

ITEM 18

PUBLIC FIGURES

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

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.

For purposes of this Item 19, the term "Gross Sales" in this Item 19 means the total of all receipts derived from all sales of products and services at your Construction Sales and Service Business, labor, insurance claims for lost profits to the extent a claim is paid by the insurer, and all other products and services sold or performed by or for Archadeck, by or for their Construction Sales and Service Business or by means of the business conducted under the Franchise Agreement. Gross Sales do not include any taxes or customer refunds, valid discounts and coupons, and credits made by the Construction Sales and Service Business.

Written substantiation for the financial performance representations will be made available to the prospective franchisee upon reasonable request.

A. Average Gross Sales for ARCHADECK Outdoor Living Franchisees for the 12 Months Ending September 30, 2024

The following table presents the average annual Gross Sales realized by certain ARCHADECK Outdoor Living franchisees in our prior fiscal year from October 1, 2023 through September 30, 2024 (the "2024 Fiscal Year Period").

The information provided in the table below was compiled from 46 ARCHADECK Outdoor Living franchisees that operated 77 Territories and were operational for the entire 2024 Fiscal Year Period. The data excludes franchisees that began operations during the 2024 Fiscal Year Period, franchisees that were not operational during the entire 2024 Fiscal Year Period, and 4 territories that ceased active operations during the 2024 Fiscal Year Period. Of the 4 territories that ceased active operations during the 2024 Fiscal Year Period, one territory was open for less than 12 months.

13 of the 46 ARCHADECK Outdoor Living franchisees operate in two Territories under 26 different Franchise Agreements, one of the ARCHADECK Outdoor Living franchisees operates in three Territories under three different Franchise Agreements, two of the ARCHADECK Outdoor Living franchisees operates in four Territories under eight different Franchise Agreements, one of the ARCHADECK Outdoor Living franchisees operates in five Territories under five different Franchise Agreements, and one ARCHADECK Outdoor Living franchisee operated in seven Territories under seven different Franchise Agreements. These ARCHADECK Outdoor Living franchisees report Gross Sales to us for all their Territories on the same report. As a result, for the purposes of this Item 19, each of these ARCHADECK Outdoor Living franchisees was considered to be one franchisee even though they operate in more than one Territory.

A(1) Combined Multi-Territory and Single-Territory Franchisees

Sales Volume	#of Franchisees	Sales in Dollars					Years in Business			
		Minimum	Average	Maximum	Median	# of Franchisees Above Average (and %)	Minimum Years	Average Years	Maximum Years	% of Franchisees
Greater than \$2.5M	10	\$ 2,647,538	\$ 4,388,040	\$ 8,930,409	\$ 3,737,633	4 (40%)	5.2	14.8	36.4	21.7%
Between \$2.5M - \$1.0M	20	\$ 1,056,770	\$ 1,503,230	\$ 2,487,550	\$ 1,284,896	7 (35%)	1.3	10.0	23.3	43.5%
Less than \$1M	16	\$ 320,730	\$ 722,930	\$ 965,875	\$ 810,576	9 (56%)	1.5	8.5	33.6	34.8%
Total	46	\$ 1,858,954	\$ 1,216,087	15 (33%)			9.7			100.0%

A(2) Single-Territory Franchisees Only

Sales Volume	# of Franchises	Sales in Dollars					# of Franchisees Above Average (and %)
		Minimum	Average	Maximum	Median	# of Franchisees Above Average (and %)	
Greater than \$2.5M	5	2,647,538	3,642,386	4,980,094	3,585,403	2 (40%)	
Between \$2.5M - \$1.0M	11	2,190,682	1,274,875	2,190,682	1,192,926	4 (36%)	
Less than \$1M	12	320,730	707,415	965,875	763,582	6 (50%)	
Franchisees	28	\$ 1,454,448		\$ 1,081,433		6 (21%)	

A(3) Multi-Territory Franchisees Only

Sales Volume	# of Franchises	Sales in Dollars					# of Franchisees Above Average (and %)
		Minimum	Average	Maximum	Median	# of Franchisees Above Average (and %)	
Top Half	9	2,111,470	3,869,850	8,930,409	2,712,099	3 (33%)	
Bottom Half	9	514,835	1,106,523	1,585,728	1,118,324	5 (55%)	
Franchisees	18	\$ 2,488,186		\$ 1,848,599		5 (28%)	

B. Benchmarking Study for ARCHADECK Outdoor Living Franchisees for the 12 Months Ending December 31, 2023

We provide prospective franchisees with information from a financial benchmarking study (the “Benchmarking Study”) conducted for the ARCHADECK Outdoor Living franchise system by Profit Planning Group (“PPG”), an independent third-party financial benchmarking organization serving trade associations and franchise networks across the country.

