



## **FREQUENTLY ASKED QUESTIONS AND ANSWERS**

### **1. How much time will I have to commit to Tail Blazers?**

A Tail Blazers franchise owner may be either an owner-operator or an investor. If you choose to invest in a Tail Blazers franchise, you will be required to have a full time manager operating the business for you. This full time manager must have invested some of his/her own money, completed the company's training program and signed the Noncompete Agreement and the Nondisclosure of Confidential Information Agreement.

### **2. Can I get an exclusive territory?**

Yes, based on market demographics, area population, local name recognition, and many other variables we shall stipulate a set territory for each franchise location.

### **3. Can I open more than one store?**

Yes. Exceptional performers will be encouraged to grow with Tail Blazers by sharing their expertise and expanding their growth plans.

### **4. Will I have to relocate?**

You will not have to relocate if you live in or near an available company-selected market. You may find that there are relocation options available if you do wish to move.

### **5. Will Tail Blazers help me with site selection?**

Yes. Our staff is experienced in choosing and negotiating prime leased space.

### **6. How long will it take to open my Tail Blazers retail outlet?**

Opening will be based on the availability of a suitable location. Once a site is found, opening can take place in as few as 90 days or as many as 180 days, depending on the site selected and the amount of work that must be done to prepare it for opening.

### **7. What is the term of a Tail Blazers franchise, and is it renewable?**

The term for a Tail Blazers franchise is seven years and is renewable for two additional terms of five years each.



## **8. Can a Tail Blazers franchise be sold?**

Since we carefully screen all new franchisees, your Tail Blazers franchise can be sold subject to the written approval of Tail Blazers

## **9. What is the total investment required to become a Tail Blazers franchise owner?**

The total investment required\* for an Tail Blazers franchise is anywhere from 102,000 - 187,000. This includes the franchise fee, leasehold improvements, furniture and fixtures, equipment, supplies and initial inventory, opening advertising, signs and working capital. Costs may vary widely based on several factors. See the enclosed investment guide for details.

## **10. What are the initial fees, royalties and advertising fund contributions?**

The franchise fee is between 15,000 - 24,500 depending on a variety of criteria. The royalty is 4 % of gross sales. In addition, franchise owners are required to spend 3 % on local advertising and contribute up to 2 % to a national advertising program. The 3 % local advertising fund is used to pay for your advertising in your local market. The national fund applies when we reach a total of 25 stores.

## **11. What is the next step in learning more about the Tail Blazers franchise program?**

Complete the enclosed Personal Profile and mail it to our corporate office address. Your completion of the profile does not obligate or bind either of us in any manner. It's a first step in getting to know each other.

\* Total investment based on fees, costs, as of January, 2004; subject to change without notice.