

**ITEM 1**  
**ESTIMATED INITIAL INVESTMENT**

**SIMPLE START FRANCHISE**

Type of Expenditure	Amount		Method of Payment (1)	When Due	To Whom Payment is to be Paid
	Low	High			
Franchise Fee <sup>1</sup>	0	9,900	Lump Sum	Upon signing Franchise Agreement	Us
Rent (3 Months) <sup>2</sup>	0	3,000	As Agreed	As Incurred	Third parties
Equipment <sup>3</sup>	500	1,500	As Agreed	As Incurred	Third parties
Signage (for Vehicle)	500	1,250	As Agreed	As Incurred	Third parties
Furniture & Fixtures	0	500	As Agreed	As Incurred	Third parties
Computer hardware & Software <sup>4</sup>	0	1,500	As Agreed	Before Opening	Third parties
Office Equipment & Supplies	0	500	As Agreed	Before Opening	Third parties
Stationery & Initial Marketing Materials Package	150	500	As Agreed	As Incurred	Third parties
Initial Inventory	2,500	3,000	As Agreed	Before Opening	Third parties
Uniforms	150	400	As Agreed	Before Opening	Third parties
Business Licenses & Permits	250	1,500	Before Opening	Before Opening	Third parties
Professional Fees	500	1,500	As Incurred	As Incurred	Third parties
Insurance <sup>5</sup>	600	1,500	As Agreed	As Incurred	Third parties
Training Expenses <sup>6</sup>	750	2,500	As Incurred	As Incurred	Third Parties
Initial Marketing Expenditures <sup>7</sup>	750	2,000	As Agreed	As Incurred	Us or Third parties
Vehicle <sup>8</sup>	0	0	As Agreed	As Incurred	Third Parties
Additional funds <sup>9</sup>	2,400	9,000	As Agreed	As Incurred	Third parties

Type of Expenditure	Amount		Method of Payment (1)	When Due	To Whom Payment is to be Paid
	Low	High			
<b>TOTAL</b> <sup>10</sup>	<b>\$9,050</b>	<b>\$40,050</b>			

## NOTES

All expenditures paid to us or our affiliates are uniform and non-refundable under any circumstances once paid, except as provided in ITEM 5. Fees paid to vendors or other suppliers may or may not be refundable depending on their policies or your arrangements with them.

1. Initial Franchise Fee for a Simple Start Franchise with an estimated territory of 10,000 households is \$9,900.

If you are a qualified veteran of the United States armed forces, the franchise fee without the purchase of additional territory for a Select Market Franchised Business is \$7,900. If you are a conversion franchisee, the franchise fee is waived but you shall still have to pay 90 cents (\$0.90) per each qualified household purchased over ten thousand (10,000) qualified households.

2. Because most of our franchisees will operate their Better Life Maids out of their homes for the first two years of operation, this chart does not include estimates for items such as real property, real estate deposits, leases, leasehold improvements, furniture, fixtures, fixed assets, remodeling, construction, decorating costs, utility deposits, business licenses, or security deposits, which will likely not apply unless you acquire a business premises, which is not necessary or likely. In addition, we assume that you will not need to obtain desks, chairs, and other standard office supplies and equipment. Therefore, we do not include estimates for these items.

3. This includes phones, miscellaneous office equipment and supplies.

4. This estimate is the cost of obtaining the required computer hardware and our required computer customized software. In addition, you will need to pay a monthly software licensing fee, which currently is \$90 per month for each desired desktop computer user and \$25 per month for each user desiring mobile access, which may increase on subsequent one-year anniversaries. See Items 6 and 11 for additional information.

5. You must obtain and maintain certain types and amounts of insurance. (See ITEM 8). Insurance costs depend on policy limits, types of policies, nature and value of physical assets, gross revenue, the number of employees, square footage of your Better Life Maids Franchise, location of your Better Life Maids Franchise, business contents, and other factors bearing on risk exposure. The estimate contemplates insurance costs for three (3) months.

6. This estimates the expense you will incur in travel expenses and lodging for our initial training program.

7. The Franchise Agreement requires you to spend at least \$750 for Pre-Opening Marketing. We reserve the right to conduct the Pre-Opening Marketing on your behalf.

8. This is an estimated initial fee for closing on an approved leased standard passenger vehicle that is less than 5 years old. Costs will vary based on type of vehicle leased. The estimate does not include ongoing gas and maintenance expenses. If you purchase the vehicle you use, the initial investment could be significantly higher. We require that the vehicle displays our Better Life Maids vehicle signage. The cost for the vehicle signage is listed separately in the above table.

9. This estimates your initial startup expenses (other than the items identified separately in the above table). These expenses include payroll costs and other operating costs but not any draw or salary for you. These figures are estimates, and we cannot guarantee that you will not have additional expenses starting the business. Your costs depend on how much you follow our methods and procedures; your management skill, experience, and business acumen; local economic conditions; the local market for your services and products; the prevailing wage rate; competition; and the sales level reached during the initial period. These estimates are based on an initial period of three (3) months up to six (6) months.

10. We have relied on the experience of our officers and our Affiliate to arrive at these estimates. You should review these figures carefully with a business advisor before deciding to acquire the franchise. We do not offer financing on to your for any items except for \$5,000 of the Simple Start Initial Franchise Fee. We are unable to estimate if you will be able to obtain financing from third parties or the terms of any third party financing. The availability and terms of financing depend on many factors, including the availability of financing generally, your creditworthiness and collateral and lending policies of financial institutions from which you request a loan.