In 2024, PPG conducted an independent financial Benchmarking Study for ARCHADECK Outdoor Living franchisees. The Benchmarking Study was conducted solely on a voluntary basis. Interested franchisees were required to submit their income statements for the year ending December 31, 2023, to PPG. PPG then calculated certain financial metrics to allow participants to compare their financial performance against their peer group of ARCHADECK Outdoor Living franchisees. 40 out of 55 (73%) ARCHADECK Outdoor Living franchisees as of December 31, 2023 participated in the Benchmarking Study (“Reporting Franchisees”). We have reviewed the composition of franchise participants and believe it contains a random, representative sampling of ARCHADECK Outdoor Living franchisees based on level of sales, years in the business and geography.

Part 1: Average Total Revenue Less Average Costs of Revenue and Average Operating Expenses Adjusted for Average Owner’s Related Expenses of Reporting Franchisees Operating for at least two years as of December 31, 2023

While the information in Part 2 through 7 focus on expenses by the applicable Reporting Franchisees that had been open and operating throughout the 2023 calendar year, this Part 1 presents information for those

38 Reporting Franchisees operating in 63 territories that had been open and operating on a full-time basis for 12 months as of December 31, 2023. Two franchisees that submitted their data were excluded due to irregularities in reporting. 14 of the 38 Reporting Franchises contained in the chart below operate in multiple territories. The Chart below reflects the average revenues, certain costs, and expenses in the 2023 calendar year by these 38 Reporting Franchisees.

Average Revenue less Average Costs of Revenue and Average Operating Expenses adjusted for Owner's Related Expenses	Average	% of Revenue
Gross Revenue	2,279,069	
Cost of Material	684,640	30.0%
Construction Labor	471,182	20.7%
Other Construction costs (permits, fees, ancillary subs)	201,148	8.8%
Total COGS	1,356,969	59.5%
Gross Profit Margin	922,100	40.5%
Royalty Fees	126,402	5.5%
National Brand Marketing Fund	22,500	1.0%
Sales Salaries & Commissions	73,971	3.2%
Salaries, Wages, Payroll Taxes and Benefits	261,315	11.5%
Telephone & Communications	7,737	0.3%
Rent, Utilities, Repairs & Maintenance	23,640	1.0%
Advertising & Marketing	80,618	3.5%
Vehicle Expenses	31,745	1.4%
Insurance	21,465	0.9%
Warranty Expenses	5,260	0.2%
All Other operating Expenses	100,125	4.4%
Total Operating Expenses Subtotal	754,778	33.1%
Earnings before Interest, Depreciation and Amortization	167,322	7.3%
Total Owner Expense	148,066	6.5%
Average Revenue less Average Costs of Revenue and Average Operating Expenses adjusted for Owner's Related Expenses	315,388	13.8%

“Average” means the respective amount is equal to the average amount generated or incurred by the 38 Reporting Franchisees that were open and operating on a full-time basis for at least 12 months ending December 31, 2023. “% of Revenue” is calculated by taking the respective amount and dividing it by the average Gross Revenue.

“Gross Revenue” for purposes of this Part B means the total of all receipts derived from all sales of completed outdoor remodeling projects. “Gross Revenues” in this Part B does not include revenue for projects that were

sold but not yet completed, nor does it include any taxes or refunds. The median Gross Revenue was \$1,636,576, with a high of \$8,809,327 and a low of \$432,115. 14 of the 38 Reporting Franchisees (or 37%) met or exceeded the average.

“Cost of Material” includes all construction materials used in the installation of an outdoor living design project including, without limitation, lumber, decking, hardware, hardscape, and masonry products. The median Cost of Materials was \$489,997, and 19 of the 38 Reporting Franchisees (or 50%) met or exceeded the average.

“Construction Labor” includes payments made to subcontractor carpentry labor or direct payroll, and payroll taxes, for employee carpentry crews. The Cost of Labor does not include benefits or unemployment insurance. The median cost of Construction Labor was \$340,388, and 20 of the 38 Reporting Franchisees (or 53%) met or exceeded the average.

