

	<b>Provision</b>	<b>Section in Franchise Agreement</b>	<b>Summary</b>
v.	Choice of forum	Section 20	Litigation takes place in the state of Washington subject to applicable state law.
w.	Choice of law	Section 20	Delaware law applies, subject to applicable state law.

See the state addenda to this Franchise Disclosure Document and the Franchise Agreement for special state disclosures.

**ITEM 18: PUBLIC FIGURES**

We do not currently use any public figures to promote our franchise.

**ITEM 19: FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

The following representation is an historic financial performance representation about our existing outlets that were in operation as of December 31, 2023. As of December 31, 2023, we had a total of 18 franchised outlets in operation. The following represents the results of 2 franchise locations that have been in operation for more than 1 year. We have excluded the results of 11 franchised outlets that were new to the System and did not operate for the full fiscal year. We have excluded 4 franchised locations, operated by two franchisees, that while open for business at the end of 2022, did not operate the franchised business on a full-time basis and did not operate for two or more months in 2023. One excluded franchisee with two franchised outlets did not operate in January, February, March and April and reported no revenue during such period and the second franchisee, representing the other two excluded outlets, did not operate the business or have any revenue in January and February of 2023 as a result of the requirements surrounding their E2 Visa application process.

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**Unit 1  
First Year in Business**

	TOTAL	
	Jan - Dec 2023	% of Income
<b>Income</b>		
Sales	<b>\$1,401,781.55</b>	100.00%
<b>Total Income</b>	<b>\$1,401,781.55</b>	<b>100.00%</b>
<b>Cost of Goods Sold</b>		
Cost of Labor	\$435,520.51	31.07%
Workers' Comp Insurance	\$2,807.00	0.20%
Supplies and Materials	\$453,024.08	32.32%
Waste Removal	\$22,886.09	1.63%
<b>Total Cost of Goods Sold</b>	<b>\$914,237.68</b>	<b>65.22%</b>
<b>Gross Profit</b>	<b>\$487,543.87</b>	<b>34.78%</b>
<b>Expenses</b>		
Bank Service Fees	\$1,087.01	0.08%
Merchant Credit Card Fees	\$0.00	0.00%
Legal and Accounting Fees	\$7,934.88	0.57%
Subscriptions, Dues and Licenses	\$1,996.99	0.14%
Business Insurance	\$1,716.64	0.12%
Marketing	\$21,050.35	1.50%

Office Expenses	\$7,009.60	0.50%
Royalties	\$112,142.52	8.00%
<b>Total Expenses</b>	<b>\$152,937.99</b>	<b>10.91%</b>
<b>*Owner Discretionary Profit</b>	<b>\$334,605.88</b>	<b>23.87%</b>
<b>Months till cash flow positive</b>	<b>2nd month from opening</b>	
<i>Average project size</i>	\$26,103.23	

**Unit 2  
First Year in Business**

	TOTAL	
	Jan - Dec 2023	% of Income
<b>Income</b>		
Sales	\$473,447.60	100.00%
<b>Total Income</b>	<b>\$473,447.60</b>	<b>100.00%</b>
<b>Cost of Goods Sold</b>		
Cost of Labor	\$170,325.89	35.98%
Workers' Comp Insurance	-\$621.69	-0.13%
Supplies and Materials	\$138,204.53	29.19%
Waste Removal	\$12,583.15	2.66%
<b>Total Cost of Goods Sold</b>	<b>\$320,491.88</b>	<b>67.69%</b>

<b>Gross Profit</b>	<b>\$152,955.72</b>	<b>32.31%</b>
<b>Expenses</b>		
Bank Service Fees	\$344.75	0.07%
Merchant Credit Card Fees	\$591.20	0.12%
Legal and Accounting Fees	\$83.43	0.02%
Subscriptions, Dues and Licenses	\$1,981.48	0.42%
Business Insurance	\$3,795.91	0.80%
Marketing	\$11,510.46	2.43%
Office Expenses	\$2,009.65	0.42%
Royalties	\$37,873.76	8.00%
<b>Total Expenses</b>	<b>\$58,190.64</b>	<b>12.29%</b>
<b>Owner Discretionary Profit</b>	<b>\$94,765.08</b>	<b>20.02%</b>
<b>Months till cash flow positive</b>	<b>4th month from opening</b>	
<i>Average project size</i>	<i>\$14,346.90</i>	

### FIRST FULL YEAR OF OPERATIONS

	Average	% of income
<b>Income</b>		
Sales	\$937,614.58	100.00%
<b>Total Income</b>	<b>\$937,614.58</b>	<b>100.00%</b>

<b>Cost of Goods Sold</b>		
Cost of Labor	\$302,923.20	32.31%
Workers' Comp Insurance	\$1,092.66	0.12%
Supplies and Materials	\$295,614.30	31.53%
Waste Removal	\$17,734.62	1.89%
<b>Total Cost of Goods Sold</b>	<b>\$617,364.78</b>	<b>65.84%</b>
<b>Gross Profit</b>	<b>\$320,249.80</b>	<b>34.16%</b>
<b>Expenses</b>		
Bank Service Fees	\$715.88	0.08%
Merchant Credit Card Fees	\$295.60	0.03%
Legal and Accounting Fees	\$4,009.16	0.43%
Subscriptions, Dues and Licenses	\$1,989.23	0.21%
Business Insurance	\$2,756.28	0.29%
Marketing	\$16,280.41	1.74%
Office Expenses	\$4,509.63	0.48%
Royalties	\$75,008.14	8.00%
<b>Total Expenses</b>	<b>\$105,564.32</b>	<b>11.26%</b>
<b>Owner Discretionary Profit</b>	<b>\$214,685.48</b>	<b>22.90%</b>
<b>Months till cash flow positive</b>	<b>3rd month from opening</b>	
<i>Average project size</i>	\$20,225.06	

\*Owner discretionary profit is defined as revenue of the business minus the cost of goods sold and overhead necessary to run the business. Overhead includes royalties and fees paid to the franchisor.

<sup>1</sup>Gross revenue represents the total revenues received by each outlet during the 2023 calendar year. Gross Revenue does not include (a) any sales tax or similar taxes collected from customers and turned over to the governmental authority imposing the tax, (b) properly documented refunds to customers, and (c) properly documented promotional discounts (i.e. coupons).

~~These results are unaudited.~~

~~These results represent sales of products and services which~~ Written substantiation will be made available for franchisees to sell you upon reasonable request.

**Some outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**

Other than the preceding financial performance representation, ~~Ideal Siding Franchising (USA) Inc. does~~ we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. 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 Aleksander Filipuk, Ideal Siding Franchising (USA) Inc., 1104-2980 Atlantic Ave, Coquitlam, BC, Canada, V3B 0G2, 855-574-3464, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

Table No. 1

System-wide Outlet Summary  
For Years 2021, 2022, 2023

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	0	0	0
	2022	0	6	+6