0	0	0	0	10
	2024	10	0	0	0	0	0	10
BC								
	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	1	0	0	0	0	2
CA								
	2022	0	0	0	0	0	0	0
	2023	0	7	0	0	0	0	7
	2024	7	12	0	0	0	0	19
CO								
	2022	2	0	0	0	0	0	2
	2023	2	8	0	0	0	0	10
	2024	10	2	4	0	0	0	8
FL								

	2022	0	0	0	0	0	0	0
	2023	0	10	0	0	0	0	10
	2024	10	27	0	0	0	0	37
GA								
	2022	4	0	0	0	0	0	4
	2023	4	0	0	0	0	0	4
	2024	4	9	0	0	0	0	13
IL	2022	4	0	0	0	0	0	4
	2023	4	2	2	0	0	0	4
	2024	4	0	2	0	0	0	2
KS	2022	2	0	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
KY								
	2022	2	0	0	0	0	0	2
	2023	2	0	2	0	0	0	0
	2024	0	0	0	0	0	0	0
LA								
	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	5	0	0	0	0	5
MA								
	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	3	0	0	0	0	3
MD								
	2022	4	0	0	0	0	0	4
	2023	4	0	0	0	0	0	4
	2024	4	2	0	0	0	0	6
MN								
	2022	4	0	0	0	0	0	4
	2023	4	0	0	0	0	0	4
	2024	4	0	0	0	0	0	4
MO								

	2022	2	0	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	1	0	0	0	0	3
NB								
	2022	3	0	0	0	0	0	3
	2023	3	0	0	0	0	0	3
	2024	3	0	0	0	0	0	3
NC								
	2022	4	5	2	0	0	0	7
	2023	7	0	1	0	0	0	6
	2024	6	5	0	0	0	0	11
ND								
	2022	1	0	0	0	0	0	1
	2023	1	0	0	0	0	0	1
	2024	1	0	0	0	0	0	1
NE								
	2022	0	2	0	0	0	0	2
	2023	2	0	0	0	0	0	2
	2024	2	0	0	0	0	0	2
NJ								
	2022	0	0	0	0	0	0	0
	2023	0	22	0	0	0	0	22
	2024	22	0	0	0	0	0	22
OH								
	2022	0	2	0	0	0	0	2
	2023	2	3	0	0	0	0	5
	2024	5	0	0	0	0	0	5
OK								
	2022	2	0	0	0	0	0	2
	2023	2	2	0	0	0	0	4
	2024	4	0	2	0	0	0	2
ON								
	2022	9	2	2	0	0	0	9
	2023	9	0	4	0	0	0	5
	2024	5	2	0	0	0	0	7