



Broker Disclosure Document Canadian Version

Who We Are and What We Do

FranNet was founded in 1987 by Howard Bassuk and through his company, Hobassco, began offering FranNet consulting services. In 2006, a group of established FranNet office owners bought FranNet from Mr. Bassuk. Our principal business address is 10302 Brookridge Village Blvd., Suite 101, Louisville, KY 40291.

FranNet's services consist of providing guidance, information, and support to prospective franchise owners (clients/candidates) and assisting them through a process in which the candidate outlines a profile of the type of franchise that is most suitable for the candidate. Based on the candidate's interests, goals and skill sets, FranNet Consultants present the candidate with franchise opportunities that fit their profile, along with a process that outlines the steps to research the prioritized franchise opportunities. This enables the candidate to make an educated decision and for the Franchisor to be presented with prequalified candidates that fit its franchisee profile. FranNet Consultants do not sell franchises. The Franchisor controls the sales process, and the candidate ultimately makes the decision to buy or reject each franchise presented to them.

FranNet, LLC is a franchise company and annually files a Franchise Disclosure Document which includes three-year audited financial statements and all other required information. FranNet files an updated FDD in all registration states on an annual basis.

FranNet's Franchisees and Associates (Consultants) live and work in their territories. We give our clients the option of meeting via phone, Zoom or in person. We have contacts with Canadian franchise attorneys and CPAs. We have developed strong relationships and refer candidates to the top Canadian banks focused on franchise lending including the Business Development Bank (BDC) and Alberta Treasury Branch (ATB).

FranNet Executive Leadership

- **Chairman of the Board of Directors: Jack Armstrong**
 - Mr. Armstrong currently serves as Chairman of the Board of Directors of FranNet since June 2012. He has been on the Board of Directors since 2006 serving as Chief Executive Officer from June 2012- January 2015, Vice Chairman of the Board of Directors from November 2006 until June 2012.
- **Chief Executive Officer and Director: Jania Bailey**
 - Ms. Bailey was appointed Chief Executive Officer of FranNet on January 16, 2015, she was promoted from the position of Chief Operations Officer and presiding President. She has served on the Board of Directors since joining the company in 2006.
- **Vice Chairman of the Board of Directors: Blair Nicol**
 - Mr. Nicol was appointed Vice Chairman of the Board of Directors as of June 8, 2012. Mr. Nicol has served as a Director of FranNet since November 2006. Blair Nicol is also Managing Partner of Nicol Holdings, LLC.

FranNet Franchisees & Associates

A full list of our FranNet Consultants can be found on the FranNet website.:
<https://frannet.com/franchise-consultants/>

We are very proud of the professionalism and integrity of our consultants. These individuals are focused on providing the best possible service to the clients that they serve.

FranNet Mission

- We are committed to providing continuous marketing, business, and operational support to our Franchisees & Associates so that they are the most knowledgeable, professional, and successful Franchise Consultants in the industry.
- We are committed to providing focused attention to the franchisors we represent.
- We are committed to representing franchisors that our Franchisees & Associates can be proud to present to their prospects.
- We are committed to honesty, integrity and responsiveness to every Franchisee, Associate, Franchisor, and candidate whom we have the privilege of serving.
- We are committed to helping our Franchisees & Associates achieve financial success.
- We are committed to protecting and enhancing the FranNet brand and reputation.
- Our culture is based on our values, as a result, we expect everyone in our organization to promote, integrate and exhibit these values daily.

FranNet Core Values

- Commitment to excellence.
- Providing quality service to our clients/candidates.
- Treating each other with respect, support, cooperation, and dignity.
- Continuous growth and improvement in all areas of our organization.

FranNet Value to Franchisors

- Franchisors are presented candidates that know the fundamentals of their business and are interested in their brand, thereby wasting less time and resources.
- We mitigate the franchisor's risk because our candidates have been educated about choices, due diligence and are encouraged to do intensive research and to employ professional advisors.

