

## FRANCHISE DISCLOSURE DOCUMENT



HPB Fencing LLC  
a Pennsylvania limited liability company  
2525 N. 117<sup>th</sup> Avenue, Third Floor  
Omaha, NE 68164  
1-800-644-4894  
franchising@standstrongfencing.com  
www.standstrongfencing.com



HPB Fencing LLC  
a Pennsylvania limited liability company  
2525 N. 117<sup>th</sup> Avenue, Third Floor  
Omaha, NE 68164  
1-800-644-4894  
franchising@standstrongfencing.com  
www.standstrongfencing.com

We offer qualified individuals the right to operate a business which specializes in the sale and installation of wood, steel, aluminum, and vinyl fencing and related products for residential and commercial customers under the "Stand Strong Fencing" mark.

The total investment necessary to begin operation of a Stand Strong Fencing Business ranges from ~~\$178,447,162,356~~ to ~~\$299,785,228,307~~, which includes ~~\$91,994,82,495~~ in fees that must be paid to us or our affiliates prior to opening. We also offer qualified parties the right to enter into multiple franchise agreements at once and subsequently operate multiple Stand Strong Fencing Businesses. The total initial investment to operate two to three Stand Strong Fencing Businesses is ~~\$248,447,212,356~~ to ~~\$474,785,323,307~~, which includes ~~\$131,994,122,495~~ to ~~\$166,994,157,495~~ that must be paid to us or our affiliates prior to opening. The total initial investment to operate four to five Stand Strong Fencing Businesses is ~~\$373,447,287,356~~ to ~~\$634,785,403,307~~, which includes ~~\$196,994,187,495~~ to ~~\$226,994,217,495~~ that must be paid to us or our affiliates prior to opening.

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 this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, us or an affiliate of ours in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient to you. To discuss the availability of disclosures in different formats, contact Stand Strong Fencing's Home Office at 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164 or call 1-800-644-4894.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read your entire 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, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://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.

The Issuance Date of this Disclosure Document is ~~October 3, 2023~~ April 29, 2024.

## How to Use This Franchise Disclosure Document

### How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or <u>Exhibit I</u> .
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's discretion. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or <u>Exhibit E</u> included financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Stand Strong Fencing business in my area?</b>	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchise have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What's it like to be a Stand Strong Fencing franchisee?</b>	Item 20 or <u>Exhibit I</u> list current and former franchisees. You can contact them to ask about their experiences.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this Disclosure Document to better understand this franchise opportunity. See the table of contents.

### What You Need to Know About Franchising *Generally*

**Continuing responsibility to pay fees.** You may have to pay royalties and other fees even if you are losing money.

**Business model can change.** The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

**Supplier restrictions.** You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you could buy on your own.

**Operating restrictions.** The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

**Competition from franchisor.** Even if the franchise agreement grants you a territory, the franchisor may have the right to compete with you in your territory.

**Renewal.** Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business.

**When your franchise ends.** The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

### Some States Require Registration

Your state may have a franchise law, or other law, that requires franchisors to register before offering or selling franchises in the state. Registration does not mean that the state recommends the franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in [Exhibit A](#).

Your state also may have laws that require special disclosures or amendments be made to your franchise agreement. If so, you should check the State Specific Addenda, set forth on [Exhibit D](#) and pages (v), (vi) and (vii) of this Franchise Disclosure Document.

### Special Risks to Consider About *This* Franchise

Certain states require that the following risk(s) be highlighted:

1. Out-of-State Dispute Resolution. The franchise agreement requires you to resolve disputes with the franchisor by mediation, arbitration, and/or litigation only in Pennsylvania. Out-of-state mediation, arbitration, or litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate, arbitrate, or litigate with the franchisor in Pennsylvania than in your own states.
2. Sales Performance Required. You must maintain minimum sales performance levels. Your inability to maintain these levels may result in loss of any territorial rights you are granted, termination of your franchise, and loss of your investment.
3. Mandatory Minimum Payments. You must make mandatory minimum royalty payments or advertising contributions regardless of your sales levels. Your inability to make these payments may result in termination of your franchise and loss of your investment.
4. Short Operating History. The franchisor is at an early stage of development and has a limited operating history. This franchise is likely to be a riskier investment than a franchise in a system with a longer operating history.

