

		<p>Franchisor because of the unpredictability of future business conditions, inflationary prices, the impact on Franchisor's reputation from having closed a franchised business, Franchisor's ability to replace the Franchised Business in the same market and other factors. Accordingly, if this Agreement is terminated as a result of any default by Franchisee, Franchisor will be entitled to recover as liquidated damages, and not as a penalty, an amount equal to the greater of: (a) \$150,000; or (b) the aggregate royalty and other ongoing fees due to Franchisor under this Agreement (the "Continuing Fees") during the thirty-six (36) full calendar months during which the Franchised Business was open and operating immediately before the termination date (or, if the Franchised Business has not been open and operating for thirty-six (36) months before the termination date, the average monthly Continuing Fees due to Franchisor for all months during which the Franchised Business was open and operating) multiplied by thirty-six (36) or the number of months remaining in the then-current term of this Agreement, whichever is less. Notwithstanding anything contained herein to the contrary, if a court determines that this liquidated damages provision is unenforceable, then Franchisor may pursue all other available remedies, including claims for lost future royalty fees.</p>
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**ITEM 18**  
**PUBLIC FIGURES**

We do not currently use any public figure to promote our System.

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

### **Background**

As of December 31, 2024, one (1) franchisee was in operation for the entire 2024 calendar year. Additionally, two (2) franchisees were in operation during the period from April 1, 2024 to March 31, 2025. This Item 19 discloses certain historical financial performance information for those franchisees (the "Reporting Businesses"). One of the Reporting Businesses is owned by our Founder, Eli Orenstein.

### **2024 Financial Performance Information for the Reporting Businesses**

Table 1 to this Item 19 sets forth historical Gross Sales and operating results for the Reporting Businesses during the 2024 calendar year (the "Table 1 Measurement Period"). Table 2 to this Item 19 sets forth historical Gross Sales and operating results for the Reporting Businesses for the period from April 1, 2024 to March 31 (the "Table 2 Measurement period") We obtained these figures from information provided by the Reporting Businesses to us through our proprietary software (the "Software System") program for the respective Measurement Periods. Franchisees are not required to use generally accepted accounting principles when reporting these figures. We did not audit or otherwise independently verify this information.

Table 1 of this Item 19 discloses the Total Sales, Number of Jobs Sold, Average Ticket, Number of Appointments, Close Ratio, Number of Jobs Completed, Number of Feet Installed, and Gross Margin for the one (1) franchisee that was in operation for the entire Measurement Period, as reported to us through our Software System by the Reporting Businesses.

Table 2 of this Item 19 discloses the Total Sales, Number of Jobs Sold, Average Ticket, Number of Appointments, Close Ratio, Number of Jobs Completed, Number of Feet Installed, and Gross Margin for the three (3) franchisees that were in operation during the Table 2 Measurement Period, as reported to us through our Software System by the Reporting Businesses.

We will provide you with written substantiation for the financial performance representation upon reasonable request.

### **TABLE 1**

Full Year 2024	
Location	SSF-100
Launch Date	2017
Total Sales	\$ 1,293,473
Jobs Sold	246
Average Ticket	\$ 5,258
Appointments	582
Close Ratio	40.0%
Jobs Completed	316
Feet Installed	43,886

\*The location identified as SSF-100 is owned and operated by our Founder, Eli Orenstein. The Founder Business is a mature business that originally launched its business operations under a different mark and converted to operating under the Stand Strong Fencing trademark in 2023. The Founder Business operated a business substantially similar to the franchised business offered under this Disclosure Document, in an area that would encompass approximately ten (10) Protected Territories, with eighty-seven and four tenths' percent (87.4%) of the revenues generated during the Table 1 Measurement Period coming from an area that would encompass approximately four (4) Protected Territories. The Founder Business serves as our flagship outlet and served as the base from which we created the franchise model offered under this Disclosure Document.

1. **“Total Sales”** is defined all revenue generated by the Reporting Businesses during the Table 1 Measurement Period, as reported to us through our Software System by the Reporting Business.
2. **“Jobs Sold”** is defined as the total number of jobs sold during the Table 1 Measurement Period, as reported to us through our Software System by the Reporting Business.
3. **“Average Ticket”** is defined as the average dollars spent per transaction performed during the Table 1 Measurement Period, as reported to us through our Software System by the Reporting Business.
4. **“Appointments”** is defined as the total number of appointments set during the Table 1 Measurement Period, as reported to us through our Software System by the Reporting Business.
5. **“Close Ratio”** is defined as the percentage of total estimates written that turned into invoices during the Table 1 Measurement Period as reported to us through our Software System by the Reporting Business.
6. **“Jobs Completed”** is defined as the total number of jobs completed during the Table 1 Measurement Period, as reported to us through our Software System by the Reporting Business.
7. **“Feet Installed”** is defined as the total number of feet of fencing material installed during the Table 1 Measurement Period, as reported to us through our Software System by the Reporting Business.

