



Frequently Asked Questions

1. **Q. *What is the Bark 'N Bubbles Franchise Opportunity?***
A. Bark 'N Bubbles Franchise, LLC provides a professional franchise system which offers services for dogs and their owners. Services include: self service dog wash facilities (You Wash or We Wash), professional grooming, training, charity dog washes, dog birthday parties, social activities and retail pet items for sale.

2. **Q. *Why franchise?***
A. The primary benefit of franchising is risk minimization. It is a fact that starting a new business is risky. Franchising reduces that curve substantially. Franchising provides a cost efficient uniform system of operation. Another benefit to franchising is proven marketing. The franchisor can provide advice about how to develop effective marketing programs. A franchisor also provides training. This is especially important when dealing with a complex concept. The best training combines classroom or one-on-one training at the franchisor's facility with field training at the franchisee's place of business. Finally, franchising has found a solid economic niche that caters to specialized needs.

3. **Q. *Why the pet industry?***
A. **It's a howling good market...**
There's never been a better time to become part of the pet industry! Americans spent \$41 billion in 2007 on their pets, which is predicted to increase to \$52 billion in the next two years. About 63 percent of U.S. households own at least one pet, and 2008 is expected to bring a continued increase in pet-related spending, a higher awareness of pet health, and continued humanization of pets.

Pets are now valued members of the family, and we will spare no expense on them. We pamper them with human-like services, with the quality gap between humans and their four-legged companions in food, clothing, health care, and services rapidly disappearing. In particular, we have a special bond with our dogs, and Bark 'N Bubbles promotes the owner-dog bonding experience. The premiere Bark 'N Bubbles franchise provides essential health, grooming, and pampering services to America's beloved pets. If you love animals and are passionate about providing them with valuable, top-quality services and products, this exceptional franchise could be a dream-come-true opportunity for you!

4. Q. **How much does a BNB Franchise Cost?**

A. The estimated initial investment to establish a Bark 'N Bubbles Dog Wash \$104,250 to \$214,000 which includes a franchisee fee of \$35,000. The initial investment varies depending on the region you build in, the size of your location, the condition of the premises, the amount of construction and your capabilities.

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| Franchise Fee | \$25,000* or 35,000 |
| Real Estate/Rent | \$1,000 - 11,000 |
| Utility Deposits | \$0 - 2,000 |
| Leasehold Improvements | \$30,000 - 80,000 |
| Initial Inventory | \$8,000 - 20,000 |
| Insurance | \$500 - 1,100 |
| Office Equipment and Supplies | \$700 - 1,500 |
| Training (Accommodations) | \$1,500 - 3,000 |
| Signage | \$1,800 - 6,000 |
| Furniture Fixtures & Equipment | \$10,000 - 20,000 |
| Grand Opening | \$2,000 - 3,000 |
| Computer Equipment (hardware and software) | \$2,100 - 3,100 |
| Licenses & Permits | \$150 - 300 |
| Legal & Accounting | \$1,500 - 3,000 |
| Additional Funds (3 months) | \$20,000 - 25,000 |
| Total | \$104,250 - \$214,000 |

* BNB Employee Franchise Fee

5. Q. **What is the charge for continuing services?**

A. The continuing services or "royalty fee", is 7% of your gross sales and is paid weekly. Of this weekly fee, 5% entitles you to use the "Bark 'N Bubbles Dog Wash" service mark, use of our distinctive system, marketing assistance, ongoing business development and counseling and other benefits that come with being a Bark 'N Bubbles Dog Wash franchisee. The remaining 2% goes directly toward the national cooperate advertising and development fund which directly benefits you.

6. Q. **What about advertising?**

A. Building recognition of Bark 'N Bubbles name and reputation is an essential objective that benefits everyone. You will spend a minimum of \$2,000 on grand-opening advertising during the first three months of operations. You will also spend at least 2% of your gross sales per month on local advertising.

7. Q. **What do I get?**

A. **Site Selection**

To assist you in selecting the perfect location for your new business you will receive assistance and guidance every step of the way.

- Extensive Demographics Research
- Support with Lease Negotiations
- Smart Procedures and Practices with Build-Out
- Contractor Recommendations
- Design Layout and Guidelines

We take great pride in our cheerful décor of blue, orange and bubbles. We represent a fun lighthearted atmosphere that is scrupulously clean and safe. Our facility lets customers know right away that they are in the right place with their furry family members!

Comprehensive Training

Bark 'N Bubbles Franchise, LLC requires all franchisees to participate in a comprehensive training course that lasts approximately 2 weeks. This training will review the areas of administration, operations, human resources, sales/marketing, customer service techniques, and other pertinent facets of the business.

The On-the-job training at a Bark 'N Bubbles corporate facility will provide you with the opportunity to learn the business inside and out. As you prepare for your Grand Opening, you will receive on-site support as well as regular visits from the support staff thereafter.

We will provide you with an in-depth operations manual that contains all of your day-to-day procedures, store policies, and every other pertinent aspect of the Bark 'N Bubbles franchise. You will rely on this well organized tool, as you start out and in the years ahead!

Marketing Support

Our marketing support includes creating consumer marketing plans and advertising materials for your use. We're experienced in promoting the Bark 'N Bubbles concept and will share our expertise and insights with you on ways to get your name out, including how to organize charity dog wash events and other promotional resources.

You will receive Bark 'N Bubbles Operation Manual which covers the many important aspects of your business operation. As manuals are updated, revisions will be sent to you. Continued support will be provided with periodic visits from a Bark 'N Bubbles field representative, who can assist with additional needs. We will be available by phone or email to answer questions and provide expert business advice.

8. Q. *What is the term of my franchise agreement?*
- A. The initial term is 5 years. You may renew for an additional four terms of five years each, providing you have complied with the provisions of the Franchise Agreement. After the end of the 25 year term, a new franchise agreement would be signed.
9. Q. *What qualities must I possess to be considered for a franchise?*
- A. Opening a Bark 'N Bubbles franchise requires a strong personal commitment and active involvement. Some of the qualities we look for in a potential franchisee include a genuine love and care for pets, integrity, personal and financial qualifications, high level of energy, positive attitude, dedication and leadership abilities.
10. Q. *What level of gross sales can I achieve?*
- A. There are strict regulations in the franchise industry limiting our ability to estimate profits or revenues. This is because actual results of individual franchises are based on factors that are not within our control. The amount of gross sales you can generate will vary from franchise to franchise, and is directly dependent on many factors including:
- the population of pet owners
 - economic climate in your territory
 - your ability to follow our proven blueprint for success
 - your general desire to work hard and succeed in your business
- However after consulting with a Bark 'N Bubbles representative and reviewing the Franchise Disclosure Document, you will have the opportunity to contact our existing franchisees regarding their experiences. At some point during the approval process we recommend that all prospective franchise partners make their own independent investigation to determine whether or not the franchise will be profitable.

11. Q. *What do I do next?*

- A.
1. Complete "Information Request Form"
 2. Talk to franchisor
 3. Return your confidential profile
 4. Receive FDD
 5. FDD follow up
 6. Your New Day!
 7. Signing of the Agreement

We'll be happy to answer any additional questions you might have. Please feel free to call us at 703-793-1488 or email franchise@barknbubblesdogwash.com.

This advertisement is not an offering. An offering can only be made when a Prospectus is filed in the respective registration states. Such filing does not constitute approval by the Department of Law.