Certain states may require other risks to be highlighted. Check the “State Specific Addenda” set forth on Exhibit D to see whether your state requires other risks to be highlighted.

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF CONNECTICUT**

The State of Connecticut does not approve, recommend, endorse or sponsor any business opportunity. The information contained in this disclosure has not been verified by the state. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

If the seller fails to deliver the products, equipment or supplies or fails to render the services necessary to begin substantial operation of the business within forty-five days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF MICHIGAN**

**NOTICE**

**The State of Michigan prohibits certain unfair provisions that are sometimes in franchise documents. If any of the following provisions are in these franchise documents, the provisions are void and cannot be enforced against you.**

Each of the following provisions is void and unenforceable if contained in any documents relating to a franchise:

- A. A prohibition on the right of a franchisee to join an association of franchisees.
- B. A requirement that a franchisee assent to a release, assignment, novation, waiver, or estoppel which deprives a franchisee of rights and protections provided in this act. This shall not preclude a franchisee, after entering into a franchise agreement, from settling any and all claims.
- C. A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause shall include the failure of the franchisee to comply with any lawful provision of the franchise agreement and to cure such failure after being given written notice thereof and a reasonable opportunity, which in no event need be more than 30 days, to cure such failure.
- D. A provision that permits a franchisor to refuse to renew a franchise without fairly compensating the franchisee by repurchase or other means for the fair market value at the time of expiration of the franchisee's inventory, supplies, equipment, fixtures, and furnishings. Personalized materials which have no value to the franchisor and inventory, supplies, equipment, fixtures, and furnishings not reasonably required in the conduct of the franchise business are not subject to compensation. This subsection applies only if: (i) the term of the franchise is less than 5 years and (ii) the franchisee is prohibited by the franchise or other agreement from continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising or other commercial symbol in the same area subsequent to the expiration of the franchise or the franchisee does not receive at least 6 months advance notice of franchisor's intent not to renew the franchise.
- E. A provision that permits the franchisor to refuse to renew a franchise on terms generally available to other franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.
- F. A provision requiring that arbitration or litigation be conducted outside this state. This shall not preclude the franchises from entering into an agreement, at the time of arbitration, to conduct arbitration at a location outside this state.
- G. A provision which permits a franchisor to refuse to permit a transfer of ownership of a franchise, except for good cause. This subdivision does not prevent a franchisor from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:
  - i. The failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.
  - ii. The fact that the proposed transferee is competitor of the franchisor or sub-franchisor.

- iii. The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.
  - iv. The failure of the franchisee or proposed transferee to pay any sums owing to the franchisor or to cure any default in the franchise agreement existing at the time of the proposed transfer.
- H. A provision that requires the franchisee to resell to the franchisor items that are not uniquely identified with the franchisor. This subdivision does not prohibit a provision that grants to a franchisor a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants the franchisor the right to acquire the assets of a franchise for the market or appraised value of such assets if the franchisee has breached the lawful provisions of the franchise agreement and has failed to cure the breach in the manner provided in subdivision (c).
- I. A provision which permits the franchisor to directly or indirectly convey, assign, or otherwise transfer its obligations to fulfill contractual obligations to the franchise unless provision has been made for providing the required contractual services.

**The fact that there is a notice of this offering on file with the attorney general does not constitute approval, recommendation or endorsement by the attorney general.**

Any questions regarding the notice should be directed to the Michigan Department of Attorney General, 670 Law Building, Lansing, MI 48913, (517) 373-7117.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**TABLE OF CONTENTS**