“Other Construction Costs” includes permits, fees, dumpster or rental fees, and ancillary subcontractors for other trades including plumbing, electrical, masonry and concrete installers. The median cost of other construction costs was \$101,620, and 15 of the 38 Reporting Franchisees (or 39%) met or exceeded the average.

“Royalty Fees” was calculated by first determining the amount of monthly Royalties that each of the 38 Reporting Franchisees would have paid under this FDD, and then taking the total average of such amount. The median cost of Royalties was \$96,264, and 20 of the 38 Reporting Franchisees (or 53%) met or exceeded the average.

“National Brand Marketing Fund” has the same general meaning as the National Branding & Marketing Fees as described in this FDD. The amount shown was calculated by determining the amount that the 38 Reporting Franchisees would have paid under this FDD. However, some of the 38 Reporting Franchisees are entitled to pay a lower National Branding & Marketing Fee under their older form of franchise agreement. The actual median National Brand Marketing Fund Investment was \$22,500, and 21 of the 38 Reporting Franchisees (or 55%) met or exceeded the average.

“Sales, Salaries and Commissions” means the amount of salaries and commission wages paid to certain employees involved in the sales of outdoor living construction projects. The median Sales, Salaries and Commissions was \$39,104, and 17 of the 38 Reporting Franchisees (or 45%) met or exceeded the average.

“Salaries, Wages, Payroll Taxes and Benefits” means compensation and payroll taxes paid to either part-time or full-time office administration staff to answer phones, respond to new customer inquiries, assist in scheduling, help maintain data in the field services IT platform, and sometimes light bookkeeping. Additionally, production or construction management staff manages construction projects. Owners may also pay themselves salaries or bonus compensation, which may be included in this line item. Benefit costs include health, dental or other benefit programs for all staff. The median Salaries, Wages, Payroll Taxes and Benefits costs was \$195,861, and 20 of the 38 Reporting Franchisees (or 53%) met or exceeded the average. You are solely responsible for determining the levels of compensation and benefits you give to your employees and office managers.

“Telephone & Communications” means the amount spent on licensing the field services technology platform for office and field devices, internet and maintaining telephone systems or a VOIP phone system. The median Telephone & Communications cost was \$4,580, and 21 of the 38 Reporting Franchisees (or 55%) met or exceeded the average.

“Rent, utilities and maintenance” includes the cost of rent and utilities for power, water and gas and maintenance for offices, warehouse and storage facilities. The median cost of Rent, utilities and maintenance was \$11,805, and 15 of the 38 Reporting Franchisees (or 39%) met or exceeded the average.

“Advertising and Marketing” means the amount spent on advertising and marketing activities within their territories. The median Advertising and Marketing investment was \$43,341, and 15 of the 38 Reporting Franchisees (or 39%) met or exceeded the average.

“Vehicle Expense” includes the cost of vehicle lease, fuel and maintenance costs for service vehicles. It does not include automobile insurance costs and if the Reporting Franchisees own the vehicle, it does not include depreciation expense associated with the vehicle. The median cost of Vehicle Expense was \$16,441, and 15 of the 38 Reporting Franchisees (or 39%) met or exceeded the average.

“Insurance” means the amount spent on insurance coverage policies required under this FDD. The median cost Insurance was \$10,932, and 16 of the 38 Reporting Franchisees (or 42%) met or exceeded the average.

“Warranty Expense” means the amount spent on addressing customer warranty claims on completed construction projects. The median cost Warranty Expense was \$2,457, and 19 of the 38 Reporting Franchisees (or 50%) met or exceeded the average.

“All Other Operating Expenses” includes bad debt, business licenses and permits, office expenses, professional fees, training expenses, travel, meals and entertainment expenses. The median cost Other Operating Expenses was \$59,404, and 13 of the 38 Reporting Franchisees (or 34%) met or exceeded the average.

“Total Owner Expense” includes Salaries, commissions, payroll taxes, healthcare benefits and any other material expense paid by the franchise company to the franchise owner. These expenses are already included in the various categories above, but some Reporting Franchisees may have included these amounts across multiple expense categories rather than combining them all into Salaries, Wages, Payroll Taxes and Benefits. Therefore, the purpose of this category is to capture all expenses and benefits paid to the owner in one category. The median Total Owner Expense was \$204,883, and 14 of the 38 Reporting Franchisees (or 37%) met or exceeded the average. You are solely responsible for determining your own compensation and benefits.

