

FRANCHISE DISCLOSURE DOCUMENT



CHHJ FRANCHISING L.L.C.
a Delaware limited liability
company
4411 West Tampa Bay Boulevard
Tampa, Florida 33614
Telephone: (800) 586-5872
Email: franchise@CHHJ.com
www.collegehunkshaulingjunk.com
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We offer franchises for the operation of businesses operating under the College Hunks Hauling Junk® and College Hunks Moving® names which will provide junk removal services and/or moving services, including relocating items from one location to another and/or picking up unwanted items from residential and commercial clients and taking it to the appropriate landfill or transfer station for appropriate disposal or recycling. We offer standard franchises, 'small market' franchises, and conversion franchises.

The total investment necessary to begin operation of a College Hunks Hauling Junk® or College Hunks Moving® franchise is \$258,100 to \$480,500. This includes at least \$55,000 to \$75,000 that must be paid to us or our parent or affiliates.

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive the Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government agency has verified the information contained in this document.**

You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Franchise Development Team at 4411 Tampa Bay Boulevard, Tampa, Florida 33614 and (800) 586-5872.

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as '*A Consumer's Guide to Buying a Franchise*,' which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance Date: May 2, 2024, as amended June 12, 2024

Vice President of National Accounts and Strategic Alliances: Laura Butcaris

Ms. Butcaris has served as our Vice President of National Accounts and Strategic Alliances since November 2020. From August 2017 until October 2020, she served as our Director of Franchise Performance.

Vice President of Franchise Business Consulting: Dan Whalen

Mr. Whalen was promoted to Vice President of Franchise Business Consulting as of January 1, 2024. He previously served as our Director of Franchise Business Consulting since October 2021. From March 2016 to September 2021, Mr. Whalen served as the General Manager of Mansari LLC, our affiliate that currently owns and operates a College Hunks Hauling Junk® and College Hunks Moving® in Florida.

Vice President of Technology: Eric Olinger

Mr. Olinger was promoted to Senior Vice President of Technology as of April, 2024. He previously served as our Vice President of Technology from July 2023 to March 2024. [From June 2022 to June 2023, Mr. Olinger owned and operated an IT Consulting Firm called Rapid Strategy.](#) From November 2019 to May 2022, Mr. Olinger served as Vice President of Software Engineering at PODS Enterprises. From May 2018 to September 2019, Mr. Olinger served as Director of Software Engineering at It Works! Marketing, Inc.

Director of Training and Talent Development: Sean Winship

Mr. Winship has served as our Director of Training and Talent Development since May ~~2024~~[2023](#) in East Bend, NC. From June 2021 to May 2023, he served as Franchise Operations Consultant for Smoothie King in Nashville, TN. From August 2018 to June 2021, he served as a Team of Experts Coach for T-Mobile.

Director of the Sales and Loyalty Center: Adam Verrill

Mr. Verrill has served as our Director – Sales and Loyalty Center since March 2020. From September 2019 to February 2020, he served as our Senior Operations Manager for the Sales and Loyalty Center. From November 2016 to August 2019, Mr. Verrill served as our Workforce Management Manager.

Director of Product Development: Matt Knapp

Mr. Knapp has served as our Director of Product Development since July 2019. From April 2013 to June 2019, Mr. Knapp served as our Software Engineering Manager.

Franchise Development Manager: Heather Solding

Ms. Solding has served as our Franchise Development Manager since February 2024. From November 2020 to January 2024, Ms. Solding served as our Franchise Development Coordinator. From January 2019 to October 2020, she served as our Recruiting Specialist.

Provision	Article in Franchise or Other Agreement	Summary
		Disclosure Document.
(u) Dispute resolution by mediation	Section 22.5	Except for claims for equitable or injunctive relief, all disputes must be mediated at a mutually agreeable location, subject to state law.
(v) Choice of forum	Section 22.6	Florida, subject to state law.
(w) Choice of law	Section 22.8	Florida, subject to state law.

ITEM 18 PUBLIC FIGURES

We do not use any public figure 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.

HISTORICAL FINANCIAL PERFORMANCE INFORMATION

The following charts provide information regarding the annual gross sales, gross profit, profit margin, EBITDA, and certain expense and annual performance metrics for franchised outlets and outlets owned by our affiliates. These businesses (both franchised and affiliate-owned) provide substantially the same products and services as the Franchised Business offered in this Disclosure Document. Likewise, they receive substantially the same services as those we provide for the Franchised Business offered in this Disclosure Document, except our affiliates receive centralized accounting, financial and management services.