1. THE FRANCHISOR AND ANY PARENTS, PREDECESSORS, AND AFFILIATES	1
2. BUSINESS EXPERIENCE	8
3. LITIGATION	9
4. BANKRUPTCY	10
5. INITIAL FEES	10
6. OTHER FEES	12
7. ESTIMATED INITIAL INVESTMENT	23
8. RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES	32
9. FRANCHISEE'S OBLIGATIONS	38
10. FINANCING	39
11. FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEM AND TRAINING	39
12. TERRITORY	49
13. TRADEMARKS	53
14. PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION	55
15. OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISED BUSINESS	56
16. RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL	57
17. RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION	57
18. PUBLIC FIGURES	69
19. FINANCIAL PERFORMANCE REPRESENTATIONS	69
20. OUTLETS AND FRANCHISEE INFORMATION	77
21. FINANCIAL STATEMENTS	80
22. CONTRACTS	80
23. RECEIPTS	80

## **EXHIBITS**

Exhibit A	List of State Administrators and Agents for Service of Process
Exhibit B	Franchise Agreement
Exhibit C	Multi-Unit Addendum
Exhibit D	State Specific Addenda
Exhibit E	Financial Statements
Exhibit F	Sample Termination and Release Agreement
Exhibit G	Operations Manual Table of Contents
Exhibit H	Confidentiality and Non-Disclosure Agreement
Exhibit I	List of Franchisees and Franchisees That Have Left the System in the Past Fiscal Year
Exhibit J	Franchisee Questionnaire/Compliance Certification
Exhibit K	State Effective Dates
Exhibit L	Receipts

**ITEM 1**  
**THE FRANCHISOR AND ANY PARENTS, PREDECESSORS, AND AFFILIATES**

The Franchisor, HPB Fencing LLC, is referred to in this Disclosure Document as “we,” “us” or “our.” “You” or “your” means the person who buys the franchise and includes your owners and principals if you are a corporation, limited liability company, or other business entity.

**The Franchisor**

We are a limited liability company organized under the laws of the Commonwealth of Pennsylvania on May 10, 2023. Our principal business address is 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. We conduct business under our corporate name, and the trade name and trademark “Stand Strong Fencing” Our agents for service of process are listed in Exhibit A to this Disclosure Document.

We grant qualified individuals the right to operate a business that offers and sells fencing installation services to residential and commercial customers under the “Stand Strong Fencing” mark (the “Stand Strong Fencing Business” or “Franchised Business”). We have been franchising since June 2023. Other than the above services, we do not engage in any other business activities and have not offered franchises in any other line of business.

**The Stand Strong Fencing Business**

Your Stand Strong Fencing Business will offer “Fencing Services” to residential and commercial customers within a defined protected territory (the “Protected Territory”) on a year-round basis. Specifically, Fencing Services includes: (i) wood, steel, aluminum, and vinyl fencing installation; (ii) repair and replacement services; and (iii) other products, services and events that we may approve and modify from time to time (collectively, the “Approved Products and Services”).

Each Stand Strong Fencing Business operates according to our proprietary business system which includes: (a) methods to assess residential and commercial properties; (b) methods to use, provide, and install the Approved Products and Services; (c) customized and proprietary software; and (d) general procedures for operating and managing a Stand Strong Fencing Business, including scheduling, job estimating, production of the work, and sales processes (the “System”).

You must operate the Stand Strong Fencing Business from an approved facility that meets our current standards and specifications (the “Approved Location”). You may use either a home office or leased commercial property as your Approved Location. Some markets, however, might require you to lease a commercial property if such markets do not have access to local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor, in which case you will need a leased commercial property in order to have materials delivered to your commercial property, which you will then deliver to the job site. You will solely be responsible for distribution analysis and the determination of whether or not you will be able to access local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s). If you are located within these markets, you must lease a commercial property as your Approved Location, however, if you elect, or are required, to utilize a leased commercial property as your Approved Location, such proposed location must: (i) be secured within ninety (90) days after the date of execution of the Franchise Agreement; (ii) be located in a Protected Territory; (iii) be approved and consented to by Franchisor in writing, prior to execution of any lease thereon; and (iv) meet our current standards and specifications, including, but not limited to, square footage, design, layout, signage, equipment and inventory storage. The commercial property must have adequate access for semi-trucks, and the commercial property must have an enclosed or fenced in yard. We may also condition our approval of your lease upon, among other conditions, execution of a collateral assignment of lease (which is attached to the Franchise Agreement as Exhibit F)

by you and your landlord, if any, under which your landlord shall grant us the rights to assume your rights and obligations under your lease in the event that you breach your lease agreement or your Franchise Agreement is terminated or expires. You must continuously maintain an Approved Location throughout the Term of the Franchise Agreement without interruption. You may not relocate the Stand Strong Fencing Business without our prior written consent.