“Average Revenue less Average Costs of Revenue and Average Operating Expenses adjusted for Owner Related Expenses” means the average total Gross Revenue **minus** Cost of Materials, Construction Labor, Other Construction Costs, Royalty Fees, National Brand Marketing Fund, Sales Salaries & Commissions, Salaries Wages, Payroll Taxes and Benefits, Telephone and Communications, Rent, Utilities and Maintenance, Advertising and Marketing, Vehicle Expenses, Insurance, Warranty Expenses and All Other Operating Expenses **plus** Average Total Owners’ Expenses. This amount does not equal the average gross profit of the 38 Reporting Franchisees that had been open and operating on a full-time basis for at least 12 months as of December 31, 2023, as they each incurred additional costs and expenses that are not reflected in this Part1.

Part 2 through 7 presented below presents information for those 42 Reporting Franchisees operating in 67 territories that had been open and operating on a full-time basis for the 12 months as of December 31, 2023. 14 of the 42 Reporting Franchises contained in the chart below operate in multiple territories.

Part 2: Gross Profit Margin for 2023 Calendar Year

This Part 2 presents Gross Profit Margin information reported by the Reporting Franchisees during 2023.

Gross Profit Margin percentage of Revenue

	#	Min	Max	Median	Average	# above average	% above average
Top Third	13	44.2%	67.1%	48.1%	50.6%	5	38.5%
Middle Third	14	37.1%	44.2%	40.3%	40.3%	7	50.0%
Bottom Third	13	16.7%	36.6%	30.9%	29.4%	8	61.5%

The Gross Profit Margin is defined as “Gross Profit” divided by the “Gross Revenues” of the operation for the full year of 2023. Gross Profit is equal to Gross Revenue less the Cost of Materials (defined in Part 3 below), Cost of Construction Labor (defined in Part 4 below) and Other Construction Costs (defined in Part 5 below).

Part 3: Cost of Material as a Percentage of Gross Revenue for 2023

This Part 3 presents the Cost of Materials as a percent of Gross Revenue (as defined below) for the Reporting Franchisees during the 2023 Calendar Year.

Cost of Materials percentage of Revenue

	#	Min	Max	Median	Average
Top Third	13	13.8%	27.8%	24.0%	23.9%
Middle Third	14	28.2%	32.7%	30.1%	30.3%
Bottom Third	13	32.9%	42.8%	35.9%	36.2%

“Cost of Materials as a percentage of Gross Revenue” is calculated by taking the Cost of Materials divided by the total Gross Revenues. “Cost of Materials” includes all construction materials used in the installation of an outdoor living design project including, without limitation, lumber, decking, hardware, hardscape, and masonry products.

Part 4: Cost of Construction Labor as a Percentage of Gross Revenue for 2023

This Part 4 presents the Cost of Construction Labor as a percentage of Gross Revenue (as defined below) for the Reporting Franchisees during the 2023 Calendar Year.

Cost of Construction Labor percentage of Revenue

	#	Min	Max	Median	Average
Top Third	13	2.8%	17.4%	13.4%	13.4%
Middle Third	14	18.2%	22.9%	20.8%	20.5%
Bottom Third	13	24.3%	39.7%	28.6%	29.1%

“Cost of Construction Labor as a percentage of Gross Revenue” is calculated by taking the Cost of Construction Labor divided by the total Gross Revenues. “Cost of Construction Labor” includes payments made to subcontractor carpentry labor or direct payroll and payroll taxes for employee carpentry crews. The Cost of Labor does not include benefits or unemployment insurance.

Part 5: Other Construction Costs as a Percentage of Gross Revenue for the 2023 Calendar Year

This Part 5 presents the Other Construction Costs as a percentage of Gross Revenue (as defined below) for the Reporting Franchisees during the 2023 Calendar Year.

Other Construction Costs percentage of Revenue

	#	Min	Max	Median	Average
Top Third	13	0.4%	3.0%	2.0%	2.0%
Middle Third	14	3.1%	10.2%	6.2%	6.3%
Bottom Third	13	10.5%	44.6%	15.0%	18.3%

“Other Costs of Construction as a percentage of Gross Revenue” is calculated by taking the Other Costs of Construction divided by the total Gross Revenues. “Other Construction Costs” includes permits, fees, dumpster or rental fees and ancillary subcontractors for other trades including plumbing, electrical, masonry and concrete installers.