By the end of 2023, there were 206 outlets operating in our system, which consisted of 202 franchised outlets and 4 affiliate-owned outlets. Unless otherwise indicated, the charts below present information for only those outlets that responded to a survey or are a part of our bookkeeping program and were in operation for at least 12 full months as of the end of the applicable reporting period. This includes ~~154~~146 franchised and 4 affiliate-owned outlets in 2023 (representing ~~75~~73% (~~155~~150/206) of all outlets in existence at the end of 2023). Further, note that 37 of these 206 locations were not surveyed because they were open less than 12 months in 2023. Therefore, the information includes ~~82~~89% (150/169/~~206~~) of all outlets that were open a full 12 months in 2023. The remaining ~~44~~19 locations either didn't respond to the survey or aren't part of our bookkeeping program. Of the 151 franchised outlets that we present information on in the charts below, we obtained the historical financial results for: (A) 26

**2023 GROSS SALES, COST OF SERVICE, GROSS PROFIT, FIXED EXPENSES & EBITDA
FOR AFFILIATE & FRANCHISED LOCATIONS**

		Corporate Owned Stores			Franchised Stores				
		2023 Single-T erritory Stores	2023 2-Territo ry Stores	2023 3+ Territory Stores	2023 Single-Ter ritory Stores	2023 2-Territory Stores	2023 3+ Territory Stores	2023 Bottom 25% Franchisee s	2023 Top 25% Franchisees
# in Group		0	0	4	79 76	47 46	25 24	38 37	38 37
Total Gross Sales	Average	-	-	\$4,074,27 34,452.17 7	\$749,177 8 39,307	\$1,337,003 1,517 265	\$2,874,612 3 242,743	\$441,416 49 7,691	\$2,694,942 3 602,124
	Median	-	-	\$4,278,20 24,704.38 7	\$640,528 7 32,263	\$1,281,096 1,422 222	\$2,383,202 2 870,236	\$414,714 47 7,209	\$2,049,297 2 315,959
	Highest	-	-	\$6,479,09 67,055.89 9	\$2,077,458 2,315.959	\$3,562,083 3,994 270	\$9,728,266 1 0,550,177	\$613,388 68 7,827	\$9,728,266 1 0,550,177
	Lowest	-	-	\$1,261,59 81,344.03 5	\$245,171 2 66,106	\$376,550 416.92 0	\$865,010 99 8,471	\$245,171 26 6,106	\$1,512,727 1 603,428
#/% of Franchised Businesses Who Achieved or Surpassed Total Gross Sales	Average	-	-	2/50%	30 28/ 38 37 %	20/43%	11/ 44 46%	17 18/ 45 49 %	13/ 34 35%
	Median	-	-	2/50%	40 38/ 51 50 %	24 23/ 51 50%	13 12/ 52 50 %	19/ 50 52%	19/ 50 52%
COGS									
Royalty Costs (% of Revenue)	Average	-	-	7%	7%	7%	7%	7%	7%
	Median	-	-	7%	7%	7%	7%	7%	7%
Sales and Loyalty Center Costs (% of Revenue)	Average	-	-	3%	3 5%	3 4%	3%	4 6%	3%
	Median	-	-	3%	3 5%	3 4%	3%	4 6%	3%
Brand Development Costs (% of Revenue)	Average	-	-	2%	2%	2%	2%	2%	2%
	Median	-	-	2%	2%	2%	2%	2%	2%
Truck Labor Costs (% of Revenue)	Average	-	-	29 30%	35 31%	33 29%	32 29%	36 32%	33 30%
	Median	-	-	30 28%	36 32%	33 30%	31 29%	37 32%	32 29%
Other Costs - Disposal, Truck Fuel, Credit Card Fees, Tech Fee, etc. (% of Revenue)	Average	-	-	8 9%	9%	10 9%	10 9%	10 9%	10 9%
	Median	-	-	8%	9 8%	10 9%	10 9%	10 9%	9 8%
Total Cost of Service	Average	-	-	\$1,957,66 62,240.57 5	\$420,969 4 63,707	\$716,996 771.45 3	\$1,500,725 1 632,535	\$260,535 28 4,972	\$1,425,864 1 536,157
	Median	-	-	\$1,901,25 52,301.54 4	\$369,957 4 18,411	\$699,819 748.16 2	\$1,283,132 1 487,830	\$253,768 27 5,626	\$1,216,149 1 309,772
	Highest	-	-	\$3,255,80 63,579.43 9	\$1,422,606 1,617.036	\$1,485,067 1,565 649	\$4,682,359 4 748,112	\$434,948 47 8,783	\$4,682,359 4 748,112