We identify the System by means of certain trade names, service marks, trademarks, logos, emblems, distinctive trade dress, and indicia of origin, including, but not limited to, the mark “Stand Strong Fencing” and such other trade names, trademarks, and service marks as we now designate or may in the future designate in writing for use in connection with the System (the “Proprietary Marks”). We continue to develop, use, and control the use of the Proprietary Marks in order to identify for the public the source of services marketed under the Proprietary Marks and System, and to represent the System’s high standards of quality, appearance and service.

You must enter into our form of franchise agreement (each, a “Franchise Agreement”), which is attached to this Disclosure Document as Exhibit B, for each Stand Strong Fencing Business we grant you the right to open and operate.

As a franchisee, you and your team will provide estimates for customers seeking the Approved Products and Services. When a customer places a work order, you will schedule the work order with your employees or a reputable subcontractor for installation or services. It is your responsibility to maintain a team of qualified employees or otherwise create a network of reputable subcontractors who will perform the work.

#### Multi-Unit Offerings

We also offer qualified parties the right to enter our Multi-Unit Addendum attached to this Disclosure Document as Exhibit C (“Multi-Unit Addendum”). Subject to the terms of the Multi-Unit Addendum, you will be granted the right to execute two (2) or more Franchise Agreements to open and operate two (2) or more Stand Strong Fencing Businesses at once, each with their own Protected Territory that are typically contiguous to one another (“Multi-Unit Offering”). Each Stand Strong Fencing Business will be opened and operated pursuant to its respective Franchise Agreement, but you will also need to comply with the terms and conditions set forth in our form of Multi-Unit Addendum, including, but not limited to, minimum purchasing requirements, cumulative minimum royalty fees, minimum ~~annual revenue~~vehicle requirements, and other requirements as set forth in this Disclosure Document and the Multi-Unit Addendum (which will apply to your operation of all Stand Strong Fencing Businesses granted as part of your Multi-Unit Offering).

As part of the Multi-Unit Offering, you may operate the business from single Approved Location, which will serve as a central Approved Location for all of your Protected Territories. You will still be required to commence soliciting customers, marketing and providing the Approved Products and Services, in each of the Protected Territories that are granted under the multiple Franchise Agreements you have entered.

You will be required to sign all Franchise Agreements associated with your Multi-Unit Offering, as well as your Multi-Unit Addendum, at the same time. As of the issuance date of this Disclosure Document, we do not intend or expect to offer a new prospect the right to enter into a Multi-Unit Offering for more than five (5) Stand Strong Fencing Businesses (but we reserve the right to do so).

#### Parents, Predecessors and Affiliates

Our parent is JEZ Investments LLC, a Pennsylvania limited liability company organized on May 12, 2020, with a principal address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164.

We have one predecessor, Stand Strong, Inc. (“Stand Strong Inc.” or “Founding Franchisee Business”), a Tennessee corporation formed on July 26, 2021, with a principal business address of 1260 Martin St., #209, Nashville, Tennessee 37203. Stand Strong Inc. operates a commercial and residential fencing business in Nashville, Tennessee. We acquired certain assets and confidential information from Stand Strong Inc. on June 9, 2023. Historical information contained in this Disclosure Document relating to the events before June 9, 2023, represents information about Stand Strong Inc.