Part 6: Salaries, Wages, Payroll taxes and Benefits as a Percentage of Gross Revenue for the 2023 Calendar Year

This Part 6 presents Salaries, Wages, Payroll taxes and Benefits as a percentage of Gross Revenue (as defined below) for the Reporting Franchisees during the 2023 Calendar Year.

Salaries, Wages, Payroll Taxes and Benefits as a percentage of Revenue

	#	Min	Max	Median	Average
Top Third	13	0.1%	8.3%	5.2%	4.8%
Middle Third	14	8.4%	13.7%	11.4%	11.2%
Bottom Third	13	14.1%	31.7%	16.0%	18.0%

“Salaries, Wages, Payroll taxes and Benefits as a percentage of Gross Revenue” is calculated by taking the Salaries, Wages, Payroll taxes and Benefits divided by the total Gross Revenues. “Salaries, Wages, Payroll Taxes and Benefits” means compensation and payroll taxes paid to either part-time or full-time office administration staff to answer phones, respond to new customer inquiries, assist in scheduling, help maintain data in the field services IT platform, and sometimes light bookkeeping. Additionally, production or construction management staff manages construction projects. Owners may also pay themselves salaries or bonus compensation, which may be included in this Part 6. Benefit costs include health, dental or other benefit programs for all staff.

Part 7: Advertising and Marketing as a Percentage of Gross Revenue for the 2023 Calendar Year

This Part 7 presents the Advertising and Marketing Costs as a percentage of Gross Revenue (as defined below) for the Reporting Franchisees during the 2023 Calendar Year.

Advertising and Marketing

	#	Min	Max	Median	Average
Top Third	13	0.0%	2.2%	1.7%	1.4%
Middle Third	14	2.3%	4.2%	2.6%	2.9%
Bottom Third	13	4.2%	9.4%	6.1%	6.6%

“Advertising and Marketing as a percentage of Gross Revenue” is calculated by taking the Advertising and Marketing costs divided by the total Gross Revenues. “Advertising and Marketing” means the amount spent on advertising and marketing activities within their territories.

C. Average Contract Price and Residential Contract Price by Project Type for ARCHADECK Outdoor Living Franchisees for the 12 months ending September 30, 2024

The following table presents data regarding the average project size for the entire ARCHADECK Outdoor Living franchise system for the 12 months ending September 30, 2024. The information provided was compiled from every ARCHADECK Outdoor Living franchisee that sold at least one project during that period.

	Total Number of Projects	Average Contract Sales Price	Median Contract Sales Price	# of Projects at or Above Average Contract Sales Price (and %)
Residential Projects	2,028	43,935	35,000	775 (38%)

The following data presents additional breakdown of the average contract value of 1,866 of the 2,028 Residential Projects by project type completed by the entire ARCHADECK Outdoor Living franchise system for the 12 months ending September 30, 2024. The information provided was compiled from every ARCHADECK Outdoor Living franchisee that sold one of these project types during that period. The nine Residential Project Types presented below represent the most commonly sold project types sold by ARCHADECK Outdoor Living franchisees. The remaining 162 Residential Projects were not included because we did not receive enough information about these projects to be able to classify the projects into one of the project types listed below.

Residential Project Types	Average Sales Price	Median Sales Price	Total # of Projects	# of Projects at or Above Average Contract Sales Price (and %)
Decks	\$35,471	\$30,222	922	360 (39%)
Screened Porches	\$52,038	\$50,830	131	64 (49%)
Open Porches	\$47,093	\$40,848	115	45 (39%)
Deck/Porch Combination	\$83,292	\$74,070	148	54 (37%)
Sunroom	\$72,110	\$64,498	42	14 (33%)
Deck/Sunroom Combination	\$100,864	\$90,480	31	13 (42%)
Pergola	\$19,579	\$15,000	55	18 (33%)
Hardscape Patio	\$32,239	\$26,095	200	79 (40%)
Hardscape Patio with Other Design Elements	\$73,611	\$61,297	222	80 (36%)

The Residential Project types listed above are defined as follows:

- 1) “Deck” Residential Projects include structures built on or above the ground and covered by wood or composite decking material.
- 2) “Screen Porches” Residential Projects include structures built on or above the ground with roof coverings and enclosed with screens.
- 3) “Open Porches” Residential Projects include structures built on or above the ground with roof covering and no material, neither windows nor screen, enclosing the structure.
- 4) “Deck/Porch Combination” Residential Projects include projects involving both a deck and a porch structure.