	Lowest	-	-	<u>\$772,353</u> <u>79,772</u>	<u>\$137,489</u> <u>53,415</u>	<u>\$196,487</u> <u>231,819</u>	<u>\$491,643</u> <u>50,124</u>	<u>\$137,489</u> <u>15,345</u>	<u>\$699,819</u> <u>87,396</u>
#/% of Franchised Businesses Who Achieved or Surpassed Total Cost of Service	Average	-	-	2/50%	<u>2725/3433</u> %	22/4748%	11/4446%	<u>1617/4246</u> %	13/3435%
	Median	-	-	2/50%	<u>4038/5150</u> %	<u>2423/5150</u> %	<u>1312/5250</u> %	19/5052%	19/5052%
GP									
Total Gross Profit	Average	-	-	<u>\$2,116,60</u> <u>72,211,60</u> <u>2</u>	<u>\$328,208</u> <u>375,601</u>	<u>\$620,007</u> <u>745,812</u>	<u>\$1,373,887</u> <u>1,610,209</u>	<u>\$180,881</u> <u>21,719</u>	<u>\$1,269,078</u> <u>1,495,968</u>
	Median	-	-	<u>\$2,376,94</u> <u>72,402,84</u> <u>3</u>	<u>\$263,117</u> <u>319,236</u>	<u>\$593,244</u> <u>717,048</u>	<u>\$1,133,398</u> <u>1,335,214</u>	<u>\$171,346</u> <u>20,600</u>	<u>\$932,823</u> <u>1,098,827</u>
	Highest	-	-	<u>\$3,223,29</u> <u>93,476,46</u> <u>0</u>	<u>\$838,489</u> <u>1,060,338</u>	<u>\$2,077,016</u> <u>2,428,621</u>	<u>\$5,045,907</u> <u>5,802,065</u>	<u>\$317,416</u> <u>38,484</u>	<u>\$5,045,907</u> <u>5,802,065</u>
	Lowest	-	-	<u>\$489,245</u> <u>564,263</u>	<u>\$74,412</u> <u>67,463</u>	<u>\$150,160</u> <u>156,044</u>	<u>\$230,084</u> <u>30,962</u>	<u>\$74,412</u> <u>67,463</u>	<u>\$639,457</u> <u>69,534</u>
#/% of Franchised Businesses Who Achieved or Surpassed Total Gross Profit	Average	-	-	2/50%	<u>3133/3943</u> %	21/4546%	<u>89/3238</u> %	<u>1716/4544</u> %	<u>1312/3433</u> %
	Median	-	-	2/50%	<u>4038/5150</u> %	<u>2423/5150</u> %	<u>1312/5250</u> %	19/5052%	19/5052%
*Gross Profit as % of Revenue	Average	-	-	<u>5148</u> %	<u>4344</u> %	<u>4648</u> %	<u>4648</u> %	<u>4143</u> %	<u>4648</u> %
	Median	-	-	<u>5049</u> %	<u>4344</u> %	<u>4548</u> %	<u>4749</u> %	<u>4143</u> %	<u>4649</u> %
	Highest	-	-	<u>6653</u> %	<u>7262</u> %	<u>7375</u> %	<u>5962</u> %	<u>6162</u> %	<u>5962</u> %
	Lowest	-	-	<u>3942</u> %	<u>2425</u> %	<u>3435</u> %	<u>2731</u> %	<u>2425</u> %	<u>3230</u> %
#/% of Franchised Businesses Who Achieved or Surpassed Gross Profit % of Revenue	Average	-	-	<u>13/2575</u> %	<u>3637/4649</u> %	<u>1924/76100</u> %	<u>1614/6458</u> %	<u>1718/4549</u> %	<u>2021/5357</u> %
	Median	-	-	2/50%	<u>4038/5150</u> %	<u>1617/6471</u> %	<u>1312/5250</u> %	19/5052%	19/5052%
FIXED EXPENSES									
Marketing Expenses (local advertising)	Average	-	-	<u>\$616,080</u> <u>659,444</u>	<u>\$105,299</u> <u>104,726</u>	<u>\$169,043</u> <u>170,062</u>	<u>\$373,242</u> <u>38,689</u>	<u>\$73,075</u> <u>71,903</u>	<u>\$329,751</u> <u>33,571</u>
	Median	-	-	<u>\$609,879</u> <u>96,443</u>	<u>\$91,520</u> <u>90,888</u>	<u>\$174,174</u> <u>176,494</u>	<u>\$313,255</u> <u>31,523</u>	\$67,739	<u>\$265,272</u> <u>26,815</u>
Office Labor Expenses	Average	-	-	<u>\$402,277</u> <u>40,735</u>	<u>\$62,355</u> <u>79,940</u>	<u>\$139,999</u> <u>159,598</u>	<u>\$325,074</u> <u>36,045</u>	<u>\$36,870</u> <u>49,24</u>	<u>\$313,808</u> <u>34,093</u>
	Median	-	-	<u>\$389,169</u> <u>66,084</u>	<u>\$53,607</u> <u>72,941</u>	<u>\$126,520</u> <u>132,743</u>	<u>\$308,807</u> <u>35,482</u>	<u>\$23,166</u> <u>49,900</u>	<u>\$295,741</u> <u>30,734</u>
Rent and Utilities Expenses	Average	-	-	<u>\$153,639</u> <u>73,672</u>	<u>\$34,751</u> <u>35,363</u>	<u>\$55,733</u> <u>56,637</u>	<u>\$90,672</u> <u>91,322</u>	<u>\$30,121</u> <u>29,501</u>	<u>\$92,937</u> <u>95,021</u>
	Median	-	-	<u>\$154,193</u> <u>71,236</u>	<u>\$32,377</u> <u>32,499</u>	<u>\$41,153</u> <u>42,409</u>	<u>\$72,910</u> <u>72,770</u>	<u>\$31,251</u> <u>30,901</u>	<u>\$71,547</u> <u>72,448</u>
Insurance Expenses	Average	-	-	<u>\$242,730</u> <u>259,649</u>	<u>\$66,940</u> <u>67,757</u>	<u>\$104,425</u> <u>105,366</u>	<u>\$229,957</u> <u>23,596</u>	<u>\$47,710</u> <u>48,230</u>	<u>\$203,798</u> <u>20,787</u>
	Median	-	-	<u>\$237,663</u> <u>21,502</u>	<u>\$63,619</u> <u>64,004</u>	<u>\$98,279</u> <u>98,788</u>	<u>\$169,902</u> <u>17,774</u>	<u>\$45,433</u> <u>48,232</u>	<u>\$157,462</u> <u>16,274</u>
Truck Repairs/Maintenance Expenses	Average	-	-	<u>\$94,204</u> <u>12,147</u>	<u>\$17,918</u> <u>19,603</u>	<u>\$34,871</u> <u>38,326</u>	<u>\$102,828</u> <u>11,247</u>	<u>\$9,257</u> <u>9,456</u>	<u>\$89,926</u> <u>98,937</u>
	Median	-	-	<u>\$100,724</u> <u>24,525</u>	<u>\$12,318</u> <u>13,288</u>	<u>\$27,492</u> <u>30,050</u>	<u>\$95,164</u> <u>100,511</u>	<u>\$8,347</u> <u>8,234</u>	<u>\$68,224</u> <u>82,278</u>
Move Supply Expenses	Average	-	-	<u>\$82,322</u> <u>79,376</u>	<u>\$28,468</u> <u>12,634</u>	<u>\$43,762</u> <u>23,455</u>	<u>\$85,602</u> <u>60,842</u>	<u>\$15,640</u> <u>6,093</u>	<u>\$84,543</u> <u>55,343</u>