FranNet Value to the Candidates

- We provide guidance, information, and support as candidates seek their personal goals.
- We assist the candidates by providing research tools and information to them.
- We also help the candidate find other professionals, including franchise attorneys, financial institutions, and business advisors.
- We introduce candidates to a variety of franchisors, so that rather than having to go from place to place to learn about specific businesses, they can learn the basics about several all-in-one spot.

FranNet Client Bill of Rights

The following information is provided to every client/candidate of FranNet when they begin the relationship with a FranNet Consultant.

1. FranNet Consultants will assist you in determining if franchise ownership is right for you.
2. FranNet Consultants adhere to the Code of Ethics of the International Franchise Association and the FranNet code of conduct.
3. FranNet Consultants will not pressure you or “talk you” into an opportunity that you do not believe fits your goals, budget or skill set.
4. FranNet Consultants listen to you and will take into consideration your expressed personal and professional concerns and/or interests when discussing potential franchise opportunities.
5. FranNet Consultants are available to coach and help you through the investigative process. You are accountable for your own commitments such as timelines, appointments, tasks, etc.
6. You may freely associate with any company or broker group that you believe is in your best interest.
7. FranNet Consultants will help you find the best resources to answer questions or concerns if they are unable to answer them. You have the right to disagree or question the consultant at any time during the process.
8. If you decide that franchise ownership is not for you, you are under no obligation to continue the process. You can discontinue your work with FranNet at any time.

FranNet’s Role in Your Business Ownership Journey

At FranNet, our goal is not to convince you that franchise ownership and new business opportunities are the right thing for you. Rather, we will help you understand the pros and cons of owning your own business and guide you through a process that will allow you to make an informed decision.

Your Responsibilities in the Business Ownership Journey

The choice to buy a franchise at all, or any particular franchise, is yours and yours alone. You should conduct a thorough independent investigation of each franchise you consider. Once you decide to enter into a franchise agreement, your relationship is governed by that contract and FranNet cannot resolve any issues or dispute you may later have with your franchisor. In addition, FranNet does not represent that you can or will attain any particular level of revenue, costs or expenses or that you will generate income, which exceeds the initial payment of, or investment in, the franchise. Therefore, we strongly suggest that you consult your legal and financial advisors or personal accountant before you enter into any franchise agreement.



Voluntary Disclosure Document

Item 1 – Broker Education

Training Provided to FranNet Franchisees and Associates

FranNet has an extensive training program for all new Franchisees and Associates. In addition to the training for the new Franchisees and Associates, FranNet has an expansive library of training programs for continued education. FranNet offers on-going training in several different formats for the entire organization.

FranNet encourages the consultants to partake in continuing education offerings from the International Franchise Association, Canadian Franchise Association and other industry providers.

FranNet requires that all Consultants complete the IFA FranGuard program within 6 months of joining the company.

Item 2 – Franchisors Standards and Diversity

Franchisor Selection Criteria

FranNet goes through a selection process very similar to the due diligence process we advise our clients follow when reviewing franchisors. The FranNet Selection Process is summarized below:

- Initial conversation/interview with the franchisor to obtain an overview of the concept.
- After the initial call, the franchisor is asked to complete a full application for consideration and to submit their FDD and financial statements for review.
- A full review is completed on the FDD and financials including an outside company comparing key performance indicators to competition in the same industry.
- FranNet's Inventory Committee reviews and evaluates all documentation. Upon approval by the Inventory Committee, the concept is advanced to the validation phase. Specifically, FranNet contacts a sampling of franchisees at the concept to learn more about the culture and support from the franchisor to the franchisees.
- After a satisfactory review, FranNet proposes and agrees to a contract before the franchisor is considered inventory for the FranNet system.

Franchisor Diversity

As of May 2022, FranNet's current list of franchisors cover 81 different SIC (Standard Industry Classification) codes. No single SIC group accounted for over 5% of the franchisors currently on the list.

Franchisor Diversity

As of May 2022, FranNet's current list of franchisors cover 50 different SIC (Standard Industry Classification) codes. No single SIC group accounted for over 10% of the franchisors currently on the list.

