

**AVERAGE GROSS REVENUES, COST OF GOODS SOLD, AND GROSS PROFIT
58 FRANCHISEE-OWNED WOODCRAFT RETAIL STORES**

For the Period January 1 - December 31, 2024

Store Category	Bottom 50%	Top 50%	All Franchisee- Owned Stores
Number of Stores	29	29	58
Average Gross Revenues	\$1,499,246	\$2,313,520	\$1,906,383
Average Cost of Goods Sold	\$993,339	\$1,362,578	\$1,182,578
Average Gross Profit	\$361,124	\$587,213	\$646,060
Range of Gross Revenues	\$1,029,040 - \$1,859,242	\$1,865,985 - \$3,782,494	\$1,029,040 - \$3,782,494
Median Gross Revenues	\$1,517,501	\$2,148,219	\$1,862,614
Number and Percentage of Stores that Met or Exceeded the Average Gross Revenues Above	44 / 76%	9 / 16%	26 / 45%
<u>Median Cost of Goods Sold</u>	<u>.\$993,339</u>	<u>\$1,326,578</u>	<u>\$1,182,578</u>
<u>Median Gross Profit</u>	<u>.\$565,228</u>	<u>\$839,847</u>	<u>\$646,060</u>

NOTES

1. The Statement provides revenue and expense information based on the following calculation: Average Gross Revenues - Cost of Goods Sold = Gross Profit. [Costs of Goods Sold includes the invoice cost of products purchased by the Store from the vendor.](#)
2. “Gross Revenues” means the total of all sales (not including taxes collected) related to or arising from the operation of your Woodcraft Retail Store including, without limitation, all revenue from the sale of all products and services, including Branded Products. Gross Revenues shall be deemed to include cash, checks, drafts, money orders, credit card payments and other forms of payments. Gross Revenues shall not include the amount of any refunds and adjustments that you give in good faith to customers of the Retail Store which were previously included in calculating Gross Revenues or any applicable sales, use or service taxes.
3. We have not included the operating costs or other costs and expenses for the franchisee-owned Woodcraft Retail Stores. Therefore, this financial performance representation does not reflect the operating expenses or other costs and expenses that must be deducted from the Gross Revenues figures to obtain your net income or net profit. You should conduct an independent investigation of the costs and expenses you will incur in operating a franchised Woodcraft store. Franchisees or former franchisees listed in this Disclosure Document may be one source of this information

Some stores have sold and earned this amount. Your individual results may differ. There is no assurance that you’ll sell or earn as much. Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, Woodcraft Franchise, LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor’s management by contacting Andrew Bondi at 1177 Rosemar Road, Parkersburg, West Virginia 26105, (304) 422-5412, the Federal Trade Commission, and the appropriate state regulatory agencies.

EXHIBIT K

STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This document is effective and may be used in the following states, where the document is filed, registered or exempt from registration, as of the Effective Date stated below:

STATE	EFFECTIVE DATE
California	Pending April 7, 2025
Hawaii	March 29, 2025
Illinois	March 19, 2025
Indiana	March 19, 2025
Maryland	Pending
Michigan	March 17, 2025
Minnesota	Pending
New York	March 24, 2025
North Dakota	Pending
Rhode Island	March 17, 2025
South Dakota	Pending March 19, 2025
Virginia	March 27, 2025
Washington	Pending
Wisconsin	March 19, 2025

Other states may require registration, filing or exemption of a franchise under other laws, such as those that regulate the offer and sale of business opportunities or seller-assisted marketing plans.

RECEIPT

This Disclosure Document summarizes certain provisions of the franchise agreement and other information in plain language. Read this disclosure document and all agreements carefully.

If Woodcraft Franchise, LLC offers you a franchise, Woodcraft Franchise, LLC must provide this disclosure document to you 14 calendar days before you sign a binding agreement with, or make a payment to Woodcraft Franchise, LLC or an affiliate in connection with the proposed franchise sale. Under Iowa law, we must give you this Disclosure Document at the earlier of our first personal meeting or 14 calendar days before you sign an agreement with or make a payment to us or an affiliate in connection with the proposed franchise sale. Under Michigan law, we must give you this Disclosure Document at least 10 business days before the execution of any binding franchise or other agreement or the payment of any consideration, whichever occurs first. Under New York law, we must provide this Disclosure Document at the earlier of the first personal meeting or 10 business days before you sign a binding agreement with, or make a payment to, us or an affiliate in connection with the proposed franchise sale.

If Woodcraft Franchise, LLC does not deliver this disclosure document on time or if it contains a false or misleading statement, or a material omission, a violation of federal and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the appropriate state administrator listed on Exhibit A.

The name, principal business address, and telephone number of each franchise seller offering the franchise are Beth Coffey, Vice President of Sales & Marketing; ~~and~~ Andrew V. Bondi, Vice President -- Retail and Franchise Operations ~~and James Normand, Regional Field Consultant~~ at 1177 Rosemar Road, Parkersburg, West Virginia 26105, (304) 422-5412, or is listed below: _____

The issuance date of this Franchise Disclosure Document: March 17, 2025.

We authorize the persons and/or entities listed on Exhibit A to receive service of process for us.

I received a disclosure document dated: March 17, 2025 that included the following Exhibits:

- A. List of State Agents for Service of Process and State Administrators
- B. Franchise Agreement
- C. Renewal Franchise Agreement
- D. Woodcraft Supply Product Supply Agreement
- E. Retail System Support Agreement
- F. Table of Contents of Manual
- G. General Release
- H. List of Franchisees
- I. Financial Statements
- J. State Addenda
- K. State Effective Dates

Date Received

Prospective Franchisee

Name (please print)

Address: _____

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