- 5) “Pergola” Residential Projects include structures built on or above the ground covered with open roof that provides partial shade.
- 6) “Hardscape Patio” Residential Projects include concrete, natural stone or paver patio coverings built at ground elevation.
- 7) “Hardscape Patios with Other Design Elements” Residential Projects include projects with hardscape patios built at ground elevation that include and additional hardscape feature built above the ground such as sitting walls, retaining walls, fireplaces, fire pits, outdoor kitchens or other hardscape decorative design features.

The financial performance representations above do not reflect the costs of sales, royalties or operating expenses that must be deducted from revenues to obtain a net income or owner's profit. The best source of cost and expense data may be from current or former franchisees as listed in this disclosure document.

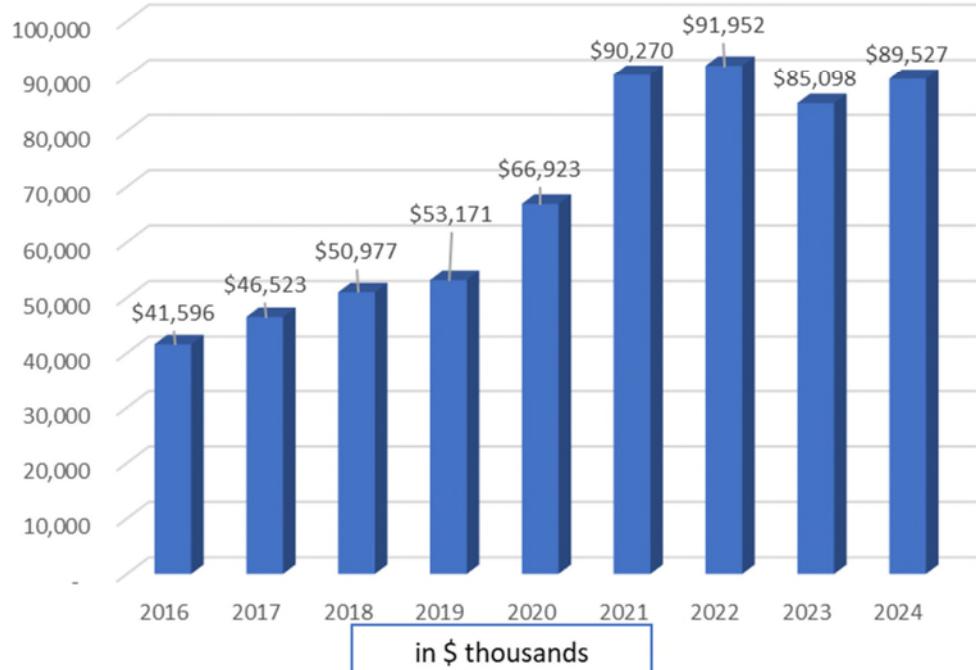
D. Aggregate ARCHADECK Outdoor Living Franchise System Gross Sales for Fiscal Years Ending September 30, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023 and 2024

The information provided in the table below is based on the aggregate Gross Sales (as defined above) reported to us from all ARCHADECK Outdoor Living franchisees whose ARCHADECK Outdoor Living business were operational for any part, even as little as one month if the franchisee completed initial training in September of their initial year of operations, of each calendar year (“System Gross Sales”) ended September 30, 2016, September 30, 2017, September 30, 2018, September 30, 2019, September 30, 2021, September 30, 2022, September 30, 2023 and September 30, 2024.

**Aggregate Archadeck Franchise System Gross Sales by Year from 2016-2024
(Years Ending September 30)**

Year	System Gross Sales
2016	\$41,595,669
2017	\$46,523,086
2018	\$50,976,972
2019	\$53,181,126
2020	\$66,922,961
2021	\$90,269,858
2022	\$91,952,380
2023	\$85,097,967
2024	\$89,527,438

System Sales



Notes That Apply to Subsections A through D Above:

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

Other than the preceding financial performance representations, 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 the franchisor's management by contacting Scott Zide, Archadeck Franchisor, LLC, 2426 Old Brick Road, Glen Allen, Virginia 23060, (804) 353-6999, the Federal Trade Commission, and the appropriate state regulatory agencies.