

DECISION MAKING CHECKLIST

There are many things to consider when deciding if or what business to own. This checklist is designed to help you insure you're turning over all the rocks. From start to finish, keep this guide handy for quick reference.

CONTACT INFORMATION

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OWNING YOUR OWN ALPHAGRAPHS STARTS WITH OUR DISCOVERY PROCESS. ONCE YOU ENGAGE WITH ALPHAGRAPHS, THE PROCESS BELOW STARTS.

1. YOUR GOALS & CRITERIA

- The AlphaGraphics Development Team will contact you to introduce our team and schedule a time to learn about your Goals and Decision Criteria.
- You will speak to your Development Director about your background, goals, deciding factors, and more. Your director can answer any initial questions you have as well.
- Your Development Director will review any established business opportunities in your area and discuss other potential options.

2. BRAND WEBINAR REVIEW

- Your Development Director and you will set a time to do a Brand Webinar. You'll get a deeper look into what owning an AlphaGraphics is all about.
- Be sure to review video case studies and testimonials at <https://www.youtube.com/user/AGOPPORTUNITY> in order to gain different perspectives.

3. REQUEST FOR CONSIDERATION COMPLETION

- At this point you're serious about taking a deep dive. AlphaGraphics requests you complete this RFC as an application for us to understand more about you also.
- This is completely confidential and doesn't commit you to anything - but it does allow AlphaGraphics to "qualify" you to be an owner.
- Review this with your Development Director once completed so you both understand what situations or opportunities might be the very best fit.

4. FRANCHISE DISCLOSURE DOCUMENT (FDD)

- Once you've completed the RFC, we will send you the FDD.
- You'll review the AlphaGraphics FDD with your Development Director. The document is the legal document that is required by the Federal Trade Commission.
- We encourage you to read the entire document, and on top of that, your Development Director will have a dedicated call to walk you through and explain the different parts of the document.
- You'll also see the numbers here. Item 19 in the document is a great fact finding section.

5. FUNDING DISCUSSION

- Funding is a critical part of becoming an owner. We will connect you with preferred lenders who know and understand our model.
- We also will coach you on different options, resources, and the process of purchasing an existing or new business.

6. ATTEND DISCOVERY DAY

- Discovery Day is a two and a half day session held at our Corporate Headquarters in Salt Lake City. This is a hands on, quick paced, information loaded session. The goal is for you to get a very deep dive and gain understanding and information.
- You'll meet the Executive Leadership Team, the Support Team, meet several franchisees, tour centers, and more.
- Discovery Day sessions are typically monthly. Make sure you're working with your Director to understand and pencil in upcoming sessions.
- Discovery Day is the opportunity for you to "interview" AlphaGraphics, but is also our chance to meet you. We do not take Franchisee Recruitment lightly. We know what it takes for owners to be successful and being able to get to you personally is critical.
- After Discovery Day ends, we will ask you to complete a few questions as homework. We will also ask if you'd like an award letter. Award letters are given after Discovery Day, based on a committee review of candidates. They are dispersed the Monday following Discovery Day.
- If you do decide to keep progressing in the process, you'll also be required to submit a \$5,000 deposit (refundable) within a week of returning from Discovery Day. You might ask why if it's refundable anyway. The reason is - decision making is critical in Entrepreneurship. Someone's ability to make the "go / no-go" decision is important. *Candidates that submit deposits and then in rare cases do not end up finding the right opportunity for them are refunded the deposit money.

7. VALIDATION

- This step is important. We will ask you to speak with several current franchisees within the network. We want you to call a variety - the best, the average, the struggling owners. By now you'll have heard the AlphaGraphics philosophy on what makes a business successful and this is a great way to assess what you think.
- Learning the "do's" and the "dont's" form others will help you as you launch your own center.
- Throughout your process you'll hear us talk about the 20/60/20 rule and the "heart" of the network. Basically, at any given time, there will always be 20% of the network at the top performance level, 20% at the bottom performance level, and the majority of centers will fall within the 60% - the heart of the network. Hearing the experiences in each category is important.
- We also host weekly calls with franchisees where candidates can RSVP to ask questions. Nothing is off limits, there will be other candidates who ask questions from other perspectives. Be sure to join as many of these as you can.
- These owners that you run into through validation will end up playing a role in your life as an owner. It's the very start of you networking with the other 260 franchisees.

8. SIGNING THE FRANCHISE AGREEMENT

- To become an owner, Franchise Agreement Paperwork is the final step. You'll work with your Development Director on timing and logistics.
- One step in the process is to engage a FRANCHISE attorney. Most people have a go to attorney for most things, but Franchising is it's own beast. Be sure to talk with someone specialized in franchising.