	Median	-	-	\$83,190 <u>79,341</u>	\$22,318 <u>9,735</u>	\$31,393 <u>20,324</u>	\$74,224 <u>51,700</u>	\$12,482 <u>5,763</u>	\$73,383 <u>47,829</u>
Total Fixed Expenses	Average	-	-	\$1,591,251 <u>1,734,353</u>	\$305,173 <u>307,961</u>	\$538,278 <u>542,806</u>	\$1,207,375 <u>1,247,712</u>	\$203,005 <u>204,484</u>	\$1,106,505 <u>1,124,526</u>
	Median	-	-	\$1,593,851 <u>1,834,209</u>	\$288,599 <u>281,474</u>	\$494,116 <u>499,198</u>	\$1,125,273 <u>1,144,094</u>	\$203,303 <u>182,984</u>	\$961,782 <u>1,044,811</u>
	Highest	-	-	\$2,602,639 <u>2,694,339</u>	\$1,086,532 <u>1,049,000</u>	\$1,439,366 <u>1,436,997</u>	\$3,675,127	\$346,788 <u>2,750</u>	\$3,675,127
	Lowest	-	-	\$574,656	\$81,900	\$103,437	\$333,389	\$81,900	\$409,581 <u>1,097</u>
#/% of Franchised Businesses Who Achieved or Surpassed Total General & Admin Expenses	Average	-	-	2/50%	3331/4241 <u>%</u>	2119/4541 <u>%</u>	1110/4442 <u>%</u>	1916/5044 <u>%</u>	15/39 <u>41</u> %
	Median	-	-	2/50%	4038/5150 <u>%</u>	2423/5150 <u>%</u>	1312/5250 <u>%</u>	19/50 <u>52</u> %	19/50 <u>52</u> %
EBITDA									
EBITDA (earnings before interest, taxes, depreciation and amortization) (does not include truck payments, owner compensation or other discretionary expenses)	Average	-	-	\$525,356 <u>384,082</u>	\$23,035 <u>40,796</u>	\$81,729 <u>144,622</u>	\$166,512 <u>312,626</u>	-\$22,124 <u>20,130</u>	\$162,572 <u>323,436</u>
	Median	-	-	\$521,403 <u>494,715</u>	\$19,439 <u>9,984</u>	\$45,486 <u>80,652</u>	\$87,617 <u>132,691</u>	-\$32,828 <u>24,691</u>	\$113,813 <u>188,361</u>
	Highest	-	-	\$1,144,029 <u>1,144,029</u>	\$549,890 <u>487,431</u>	\$637,650 <u>1,012,768</u>	\$1,370,780 <u>1,126,938</u>	\$151,395 <u>233,292</u>	\$1,370,780 <u>1,126,938</u>
	Lowest	-	-	-\$85,410 <u>75,098</u>	-\$431,680 <u>19,230</u>	-\$165,836 <u>260,183</u>	-\$612,560 <u>478,828</u>	-\$208,840 <u>19,230</u>	-\$612,560 <u>478,828</u>
#/% of Franchised Businesses Who Achieved or Surpassed EBITDA	Average	-	-	2/50%	3731/4741 <u>%</u>	18/38 <u>39</u> %	85/322 <u>1</u> %	17/45 <u>46</u> %	+613/4235 <u>%</u>
	Median	-	-	2/50%	4038/5150 <u>%</u>	2423/5150 <u>%</u>	1312/5250 <u>%</u>	19/50 <u>52</u> %	19/50 <u>52</u> %
Net Profit as % of Revenue (before taxes, interest, depreciation and amortization, and owners' compensation)	Average	-	-	124 <u>%</u>	02 <u>%</u>	69 <u>%</u>	38 <u>%</u>	-75 <u>%</u>	510 <u>%</u>
	Median	-	-	9%	31 <u>%</u>	57 <u>%</u>	45 <u>%</u>	-75 <u>%</u>	56 <u>%</u>