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| 0782 Landscaping Services | 5713 Floor Covering Stores |
| 1521 Residential Remodelers | 5812 Full-Service Restaurants |
| 1711 Plumbing, Heating, and Air Conditioning Contractors | 7216 Dry Cleaning and Laundry Services (Except Coin-Operated) |
| 1721 Painting and Wall Covering Contractors | 7217 Carpet and Upholstery Cleaning Services |
| 1731 Electrical Contractors and Other Wiring Installation Contractors | 7231 Beauty Salons |
| 1761 Other Building Finishing Contractors | 7241 Barber Shops |
| 1771 Masonry Contractors | 7299 All Other Personal Services |
| 1799 All Other Specialty Trade Contractors | 7311 Advertising Agencies |
| 2434 Wood Kitchen Cabinet and Countertop Mfg. | 7349 Janitorial Services |
| 2591 Blind and Shade Mfg. | 7352 Home Health Equipment Rental |
| 2759 Commercial Printing (Except Screen and Books) | 7363 Professional Employer Organizations |
| 3442 Metal Window and Door Mfg. | 7389 All Other Business Support Services |
| 3581 Other Commercial and Service Industry Machinery Mfg. | 7532 Automotive Body, Paint, and Interior Repair and Maintenance |
| 3585 Air Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Mfg. | 7538 General Automotive Repair |
| 3993 Sign Mfg. | 7623 Appliance Repair and Maintenance |
| 4213 Used Household and Office Goods Moving | 7641 Reupholstery and Furniture Repair |
| 4225 Lessors of Mini Warehouses and Self-Storage Units | 7699 Other Personal and Household Goods Repair and Maintenance |
| 4953 Solid Waste Collection | 7991 Fitness and Recreational Sports Centers |
| 5047 Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers | 7993 Amusement Arcades |
| 5049 Other Professional Equipment and Supplies Merchant Wholesalers | 7997 Fitness and Recreational Sports Centers |
| 5531 Automotive Parts and Accessories Stores | 7999 Sports and Recreation Instruction |
| 5641 Children's and Infants Clothing Stores | 8082 Home Health Care Services |
| 5661 Shoe Stores | 8211 Elementary and Secondary Schools |
| 5699 Other Clothing Stores | 8299 Exam Preparation and Tutoring |
| | 8322 Services for the Elderly and Persons with Disabilities |
| | 8351 Child Day Care Services |
| | 8641 Child and Youth Services |
| | 8742 Marketing Consulting Services |
| | 8748 Other Management Consulting Services |

Item 3 – Franchise Placements

The following table shows the percentage of actual FranNet placements of new franchisees by industry category for the most recent five-year period, ending on December 31, 2021.

Business Type	5 Year Placement Percentage
Auto	7.36%
Business to Business	14.21%
Consumer Service	36.32%
Food	4.74%
Generic	10%
Home Based/Mobile	20.53%
Retail No Inventory	4.21%
Retail With Inventory	2.63%
Grand Total	100.00%

Item 4 – Fees Paid by Candidate/Client

The client/candidate never pays a fee to FranNet. There is no exception to this rule. We do not charge the candidate for our time or services. All fees are paid by the franchisor. This arrangement is like an Executive Recruiter in the job search process.

Item 5 – Fees Paid by Franchisors to FranNet for Successful Placement

The fees paid by franchisors for the successful placement of a candidate vary due to several factors such as the total investment for the franchise, the franchise fee, the demand for the concept or specific industry and number of units sold in a package. The fee paid by the franchisor to FranNet does not affect in any way the candidate's investment in the franchise business. Fees paid to FranNet are consistent with industry standards.

Item 6 – Prohibited Practices

FranNet Consultants provide the candidate an overview of the franchisors being presented for consideration.

FranNet consultants do not:

- Provide or review the Franchise Disclosure Document.
- Provide any franchise sales materials to the candidate for the franchisor.
- Guarantee any type of earnings or return on investment.

Please acknowledge your receipt of this document:

Received this _____ day of _____, 20____

Candidate/Client Signature