## **ENTERPRISE FRANCHISE**

Type of Expenditure	Amount		Method of Payment (1)	When Due	To Whom Payment is to be Paid
	Low	High			
Franchise Fee <sup>1</sup>	0	24,900	Lump Sum	Upon signing Franchise Agreement	Us
Rent (3 Months) <sup>2</sup>	0	4,500	As Agreed	As Incurred	Third parties
Equipment <sup>3</sup>	1000	3,000	As Agreed	As Incurred	Third parties
Signage (for Vehicle)	500	1,250	As Agreed	As Incurred	Third parties
Furniture & Fixtures	500	2,000	As Agreed	As Incurred	Third parties
Computer hardware & Software <sup>4</sup>	0	1,500	As Agreed	Before Opening	Third parties
Office Equipment & Supplies	0	1,000	As Agreed	Before Opening	Third parties
Stationery & Initial Marketing Materials Package	1,000	2,000	As Agreed	As Incurred	Third parties
Initial Inventory	2,500	3,000	As Agreed	Before Opening	Third parties
Uniforms	300	800	As Agreed	Before Opening	Third parties
Business Licenses & Permits	250	1,500	Before Opening	Before Opening	Third parties
Professional Fees	500	2,500	As Incurred	As Incurred	Third parties
Insurance <sup>5</sup>	1,000	3,000	As Agreed	As Incurred	Third parties
Training Expenses <sup>6</sup>	750	2,500	As Incurred	As Incurred	Third Parties
Initial Marketing Expenditures <sup>7</sup>	3,000	9,000	As Agreed	As Incurred	Us or Third parties
Vehicle <sup>8</sup>	0	0	As Agreed	As Incurred	Third Parties
Additional funds <sup>9</sup>	10,000	15,000	As Agreed	As Incurred	Third parties
<b>TOTAL <sup>10</sup></b>	<b>\$21,300</b>	<b>\$77,450</b>			

## NOTES

All expenditures paid to us or our affiliates are uniform and non-refundable under any circumstances once paid, except as provided in ITEM 5. Fees paid

to vendors or other suppliers may or may not be refundable depending on their policies or your arrangements with them.

1. Initial Franchise Fee for an Enterprise Franchise territory with an estimated territory of 25,000 qualified households is \$24,900. If you are a qualified veteran of the United States armed forces, the franchise fee without the purchase of additional territory for an Enterprise Market Franchised Business is \$19,900. If you are a conversion franchise, the franchise fee is waived but you will still have to pay eighty-five cents (\$0.90) per each qualified household purchased over twenty-five thousand (25,000) qualified households.

2. Because most of our franchisees will operate their Better Life Maids out of their homes for the first two years of operation, this chart does not include estimates for items such as real property, real estate deposits, leases, leasehold improvements, furniture, fixtures, fixed assets, remodeling, construction, decorating costs, utility deposits, business licenses, or security deposits, which will likely not apply unless you acquire a business premises, which is not necessary or likely. In addition, we assume that you will not need to obtain desks, chairs, and other standard office supplies and equipment. Therefore, we do not include estimates for these items.

3. This includes phones, miscellaneous office equipment and supplies.

4. This estimate is the cost of obtaining the required computer hardware and our required computer customized software. In addition, you will need to pay a monthly software licensing fee, which currently is \$90 per month for each desired desktop computer user and \$25 per month for each user desiring mobile access, which may increase on subsequent one-year anniversaries. See Items 6 and 11 for additional information.

5. You must obtain and maintain certain types and amounts of insurance. (See ITEM 8). Insurance costs depend on policy limits, types of policies, nature and value of physical assets, gross revenue, the number of employees, square footage of your Better Life Maids Franchise, location of your Better Life Maids Franchise, business contents, and other factors bearing on risk exposure. The estimate contemplates insurance costs for three (3) months.

6. This estimates the expense you will incur in travel expenses and lodging for our initial training program.

7. The Franchise Agreement requires you to spend at least \$3,000 for Pre-Opening Marketing. We reserve the right to conduct the Pre-Opening Marketing on your behalf.

8. This is an estimated initial fee for closing on an approved leased standard passenger vehicle that is less than 5 years old. Costs will vary based on type of vehicle leased. The estimate does not include ongoing gas and maintenance expenses. If you

purchase the vehicle you use, the initial investment could be significantly higher. We require that the vehicle displays our Better Life Maids vehicle signage. The cost for the vehicle signage is listed separately in the above table.

9. This estimates your initial startup expenses (other than the items identified separately in the above table). These expenses include payroll costs and other operating costs but not any draw or salary for you. These figures are estimates, and we cannot guarantee that you will not have additional expenses starting the business. Your costs depend on how much you follow our methods and procedures; your management skill, experience, and business acumen; local economic conditions; the local market for your services and products; the prevailing wage rate; competition; and the sales level reached during the initial period. These estimates are based on an initial period of three (3) months up to six (6) months.

10. We have relied on the experience of our officers and our Affiliate to arrive at these estimates. You should review these figures carefully with a business advisor before deciding to acquire the franchise. We do not offer financing directly or indirectly for any part of the initial investment for the Enterprise Franchise. The availability and terms of financing depend on many factors, including the availability of financing generally, your creditworthiness and collateral and lending policies of financial institutions from which you request a loan.