NOTES:

- Gross Profit is calculated as follows: Gross Revenue less disposal costs, truck labor costs, truck fuel costs, credit card fees, moving supply cost, royalty fees, First Contact Sales & Loyalty Center fees, and Brand Development Fees but excluding fixed costs, such as rent, marketing, insurance, office staff or other expenses related to the operation of the business.
- EBITDA is calculated as follows: Gross Revenue less all Cost of Goods (disposal costs, truck labor costs, truck fuel costs, credit card fees, moving supply cost, royalty fees, First Contact Sales & Loyalty Center fees, and Brand Development Fees) and all Fixed Costs (marketing spend, office labor expenses, rent, utilities, insurance, truck repairs/maintenance costs, move supply costs).
- Net Profit is calculated as follows: EBITDA divided by Gross Revenue.
- The average multi-territory corporate store owns 5 territories.
- The average multi-territory franchise owns 4 territories.
- The locations in the Bottom 25% own an average of 1 territory.
- The locations in the Top 25% own an average of 3 territories.

**2023 GROSS SALES, COST OF SERVICE, GROSS PROFIT, FIXED EXPENSES & EBITDA
FOR AFFILIATE & FRANCHISED LOCATIONS – BY YEARS IN BUSINESS**

		Corporate Owned Stores		Franchised Stores	
Year		2023 Stores 1-3 Years in Business	2023 Stores 3+ Years in Business	2023 Stores 1-3 Years in Business	2023 Stores 3+ Years in Business
# in Group		0	4	55	9691
Total Gross Sales	Average	-	\$4,074,2734.4 52,177	\$692,973785.62 8	\$1,622,6661,848.32 8
	Median	-	\$4,278,2024.7 04,387	\$613,388679.90 3	\$1,268,8071,462.18 6
	Highest	-	\$6,479,0907.0 55,899	\$2,333,6442.60 0.508	\$9,728,26610,550.1 77
	Lowest	-	\$1,261,5981.3 44,035	\$249,137266.10 6	\$245,171270,548
#/% of Franchised Businesses Who Achieved or Surpassed Total Gross Sales	Average	-	2/50%	19/35%	33/3436%
	Median	-	2/50%	28/51%	4846/5051%
COGS					
Royalty Costs (% of Revenue)	Average	-	7%	7%	7%
	Median	-	7%	7%	7%
Sales and Loyalty Center Costs (% of Revenue)	Average	-	3%	35%	34%
	Median	-	3%	35%	3%
Brand Development Costs (% of Revenue)	Average	-	2%	2%	2%
	Median	-	2%	2%	2%
Truck Labor Costs (% of Revenue)	Average	-	2930%	3632%	3330%
	Median	-	3028%	3732%	3229%
Other Costs - Disposal, Truck Fuel, Credit Card Fees, Tech Fees, etc. (% of Revenue)	Average	-	89%	109%	109%
	Median	-	8%	108%	108%
Total Cost of Service	Average	-	\$1,957,6662.24 0,575	\$391,518433.625	\$863,958945.714
	Median	-	\$1,901,2552.30 1,544	\$359,503394.694	\$719,406812.136
	Highest	-	\$3,255,8003.57 9,439	\$1,200,2461,315, 751	\$4,682,3594,748,112
	Lowest	-	\$772,353779.77 2	\$137,489153,415	\$140,541154,024
#/% of Franchised Businesses Who Achieved or Surpassed Total Cost of Service	Average	-	2/50%	22/40%	3331/34%
	Median	-	2/50%	28/51%	4846/5051%
GP					
Total Gross Profit	Average	-	\$2,116,6072.21 1,602	\$301,455352.003	\$758,707902.614
	Median	-	\$2,376,9472.40 2,843	\$232,673268,813	\$608,766711,816
	Highest	-	\$3,223,2903.47 6,460	\$1,133,3981,284, 757	\$5,045,9075,802,065

