

## INVESTMENT

If you meet the requirements and qualifications for owning a Rome's Pizza franchise, and are accepted by our Board of Director, your financial requirements are:

### On Signing The Franchise Agreement

An investment of \$25,000-\$30,000 for the Rome's Pizza franchise rights provides you:

- Grant of an Exclusive Territory
- Site Selection & Lease Negotiation
- Architectural Drawing Planning Assistance
- Owner/Manager/Employee Franchise Training Updates
- Rome's Pizza Operations Manual
- Use of the Rome's Pizza Name, Marks and Systems

### Before Opening For Business\*

An additional investment is required to open your Rome's Pizza franchise:

#### Expenses (Lease or Conversion)

##### Hard Costs

Leasehold Improvements*	\$40,000	\$75,000
Lease Deposits	5,000	10,000
Kitchen Equipment	50,000	70,000
Dining Room/Counter	40,000	50,000
Point of Sale System	18,000	20,000
Signage	12,000	15,000
Permits (Beer & Wine)	1,000	2,000
Opening Inventory	<u>7,000</u>	<u>9,000</u>
SUBTOTAL	173,000	251,000

##### Soft Costs

Promotional & Pre-opening Expenses	\$7,500	\$10,000
Travel & Living Costs While Training	2,500	4,000
Professional Fees	2,000	3,000
Working Capital	20,000	30,000
Franchise Fee	<u>25,000</u>	<u>30,000</u>
SUBTOTAL	64,500	87,000

TOTAL (Including Franchise Fee)                      \$237,500                      \$338,000

### Royalty and Advertising Contribution

**Royalty:** 4% of your Gross Sales depending on sales volume. For continuous field support and marketing Assistance.

**Advertising:** 2% of a regional/national advertising fund which we control and apply to advertising, depending on the number of restaurants open in your area.

\*Items 5, 6 and 7 of the Offering Circular should be consulted for a more detailed description of your total estimated initial investment and other costs and expenses associated with the ownership and operation of your Rome's Pizza franchise. Typical lease space is 2,000-3,000 square feet. Average for leasehold improvements may range from \$20 to \$25 or more per square foot, usually negotiated with a landlord allowance ranging from \$5 to \$15 or more per square foot. Hard Costs are reasonable estimates based on our regional experience. Prices will vary in different territories.

QUESTIONNAIRE

**PERSONAL DATA**

Name \_\_\_\_\_ Age \_\_\_\_\_ Marital Status \_\_\_\_\_ No. of Dependents \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_ Own? \_\_\_\_\_ Rent? \_\_\_\_\_ Years \_\_\_\_\_  
Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
E-Mail \_\_\_\_\_ Fax \_\_\_\_\_ Best Time to Call \_\_\_\_\_

**PERSONAL REFERENCES** *(Please List Persons That Have You For Two Or More Years)*

Name \_\_\_\_\_ Phone \_\_\_\_\_ Years Known \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Name \_\_\_\_\_ Phone \_\_\_\_\_ Years Known \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**FINANCIAL DATA** *(Your Personal Financial Statement May Be Recuested At Our First Meeting)*

Your Approximate net worth? \_\_\_\_\_ Name of Partner/Investor *(if any)* \_\_\_\_\_

How will you obtain cash and/or credit to manage the average \$250,000 investment required? Please be specific. (If applying for an SBA loan, you must have at least \$80,000 cash to quality.)

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**BUSINESS HISTORY** *(Please Have A Resume Available At Our First Meeting)*

Do you now a franchise business? \_\_\_\_\_ Name of franchise \_\_\_\_\_

Have you ever failed in business? \_\_\_\_\_ Compromised with creditors or filed bankruptcy? \_\_\_\_\_ Detail.

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Have you ever been involved in litigation regarding your business intertrsts? \_\_\_\_\_ Detail.

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**MARKET PREFERENCE** *(Large Markets Or Cities May Be Divided Into Smaller Territories).*

First choice for your location \_\_\_\_\_ Second chice \_\_\_\_\_

When do you want to begin? Now \_\_\_\_\_ 3 to 6 months \_\_\_\_\_ 6 to 12 months \_\_\_\_\_ Other \_\_\_\_\_

**If you have any questions or comments obefore you submit this Questionnarie, please call us at 1-800-460-9000**

SITE ADDRESS: \_\_\_\_\_

LANDLORD \_\_\_\_\_ PHONE \_\_\_\_\_

RESTAURANT SIZE (SQ. FT.): \_\_\_\_\_ DIMENSIONS (L X W): \_\_\_\_\_

The Real Estate industry recognizes three major factors when estimating the potential of a business property. The first is location, the second is location, and the third is location. Rome's Pizza puts the same emphasis on locating your franchise location. As you begin to look at and evaluate potential locations for your franchise, consider the following:

	<b>FACTORS</b>	<b>ANSWER</b>
1.	Is the site located on a hight traffic street? <i>(30,000+ cars; 20-30,000 cars; 10- 20,000 cars)</i>	
2.	What is the population within a 3 mile radius of the site? <i>(100,000+; 50,000+; 25,000+)</i>	
3.	Is the site in an middle or middle-upper income area? <i>(\$60,000+; 50,000+; 40,000+ household income)</i>	
4.	Is the site in a growing or stable area? <i>(growing, stable, declining)</i>	
5.	How do you rate the other stores in your center or vicinity? <i>(excellent, good, fair, poor)</i>	
6.	Will the site allow illuminated signs? <i>(on site, near site, shared sign, none)</i>	
7.	Is there availability of a street pole or marquee sign on site? <i>(definite, possible, don't know)</i>	
8.	Is the site located at or near an intersection? <i>(at, near, no)</i>	
9.	Is the site accessible/visible from several directions? <i>(three ways, two ways, one way)</i>	
10.	Is the speed limit by the site appropriate? <i>(25-35 mph; 35-45mph; over 45 mph)</i>	
11.	How far is the site set back from the street frontage? <i>(25-50 ft. back; 50-75 ft. back; 75-100 ft. back)</i>	
12.	How far away is nearest pizza competitor? <i>(2+ miles; 1-2 miles; less than 1 mile)</i>	

Drive around the area, which of these factors are close to your potencial location.

College \_\_\_\_\_ High School \_\_\_\_\_ Church/Synagogue \_\_\_\_\_ Hospital \_\_\_\_\_ Office Bldgs. \_\_\_\_\_

McDonalds \_\_\_\_\_ Burguer King \_\_\_\_\_ Other Fast Foods \_\_\_\_\_ Restaurants \_\_\_\_\_ Large Employers \_\_\_\_\_

***(Make additional copies of this form if you are evaluating several locations.)***