Our affiliate HPB Fencing Holdings LLC is a Pennsylvania limited liability company organized on May 15, 2023, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Fencing Holdings LLC owns the HPB Fencing Marks, confidential information, copyrights, and related intellectual property associated with the HPB Fencing System. HPB Fencing Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate, HorsePower Nation LLC, is a Pennsylvania limited liability company organized on May 19, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HorsePower Nation LLC engages in franchise consulting services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HorsePower Nation LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate, HPB Accounting LLC d/b/a ZeeBOOKS, is a Pennsylvania limited liability company organized on June 21, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Accounting LLC engages in accounting services and ~~provides~~may provide these services to our franchisees and to franchisees of certain of our affiliates. HPB Accounting LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Automotive Sales LLC, d/b/a HPB Fleet, is a Pennsylvania limited liability company organized on January 18, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Automotive Sales LLC engages in automotive sales services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HPB Automotive Sales LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Blinds and Shutters LLC d/b/a Bumble Bee Blinds (“HPB Blinds and Shutters”), is a Pennsylvania limited liability company organized on June 29, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since September 2022, HPB Blinds and Shutters LLC has franchised a business that offers and sells blinds and shutters installation services to residential and commercial customers under the mark “Bumble Bee Blinds”.

Our affiliate HPB Blinds and Shutters Holdings LLC is a Pennsylvania limited liability company organized on July 11, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Blinds and Shutters Holdings LLC owns the HPB Blinds and Shutters Marks, confidential information, copyrights, and related intellectual property associated with the HPB Blinds and Shutters System. HPB Blinds and Shutters Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

~~Our affiliate HPB Call Center LLC is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Call Center LLC engages in~~

~~franchise teleservices and provides these services to our franchisees and to franchisees of certain of our affiliates. HPB Call Center does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.~~

Our affiliate HPB Foam LLC d/b/a iFoam and iFoam Insulation (“HPB Foam”), is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since January, 2022, HPB Foam has franchised a business that offers and sells spray foam insulation services to residential and commercial customers under the marks “iFoam” and “iFoam Insulation”.

Our affiliate HPB Foam Holdings LLC, is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Foam Holdings LLC owns the HPB Foam Marks, confidential information, copyrights, and related intellectual property associated with the HPB Foam System. HPB Foam Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

~~Our affiliate HPB Franchise Marketing LLC, d/b/a Franchise Rocket (“Franchise Rocket”), is a Nebraska limited liability company organized on August 24, 2021 with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Franchise Rocket engages in marketing and digital advertising services and may provide these services to our franchisees and to franchisees of certain of our affiliates. Franchise Rocket does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.~~

Our affiliate HPB iFoam Omaha LLC d/b/a iFoam Insulation 105, is a Nebraska limited liability company organized on May 12, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB iFoam Omaha LLC is a company owned iFoam franchisee.

Our affiliate HPB Glass LLC, d/b/a Gatsby Glass (“HPB Glass”), is a Pennsylvania limited liability company organized on February 3, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since June 2022, HPB Glass LLC has franchised a business that offers and sells glass installation products and services to residential and commercial customers under the mark “Gatsby Glass”.

Our affiliate HPB Glass Holdings LLC, is a Pennsylvania limited liability company organized on February 4, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Glass Holdings LLC owns the HPB Glass Marks, confidential information, copyrights, and related intellectual property associated with the HPB Glass System. HPB Glass Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Lawn Care LLC d/b/a Heroes Lawn Care (“HPB Lawn Care”), is a Pennsylvania limited liability company organized on May 12, 2020, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since March 2022, HPB Lawn Care has franchised a business that offers and sells fertilization, irrigation, and pet waste removal services to residential and commercial customers under the marks “Heroes Lawn Care”, “Heroes Fertilizer Force”, “Heroes Irrigation Army”, and “Heroes Doody Duty”.

Our affiliate HPB Lawn Care Holdings LLC, is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Lawn Care Holdings LLC owns the Marks, confidential information, copyrights, and related intellectual property associated with the HPB Lawn Care System. HPB Lawn Care Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Lighting LLC d/b/a Blingle! and Blingle Premier Lighting (“HPB Lighting”), is a Pennsylvania limited liability company organized on May 12, 2020, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since November 2021, HPB Lighting has franchised a business that offers and sells holiday lighting, installation, maintenance, and storage to residential and commercial customers under the marks “Blingle!” and “Blingle Premier Lighting” (the “Blingle! Business”).