	Lowest	-	\$489,245 <u>\$64,263</u>	\$74,412 <u>\$67,463</u>	\$104,629 <u>\$110,535</u>
#/% of Franchised Businesses Who Achieved or Surpassed Total Gross Profit	Average	-	2/50%	20/36%	29 <u>28</u> / 30 <u>31</u> %
	Median	-	2/50%	28/51%	48 <u>46</u> / 50 <u>51</u> %
*Gross Profit as % of Revenue	Average	-	51 <u>48</u> %	42 <u>43</u> %	46 <u>48</u> %
	Median	-	50 <u>49</u> %	41 <u>43</u> %	46 <u>48</u> %
	Highest	-	66 <u>53</u> %	56 <u>57</u> %	73 <u>75</u> %
	Lowest	-	39 <u>42</u> %	24 <u>25</u> %	24 <u>30</u> %
#/% of Franchised Businesses Who Achieved or Surpassed Gross Profit % of Revenue	Average	-	13 <u>25</u> / 75 %	17 <u>28</u> / 30 <u>51</u> %	30 <u>47</u> / 31 <u>52</u> %
	Median	-	2/50%	28/ 50 <u>51</u> %	48 <u>46</u> / 50 <u>51</u> %
FIXED EXPENSES					
Marketing Expenses (local advertising)	Average	-	\$616,080 <u>\$659,444</u>	\$116,211 <u>\$116,345</u>	\$202,403 <u>\$206,669</u>
	Median	-	\$609,879 <u>\$696,443</u>	\$101,937	\$164,608 <u>\$171,853</u>
Office Labor Expenses	Average	-	\$402,277 <u>\$440,735</u>	\$53,900 <u>\$71,836</u>	\$177,385 <u>\$203,500</u>
	Median	-	\$389,169 <u>\$466,084</u>	\$36,905 <u>\$68,473</u>	\$120,218 <u>\$145,673</u>
Rent and Utilities Expenses	Average	-	\$153,639 <u>\$173,672</u>	\$33,954 <u>\$34,122</u>	\$60,043 <u>\$61,625</u>
	Median	-	\$154,193 <u>\$171,236</u>	\$32,426	\$44,080 <u>\$44,919</u>
Insurance Expenses	Average	-	\$242,730 <u>\$259,649</u>	\$63,663 <u>\$64,016</u>	\$129,622 <u>\$133,391</u>
	Median	-	\$237,663 <u>\$271,502</u>	\$57,855	\$98,177 <u>\$104,560</u>
Truck Repairs/Maintenance Expenses	Average	-	\$94,204 <u>\$121,478</u>	\$14,495 <u>\$15,447</u>	\$50,291 <u>\$6,013</u>
	Median	-	\$100,724 <u>\$124,525</u>	\$11,239 <u>\$11,896</u>	\$31,398 <u>\$6,263</u>
Move Supply Expenses	Average	-	\$82,322 <u>\$79,376</u>	\$32,107 <u>\$14,466</u>	\$48,750 <u>\$29,901</u>
	Median	-	\$83,190 <u>\$79,341</u>	\$24,497 <u>\$10,810</u>	\$34,018 <u>\$20,677</u>
Total Fixed Expenses	Average	-	\$1,591,251 <u>\$1,734,353</u>	\$307,469 <u>\$307,089</u>	\$652,930 <u>\$675,047</u>
	Median	-	\$1,593,855 <u>\$1,834,209</u>	\$273,883 <u>\$266,378</u>	\$475,283 <u>\$495,485</u>
	Highest	-	\$2,602,638 <u>\$2,694,339</u>	\$1,045,781 <u>\$1,046,483</u>	\$3,675,127
	Lowest	-	\$574,656	\$94,474 <u>\$118,428</u>	\$81,900
#/% of Franchised Businesses Who Achieved or Surpassed Total General & Admin Expenses	Average	-	2/50%	19 <u>20</u> / 35 <u>36</u> %	29 <u>28</u> / 30 <u>31</u> %
	Median	-	2/50%	28/51%	48 <u>46</u> / 50 <u>51</u> %
EBITDA					
EBITDA (earnings before interest, taxes, depreciation and amortization) (does not include truck payments, owner compensation or other discretionary expenses)	Average	-	\$525,356 <u>\$384,082</u>	-\$6,014 <u>\$14,874</u>	\$105,777 <u>\$180,638</u>
	Median	-	\$521,403 <u>\$494,715</u>	-\$11,096 <u>\$2,756</u>	\$61,514 <u>\$100,366</u>
	Highest	-	\$1,144,029 <u>\$721,997</u>	\$287,647 <u>\$487,431</u>	\$1,370,780 <u>\$2,126,938</u>
	Lowest	-	-\$85,410 <u>\$175,098</u>	-\$208,840 <u>\$219,230</u>	-\$612,560 <u>\$478,828</u>

#/% of Franchised Businesses Who Achieved or Surpassed EBITDA	Average	-	2/50%	2523/4542 %	3730/3933 %
	Median	-	2/50%	2728/4951 %	4846/5051 %
Net Profit as % of Revenue (before taxes, interest, depreciation and amortization, and owners' compensation)	Average	-	124 %	-5.2 %	69 %
	Median	-	9%	-10 %	57 %

NOTES:

- Gross Profit is calculated as follows: Gross Revenue less disposal costs, truck labor costs, truck fuel costs, truck maintenance costs, credit card fees, moving supply cost, royalty fees, First Contact Sales & Loyalty Center fees, and Brand Development Fees but excluding fixed costs, such as rent, marketing, insurance, office staff or other expenses related to the operation of the business.
- EBITDA is calculated as follows: Gross Revenue less all Cost of Goods (disposal costs, truck labor costs, truck fuel costs, credit card fees, moving supply cost, royalty fees, First Contact Sales & Loyalty Center fees, and Brand Development Fees) and all Fixed Costs (marketing spend, office labor expenses, rent, utilities, insurance, truck repairs/maintenance costs, move supply costs).
- Net Profit is calculated as follows: EBITDA divided by Gross Revenue.