**TABLE 2**

<b>04/1/24-03/31/25</b>						
<b>Location</b>	<b>SSF-100</b>	<b>SSF-101</b>	<b>SSF-105</b>	<b>Average</b>	<b>Median</b>	<b>Total</b>
<b>Launch Date</b>	2017	3/18/2024	3/18/2024			
<b>Total Sales</b>	\$ 1,308,072	\$ 179,410	\$ 1,409,133	\$ 965,538	\$ 1,308,072	\$ 2,896,615
<b>Jobs Sold</b>	244	46	315	202	244	605
<b>Average Ticket</b>	\$ 5,361	\$ 3,900	\$ 4,473	\$ 4,788	\$ 3,794	\$ 4,788
<b>Appointments</b>	699	237	531	489	531	1,467
<b>Close Ratio</b>	39.1%	22.5%	48.4%		39.1%	
<b>Jobs Completed</b>	297	46	299	214	297	642
<b>Feet Installed</b>	38,637	4,563	28,722	23,974	28,722	71,922

**Notes:**

1. **“Total Sales”** is defined all revenue generated by the Reporting Businesses during the Table 2 Measurement Period, as reported to us through our Software System by the Reporting Businesses.
2. **“Jobs Sold”** is defined as the total number of jobs sold dur during the Table 2 Measurement Period, as reported to us through our Software System by the Reporting Businesses.
3. **“Average Ticket”** is defined as the average dollars spent per transaction performed during the Table 2 Measurement Period, as reported to us through our Software System by the Reporting Businesses.
4. **“Appointments”** is defined as the total number of appointments set during the Table 2 Measurement Period, as reported to us through our Software System by the Reporting Businesses.
5. **“Close Ratio”** is defined as the percentage of total estimates written that turned into invoices, during the Table 2 Measurement Period, as reported to us through our Software System by the Reporting Businesses.
6. **“Jobs Completed”** is defined as the total number of jobs completed during the Table 2 Measurement Period, as reported to us through our Software System by the Reporting Businesses.
7. **“Feet Installed”** is defined as the total number of feet of fencing material installed during the Table 2 Measurement Period, as reported to us through our Software System by the Reporting Businesses.

**Assumptions and Additional Notes:**

1. The Item 19 historical financial performance representation included in this Item includes certain reported performance information reported by the Reporting Businesses during the Measurement Period only.

2. The financial information presented in this Item 19 does not disclose any cost, expense or profit information.

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

Other than the preceding financial performance representation, HPB Fencing LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such 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 the Legal Department at 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164 and 1 (800) 490-8991, the Federal Trade Commission, and the appropriate state regulatory agencies.

## **ITEM 20**

### **OUTLETS AND FRANCHISEE INFORMATION**

For purposes of this Item 20, each Protected Territory that a franchisee receives under a Franchise Agreement is considered an "Outlet."

**Table No. 1: System-wide Outlets 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
<b>Franchised</b>	<b>2022</b>	-	-	-
	<b>2023</b>	-	<b>10*</b>	<b>+10</b>
	<b>2024</b>	<b>10</b>	<b>126</b>	<b>+116</b>
<b>Company-Owned and Affiliate-Owned</b>	<b>2022</b>	-	-	-
	<b>2023</b>	-	-	-
	<b>2024</b>	-	-	-
<b>Total Outlets</b>	<b>2022</b>	-	-	-
	<b>2023</b>	-	<b>10*</b>	<b>+10</b>
	<b>2024</b>	<b>10</b>	<b>126</b>	<b>+116</b>

\* Ten (10) Outlets are currently owned and operated by Eli Orenstein, our Founder.

**Table No. 2: Transfers of Outlets from Franchisees to New Owners  
(Other than the Franchisor)  
For years 2022 to 2024**

	Year	Number of Transfers
<b>GA</b>	<b>2022</b>	<b>0</b>
	<b>2023</b>	<b>0</b>
	<b>2024</b>	<b>5</b>