Our affiliate HPB Lighting Holdings LLC is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Lighting Holdings LLC owns the HPB Lighting Marks, confidential information, copyrights, and related intellectual property associated with the HPB Lighting System. HPB Lighting Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Marketing LLC d/b/a Franchise Procurement (“HPB Marketing”), is a Pennsylvania limited liability company organized on May 12, 2020, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Marketing engages in franchise procurement services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HPB Marketing does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Painting LLC d/b/a Groovy Hues Peace Love Paint Powerwash (“HPB Painting”), is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since August 2022 HPB Painting has franchised a business that offers and sells painting and power washing services to residential and commercial customers under the mark “Groovy Hues Peace Love Paint Powerwash”.

Our affiliate HPB Painting Holdings LLC, is a Pennsylvania limited liability company organized on June 27, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Painting Holdings LLC owns the HPB Painting Marks, confidential information, copyrights, and related intellectual property associated with the HPB Painting System. HPB Painting Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Recruitment LLC d/b/a ZeeRecruit, is a Pennsylvania limited liability company organized on January 11, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Recruitment LLC engages in recruiting services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HPB Recruitment LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Wholesale Lighting LLC (“HPB Wholesale Lighting”), is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Wholesale Lighting is the primary vendor of lighting inventory

required to be purchased in order to operate the HPB Wholesale Lighting Business. HPB Wholesale Lighting does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

~~Our affiliate HPB MDR 125 LLC d/b/a Mighty Dog Roofing Felton is a Pennsylvania limited liability company organized on August 29, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB MDR 125 LLC is a company owned Mighty Dog Roofing franchisee.~~

Our affiliate MDR United LLC d/b/a Mighty Dog Roofing (“MDR”) is a Pennsylvania limited liability company organized on May 12, 2020, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since November 2020, MDR has franchised a business that offers and sells roofing services to residential and commercial customers under the mark “Mighty Dog Roofing”.

Our affiliate MDR United Holdings LLC is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. MDR United Holdings LLC owns the MDR Marks, confidential information, copyrights, and related intellectual property associated with the MDR System. MDR United Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate SVHB Marketing LLC d/b/a HorsePower Brands, a Pennsylvania limited liability company organized on May 13, 2020, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. SVHB Marketing LLC engages in franchise administration services. SVHB Marketing LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Except as noted above, we do not have any parent or affiliates that: (a) offer or operate franchises in any line of business; or (b) provide products or services to System franchisees.

#### Market and Competition

Your Stand Strong Fencing Business will offer our Approved Products and Services to the public, which will include residential and commercial property owners, residential and commercial property builders, and property managers. The market for Approved Products and Services is well developed, and there will be competition from other national and regional chains and local businesses that offer fencing services, and similar products and services within the Protected Territory you are granted. Certain of our Approved Products and Services are seasonal and may be affected by climate, weather or other environmental conditions. Your competitive advantage in the marketplace will be based on your adherence to our System standards and guidelines, as well as your entrepreneurial and managerial abilities and focus on customer service, in the operation of your Stand Strong Fencing Business.

#### Industry Specific Regulations

Your Stand Strong Fencing Business will be subject to laws and regulations in your state, county, or municipality regarding the operation of a fencing business, which may include laws related to licenses or certifications associated with the installation of fencing or operation of your Stand Strong Fencing Business. ~~Various states, including Arizona, Florida, Massachusetts, and Nevada have contractors’ licensing laws, which apply generally to persons defined as “contractors” under applicable law. In addition, various states including California, Florida, Georgia, Indiana, Kentucky, Louisiana, Massachusetts, Michigan, New Jersey, New York, Ohio, Oklahoma, Texas, and West Virginia have laws which regulate the terms of home improvement contracts with customers. The Stand Strong Fencing Business will also be subject to federal, state, and local Occupational Safety and Health Administration (OSHA) and Environmental Protection~~

Agency (EPA) regulations, and you must strictly comply with all federal, state, and local regulations regarding the use, handling, transportation, and disposal of hazardous materials. It is your sole responsibility to investigate these licensing, permitting, and certification requirements, as well as any other laws or regulations (federal, state, or local), including employment laws, insurance laws, and insurance requirements, that might apply to the operation of a Stand Strong Fencing Business and the offer and sale of our Approved Products and Services. You are advised to examine these laws and regulations before purchasing a franchise from us.