2023 ANNUAL PERFORMANCE METRICS

		Corporate Owned Stores	All Franchised Locations	Junk Only Franchised Locations	Move Only Franchised Locations	Junk & Move Franchised Locations
# in Group		4	151 146	43	1	146 142
Gross Revenues	Average	\$4,074,273 4,452,177	\$1,284,036 1,447,996	\$996,074 1,026,115	\$546,499 2,536	\$1,296,977 462,722
	Median	\$4,278,202 4,704,387	\$979,503 106,159	\$889,138 8,282	\$546,499 2,536	\$982,236 1,06,835
	Highest	\$6,479,090 7,055,899	\$9,728,266 10,550,177	\$1,795,566 1,823,142	\$546,499 2,536	\$9,728,266 0,550,177
	Lowest	\$1,261,598 1,344,035	\$245,171 6,106	\$410,454 6,920	\$546,499 2,536	\$245,171 ,106
#/% of Franchised Businesses Who Achieved or Surpassed Gross Revenues	Average	2/50%	51/343 5%	21/503 3%	1/100%	4849/333 5%
	Median	2/50%	7673/50 %	2/506 7%	1/100%	7371/50 %
Job Size	Average	\$684	\$664 666	\$405 411	\$851	\$669 670
	Median	\$697	\$658 664	\$402 414	\$851	\$664 668
	Highest	\$761	\$1,155	\$483	\$851	\$1,155
	Lowest	\$584	\$336	\$336	\$851	\$354
#/% of Franchised Businesses Who Achieved or Surpassed Job Size	Average	2/50%	7473/4950 %	2/506 7%	1/100%	7170/49 %
	Median	2/50%	7673/50 %	2/506 7%	1/100%	7371/50 %
Leads	Average	15,632	5,557 5,567	4,928 4,682	3,185	5,590 5,603
	Median	15,393	4,634 4,508	5,153 4,640	3,185	4,572 4,508
	Highest	24,195	21,101	6,998	3,185	21,101
	Lowest	7,547	1,563	2,407	3,185	1,563
#/% of Franchised Businesses Who Achieved or Surpassed Leads	Average	2/50%	5653/3736 %	21/503 3%	1/100%	5452/37 %
	Median	2/50%	7673/50 %	2/506 7%	1/100%	7371/50 %
Completed Jobs	Average	6,466	2,116 2,119	2,515 2,417	783	2,115 2,122
	Median	6,567	1,821 1,761	2,627 2,445	783	1,818 1,761

	Highest	10,426	9,322	3,798	783	9,322
	Lowest	2,305	587	1,008	783	587
#/% of Franchised Businesses Who Achieved or Surpassed Completed Jobs	Average	2/50%	55 53/36%	2/50 67%	1/100%	52 51/36%
	Median	2/50%	76 73/50%	2/50 67%	1/100%	73 71/50%
Cost per Lead	Average	\$3641	\$3031	\$2827	\$17	\$3031
	Median	\$3743	\$3031	\$2521	\$17	\$3031
	Highest	\$4350	\$60	\$42	\$17	\$60
	Lowest	\$27	\$10	\$19	\$17	\$10
#/% of Franchised Businesses Who Achieved or Surpassed Cost per Lead	Average	23/50 75%	72 73/48 50 %	21/50 33%	1/100%	71/49 50 %
	Median	2/50%	74 72/49%	2/50 67%	1/100%	72 70/49%
Lead-to-Close %	Average	40%	38%	50%	25%	38%
	Median	42%	38 37%	51 53%	25%	37%
	Highest	45%	73%	54%	25%	73%
	Lowest	31%	19%	42%	25%	19%
#/% of Franchised Businesses Who Achieved or Surpassed Lead-to-Close %	Average	3/75%	69 66/46 45 %	2/50 67%	1/100%	65 63/45 44 %
	Median	2/50%	76 73/50%	2/50 67%	1/100%	73 71/50%

NOTES:

- The Junk Only franchise locations operate in an average of 3 territories each.
- The Move Only franchise locations operate in an average of 2 territories each.
- The Junk & Move franchise locations operate in an average of 2 territories each.

RAMP UP DATA FOR NEW FRANCHISED LOCATIONS

		Monthly Gross Sales		
		1st Month	6th Month	12th Month
# in Group		75	60	42
Gross Sales	Average	\$23,066	\$43,975	\$53,528
	Median	\$19,135	\$40,003	\$45,926
Highest Gross Sales		\$73,052	\$102,253	\$136,867
Lowest Gross Sales		\$2,692	\$13,430	\$11,876
#/% of Franchised Businesses Who Achieved or Surpassed Average Annual Gross Sales	Average	31/41%	26/43%	14/33%
	Median	38/51%	30/50%	21/50%

NOTES:

- i. The 'Monthly Gross Sales' portion of the above table represents the monthly income by month-in-business of franchise locations in operation for less than 24 months as of December 31, 2023.

