

Provision	Section in franchise or other agreement	Summary
		Association's Commercial Mediation Rules then in effect. If mediation is not successful, then all disputes must be submitted to arbitration through the AAA office nearest our headquarters or Chicago, IL (subject to state law).
v. Choice of forum	21.5	All claims not subject to mediation or arbitration must be brought and must be submitted before the United States District Court or state trial court in the city or county of our (Franchisor) headquarters (subject to state law).
w. Choice of law	23.6	Laws of Ohio apply, but Federal Arbitration Act pre-empts (subject to state law). Please see the state-specific addenda to the Disclosure Document and Franchise Agreement in Exhibit E.

## ITEM 18 **PUBLIC FIGURES**

We do not use any public figure to promote our franchises.

## 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**

This Item sets forth certain historical data reported to us by franchisees of the Handyman Connection System. We have not audited this information, nor independently verified this information. In 2023, we changed our required technology and reporting systems, and the information presented represents data from both systems as described below. As part of the transition, some data inconsistencies arose from the fact that certain fields were not originally designated as mandatory in the new system (such as the tracking of lead sources). For areas where we have incorrect or incomplete 2023 data, we have included 2022 data, and we do not believe that the corresponding 2023 data is materially different from the 2022 data.

Part I-A of this Item is created using information we have obtained directly from our new technology system, and provides Annual Gross Sales information for the period of January 1,

2024 through December 31, 2024 (the “2024 Data Period”). Part I-A of this Item presents information for 29 out of the 30 U.S. franchisees (representing 30 of the 31 franchised territory outlets in the U.S.), who were in operation for more than 12 months as of December 31, 2024 and were still operating as of the time of this FDD, and were not sold during that twelve month period (“Part 1-A Reporting Franchisees”). Excluded from Part 1-A of this Item 19 are 23 U.S. franchises which were not open and operating for the entire 2024 Data Period, or were not open and operating as of the Issuance Date of this Franchise Disclosure Document, or were sold during the 2024 Data Period. This includes one legacy U.S. franchisee that does not report information via our current technology system and is excluded from the entirety of Item 19.

Part 1-B lists the top 10 services that the U.S. franchisees categorized as “Quoting” (or “Estimating”) in our new technology system and a list of the top categories of services “Quoted” (or “Estimated”) in our system for the 2024 Data Period. Part 1-B includes data from all U.S. franchisees that were open and operating for any portion of the 2024 Data Period.

Part II of this Item provides information regarding the Gross Margin on Service Revenue for the 2024 Data Period, based on un-audited Profit and Loss Statements (P&Ls) provided to us by the Part II Reporting Franchisees. We requested P&Ls from all of the operating U.S. franchisees other than the legacy franchisee described above. Of the 29 U.S. franchises included in Part 1-A, we did not receive P&Ls from one U.S. franchisee. In addition, one franchisee who operates in two territories combined his P&Ls and reported one set of numbers to us, and therefore they are represented as a single franchise in Part II. Therefore, Part II includes 28 of the 29 Part 1-A Reporting Franchisees (representing 29 franchised territory outlets) (the “Part II Reporting Franchisees”).

### **PART I-A: Annual Gross Sales**

The following Table presents the following data for the Part 1-A Reporting Franchisees during the 2024 Data Period: (i) the Gross Sales<sup>(1)</sup> reported to us; (ii) the high, low, Average<sup>(2)</sup> and Median<sup>(3)</sup> Gross Sales; and (iii) certain information regarding average job size and territory size. In addition, this Table shows the same information for the 31 out of the 32 U.S. franchises (representing 33 of the 34 franchised territory outlets in the U.S.), who were in operation for more than 12 months as of December 31, 2023 and were not sold during that period (“2023 Reporting Franchisees”) and 32 out of the 33 U.S. franchisees (representing 34 of the 35 franchised territory outlets in the U.S.), who were in operation for more than 12 months as of December 31, 2022 and were not sold during that period (“2022 Reporting Franchisees”).

	Number of Reporting Franchisees in the U.S.	Cumulative # of Territories Operated by Reporting Franchisees	High Gross Sales Territory among Reporting Franchisees	Low Gross Sales Territory among Reporting Franchisees	Average Gross Sales per Territory among Reporting Franchisees	Median Gross Sales Territory among Reporting Franchisees	Average Job Size (AJS) among Reporting Franchisees	Number of Reporting Franchisees Exceeding the Average	Average # of HH/SFDUs per Territory for Reporting Franchisees (2)	Average # of HH/SFDUs per Territory for those Exceeding the Average *
2024	29	30	\$1,883,603	\$134,913	\$642,439	\$502,945	\$1,233	9 (31%)	123,504	157,455
2023	31	33	\$2,429,030	\$236,617	\$681,982	\$511,572	\$1,202	12 (39%)	129,199	146,194
2022	32	34	\$2,833,548	\$269,531	\$715,448	\$523,460	\$1,191	10 (31%)	130,010	156,810

Notes:

1. “Gross Sales” is defined as a franchisee’s total sales invoices or other items or services billed to the customer for all completed sales, less any discounts and cancellations reported to us on our software system (which did change in 2023 as noted above). Please note that some of these sales figures do not include the sale of materials. The Gross Sales figure forms the basis for the calculation of the Royalty Fee under the Franchise Agreement.