There are federal, state and possibly local laws covering how to classify workers, for example, whether as independent contractors or employees, or as exempt or non-exempt, for different purposes, such as tax, wage and hour laws, unemployment compensation and workers' compensation. These laws and regulations can vary from state to state, city to city and at the federal level, and could affect, in some instances materially, the operation of your Stand Strong Fencing Business.

You must investigate all applicable federal, state, and local laws and regulations, and your cost to comply with such laws and regulations, with an attorney and/or financial advisor before purchasing a Stand Strong Fencing Business from us. It is solely your responsibility to investigate these laws and regulations, and you alone are responsible for compliance despite any advice or information that we may give you. We have not researched any of these laws or regulations to determine their specific applicability to your business. Applicable laws and regulations are subject to change.

**ITEM 2**  
**BUSINESS EXPERIENCE**

**Joshua Skolnick: Founding Partner**

Joshua Skolnick is one of our Founding Partners and has held this position since our inception. From May 2020 until January 2021, Mr. Skolnick served as the Chief Executive Officer of our affiliate SVHB Marketing LLC d/b/a Horsepower Brands. From May 2020 until October 2021, Mr. Skolnick served as ~~our~~the Chief Executive Officer of our affiliate MDR. From May 2018 until June 2021, Mr. Skolnick served as the Chief Executive Officer of RedBox+ Franchising, LLC of Doylestown, Pennsylvania. From October 2011 until September 2021, Mr. Skolnick served as the founder, Chief Executive Officer and President of Monster Franchisee, LLC of Doylestown, Pennsylvania. From February 2005 until September 2020, Mr. Skolnick served as the founder, Chief Executive Officer and President of Monster Tree Services, Inc. of Doylestown, Pennsylvania.

**Zachery Beutler: Founding Partner**

Zachery Beutler is one of our Founding Partners and has held this position since our inception. ~~Since June 2022~~From our inception until November 2023, Mr. Beutler ~~has served as the Chief Development Officer of our affiliate HBP Blinds and Shutters LLC. Since February 2022, Mr. Beutler has served as the Chief Development Officer of our affiliate HPB Glass LLC. Since October 2021, Mr. Beutler has served as the Chief Development Officer of our affiliates HPB Blinds and Shutters LLC, HPB Glass LLC, HPB Foam LLC, HPB Pa~~l~~ighting LLC and, HPB Lawn Care LLC. Since May 2020, Mr. Beutler has served as our Chief Development Officer, and has served in the same capacity for our affiliates HPB Lighting and, HPB Painting LLC. SVHB Marketing LLC d/b/a Horsepower Brands, and MDR United LLC. Since January 2020, Mr. Beutler has served as the Owner and Manager of Beutler Development LLC of Omaha, Nebraska. From October 2020 until June 2021, Mr. Beutler served as the Chief Development Officer of RedBox+ Franchising, LLC of Doylestown, Pennsylvania. From June 2017 until December 2019, Mr. Beutler served as the Vice President of Franchise Development for Franchise Fastlane, Inc. of Omaha, Nebraska. From August 2013 until February 2017, Mr. Beutler served as the Chief Executive Manager of 10 Thousand Percent, Co. of Lincoln, Nebraska.~~

**Anthony Hulbert: Chief Executive Officer**

Anthony Hulbert has served as our Chief Executive Officer since May 2023. Since June 2022, Mr. Hulbert has served as the Chief Executive Officer of our affiliate HPB Blinds and Shutters LLC. Since February 2022, Mr. Hulbert has served as the Chief Executive Officer of our affiliate HPB Glass LLC. Since October 2021, Mr. Hulbert has served as the Chief Executive Officer of our affiliates HPB Lighting LLC, HPB Painting LLC, HPB Lawn Care LLC, HPB Foam LLC, SVHB Marketing LLC d/b/a/ Horsepower Brands and MDR United LLC. From January 2021 until December 2021, Mr. Hulbert served as the Chief Financial Officer for our affiliates SVHB Marketing LLC d/b/a Horsepower Brands, and MDR United LLC. From October 2017 until January 2021, Mr. Hulbert served as the Vice President of Sales and Marketing for LinPepCo of Lincoln, Nebraska. From January 2014 until September 2017, Mr. Hulbert served as the Chief Financial Officer for 10 Thousand Percent, Co. of Lincoln, Nebraska.