2023 PERCENTAGE OF REVENUE GENERATED BY SALES & LOYALTY CENTER

All Franchised Locations (excluding locations with their own contact center)				
# in Group		148143		
		Junk	Move	Total
% of Gross Sales Generated by Sales & Loyalty Center	Average	54%	80%	70%
	Median	5554%	83%	72%
	Highest	69%	96%	90%
	Lowest	33%	42%	42%
#/% of Franchised Businesses Who Achieved or Surpassed % of Gross Sales Generated by Sales & Loyalty Center	Average	8279/55%	8481/57%	8480/5756%
	Median	7371/4950%	7270/49%	7471/50%
% of Gross Sales NOT Generated by Sales & Loyalty Center (online, local, other)	Average	46%	20%	30%
	Median	4546%	17%	28%
	Highest	67%	58%	58%
	Lowest	31%	4%	10%
#/% of Franchised Businesses Who Achieved or Surpassed % of Gross Sales NOT Generated by Sales & Loyalty Center	Average	6462/43%	6059/41%	6362/43%
	Median	7371/4950%	7270/49%	7471/50%

NOTES:

- i. The results above exclude 3 franchised locations that operate their own contact center.

Written substantiation for the financial performance representations described above will be made available to you on reasonable request. Please carefully read all of the information in these financial performance representations, and the notes following the tables, in conjunction with your review of the historical data.

Some College Hunks Hauling Junk businesses have earned these amounts. Your individual results may differ. There is no assurance you will earn as much.

We strongly urge you to consult with your financial advisor or personal accountant concerning the financial analysis that you should make in determining whether or not to purchase a College Hunks Hauling Junk® and/or College Hunks Moving® Franchise.

Other than the preceding financial performance representation, we do 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

EXHIBIT K TO THE DISCLOSURE DOCUMENT
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 Franchise Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

STATE	EFFECTIVE DATE
California	Pending
Hawaii	Pending See Separate FDD
Illinois	Pending
Indiana	Pending
Maryland	Pending See Separate FDD
Michigan	Pending May 6, 2024
Minnesota	Pending
New York	Pending
North Dakota	Pending
Rhode Island	Pending
South Dakota	Pending May 3, 2024
Virginia	Pending See Separate FDD
Washington	Pending
Wisconsin	Pending

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 CHHJ Franchising L.L.C. offers you a franchise, it must provide this Disclosure Document to you 14 calendar days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale.

Michigan law requires that CHHJ Franchising L.L.C. 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. New York requires that we give you this disclosure document at the earlier of the first personal meeting or 10 business days before the execution of any binding franchise or other agreement, or payment of any consideration that relates to the franchise relationship.

If CHHJ Franchising L.L.C. 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 law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and any applicable state agency listed in Exhibit A.

The franchisor is CHHJ Franchising L.L.C., located at 4411 West Tampa Bay Boulevard, Tampa, Florida 33614. Its telephone number is (800) 586-5872.

Issuance Date: May 2, 2024, [as amended June 12, 2024](#)

The name, principal business address, and telephone number of the franchise seller(s) offering the franchise are:

Name	Principal Business Address	Telephone Number
Omar A. Soliman	4411 W Tampa Bay Blvd, Tampa, Florida 33614	(800) 586-5872
Nick Friedman	4411 W Tampa Bay Blvd, Tampa, Florida 33614	(800) 586-5872
Kelsie Ackman	4411 W Tampa Bay Blvd, Tampa, Florida 33614	(800) 586-5872
Travis Mellish	4411 W Tampa Bay Blvd, Tampa, Florida 33614	(800) 586-5872
Heather Soldingier	4411 W Tampa Bay Blvd, Tampa, Florida 33614	(800) 586-5872

We authorize the respective state agencies identified on Exhibit A to receive service of process for us if we are registered in the particular state. I received a Disclosure Document dated May 2, 2024, [as amended June 12, 2024](#).

The state effective dates are listed in Exhibit L. The Disclosure Document included the following Exhibits:

A – State Agencies/Agents for Service of Process	G – Financial Statements
B – State Specific Addenda	H – National Accounts Program Participation Agreement
C – Franchise Agreement with Exhibits	I – General Release
D – List of Current Franchisees	J – Franchisee Disclosure Acknowledgment Statement
E – List of Franchisees Who Have Left the System	K – State Effective Dates
F – Table of Contents of Operations Manual	

Date: _____
(Do not leave blank)

Signature of Prospective Franchisee

Print Name

You may return the signed receipt either by signing, dating, and mailing it to CHHJ Franchising L.L.C. at 4411 West Tampa Bay Boulevard, Tampa, Florida 33614, or by faxing a copy of the signed and dated receipt to CHHJ Franchising L.L.C. at (813) 902-6710.

CHHJ Franchising L.L.C. FDD
May 2, 2024, [as amended June 12, 2024](#)
~~#198056v1~~ [#202932v1](#)

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RETURN THIS COPY TO US

CHHJ Franchising L.L.C. FDD
May 2, 2024, as amended June 12, 2024
~~#198056v1~~ #202932v1