2. The Territory presently being offered includes approximately 75,000 to 100,000 Households (“HHs”). Please note that in 2017, we switched from using Single Family Dwelling Units (SFDUs) to Households (HHs) to calculate territories and performance criteria. The chart above, shows territory sizes as measured by either SFDUs or HHs (and does not otherwise distinguish between the two), depending on which measurement was used to determine the territory of the applicable Reporting Franchisee.

**PART I-B: Quote Break-down**

The following Table represents a listing of the top 10 services that the Part 1-B Reporting Franchisees have categorized as Quoting (or Estimating) in our technology system presented as a percentage of the total number of services Quoted during the 2024 Data Period. Please note that franchisees often will make more than one Quote on a job.

Summary of Top 10 Services Quoted & Categorized	% of Total Quote Items
Handyman	36.11%
Carpentry	15.03%
Drywall	7.90%
Painting	5.45%
Remodeler	5.00%
Electrical	4.46%
Flooring	4.22%
Plumbing	3.73%
Deck	3.71%
Fencing	3.15%
Total	88.76%

**PART II: Gross Margin on Service Revenue**

This Table presents the Percentage Gross Margin<sup>(1)</sup> on Total Revenue<sup>(2)</sup> based on un-audited Profit and Loss Statements provided to us by the Part II Reporting Franchisees. The following Table presents the high, low, Average and Median percentage of Gross Margin on Total Revenue for the Reporting Businesses during the 2024 Data Period.

Number of Reporting Franchisees	Cumulative # of Territories Operated by Reporting Franchisees	High Gross Margin % among Reporting Franchisees' P&Ls (3)	Low Gross Margin % among Reporting Franchisees' P&Ls (3)	Average Gross Margin % (3)	Median Gross Margin % (3)	Number of Reporting Franchisees' P&Ls Exceeding the Average Gross Margin % (3)	Average # of HH/SFDUs for Reporting Franchisees (4)	Average # of HH/SFDUs for Reporting Franchisees Exceeding the Average
<b>28</b>	<b>29</b>	<b>74.06%</b>	<b>28.24%</b>	<b>50.36%</b>	<b>50.80%</b>	<b>14 (or 50%)</b>	<b>124,296</b>	<b>117,288</b>

**Notes:**

1. "Gross Margin" is defined as (Total Revenue – (Labor Cost + Material Cost)), and "Gross Margin %" is defined as (Total Revenue – (Labor Cost + Material Cost)) / (Total Revenue).

2. "Total Revenue" is defined as revenue from both labor and materials.

3. We received unaudited Profit and Loss Statements from 28 of the 29 Part 1-A Reporting Businesses (representing 29 Territories). We requested these statements from all franchisees that operated for 2024, other than the legacy franchisee described above. The one US franchisee who operates two territories combined his P&Ls and reported one set of numbers to us, and therefore they are represented as a single P&L. Therefore, we used a total of 28 P&Ls in connection with the data provided in the Table above.

4. The Territory presently being offered generally includes 75,000 to 100,000 Households ("HHs"). Please note that in 2017, we switched from using Single Family Dwelling Units (SFDUs) to Households (HHs) to calculate territories and performance criteria. The chart above, as denoted by an asterisk (\*), shows territory sizes as measured by either SFDUs or HHs (and does not otherwise distinguish between the two), depending on which measurement was used to determine the territory of the applicable Reporting Business.

**General Notes and Disclaimers**

**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 this financial performance representation will be made available upon reasonable written request to the franchisor.

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 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 Jeff Wall, President, at 11115 Kenwood Rd., Blue Ash, OH 45242, (773) 251-1807, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1**  
**Systemwide Outlet Summary**  
**For Fiscal Years Ended December 31, 2022 to December 31, 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	61	58	-3
	2023	58	62	+4
	2024	62	65	+3
Company-Owned	2022	0	0	0
	2022	0	0	0
	2024	0	0	0
<b>Total Outlets</b>	<b>2022</b>	<b>61</b>	<b>58</b>	<b>-3</b>
	<b>2023</b>	<b>58</b>	<b>62</b>	<b>+4</b>
	<b>2024</b>	<b>62</b>	<b>65</b>	<b>+3</b>

**Table No. 2**  
**Transfers of Outlets from Franchisees to New Owners (other than Franchisor) For Fiscal Years Ended December 31, 2022 to December 31, 2024**

State	Year	Number of Transfers
Colorado	2022	0
	2023	0
	2024	1
Georgia	2022	1
	2023	0
	2024	1
Kansas	2022	0
	2023	1
	2024	0
North Carolina	2022	0
	2023	0
	2024	1
Ohio	2022	0
	2023	0
	2024	1
Texas	2022	0
	2023	2