**Mark Stanek: Chief Operating Officer**

Mark Stanek has served as our Chief Operating Officer since May 2023. Since June 2022, Mr. Stanek has served as the Chief Operating Officer of our affiliate HPB Blinds and Shutters LLC. ~~Since February 2022, Mr. Stanek has served as the Chief Operating Officer of our affiliate HPB Glass LLC.~~ Since March 2022, Mr. Stanek has served as the Chief Operating Officer of our affiliates HPB Lighting LLC,

HPB Painting LLC, HPB Lawn Care LLC, HPB Foam LLC, HPB Glass LLC, SVHB Marketing LLC d/b/a/ Horsepower Brands, and MDR United LLC. ~~Since February 2022, Mr. Stanek has served as the Chief Operating Officer of our affiliate HPB Glass LLC.~~ From June 2021 until February 2022, Mr. Stanek served as the Brand President for our affiliate MDR United LLC. From May 2019 until May 2021, Mr. Stanek served as the Chief Financial Officer for Sympateco Inc. of Omaha, Nebraska. From August 2009 until May 2019, Mr. Stanek served as the Vice President of Operations and Store Development for Complete Nutrition of Omaha, Nebraska.

#### **Don Conway: Chief Operating Officer**

Donald Conway has served as our Chief Operating Officer since May 2023. Since May 2023, Mr. Conway has served as the Chief Operating Officer of our affiliates HPB Blinds and Shutters LLC, HPB Glass LLC, HPB Lighting LLC, HPB Painting LLC, HPB Lawn Care LLC, HPB Foam LLC, MDR United LLC, and SVHB Marketing LLC. From February 2022 until April 2023, Mr. Conway served as the Brand President for our affiliate HPB Foam LLC. From July 2021 until February 2022, Mr. Conway served as the Chief Financial Officer for Vio Security of Irving, Texas. From January 2016 until July 2021, Mr. Conway served as the Chief Financial Officer for Signal 88, LLC of Omaha, Nebraska.

#### **Laura Vodvarka: Chief Marketing Officer**

Laura Vodvarka has served as our Chief Marketing Officer since September 2023. Since September 2023, Mrs. Vodvarka has served as the Chief Marketing Officer of our affiliates HPB Blinds and Shutters LLC, HPB Glass LLC, HPB Lighting LLC, HPB Painting LLC, HPB Lawn Care LLC, HPB Foam LLC, MDR United LLC, and SVHB Marketing LLC. From January 2023 until September 2023, Mrs. Vodvarka served as the President of Customer Experience of our affiliate SVHB Marketing LLC. From May 2022 until December 2022, Mrs. Vodvarka served as the Brand President of our affiliate HPB Glass LLC. From November 2020 until May 2022, Mrs. Vodvarka served as the Director of Franchise Development and Marketing for Clear Summit Group of Ontario, Toronto. From September 2007 until November 2020, Mrs. Vodvarka served as the Vice President of Innovation for Signal 88, LLC of Omaha, Nebraska.

#### **Christopher Phalen: Vice President of Development**

Christopher Phalen has served as our Vice President of Franchise Development since September 2022. From January 2022 until August 2022, Mr. Phalen served the Director of Franchise Development for ~~us and~~ our affiliate SVHB Marketing LLC d/b/a HorsePower Brands. From January 2021 until January 2022, Mr. Phalen served as the Market Manager for Manpower Group of Omaha, Nebraska. From May 2017 until January 2021, Mr. Phalen served as the Sr. Business Development Manager for Cornerstone Staffing, Inc. of Omaha, Nebraska.

#### **Jacob Hanika:**

#### **Thomas 'Turp' Ricketts Jr.: Vice President of Development**

Jacob Hanika

~~Thomas 'Turp' Ricketts Jr. has served as our Vice President of Franchise Development since July 2023. From June March 2022 until July 2023. Since March 2022, Mr. Hanika Ricketts Jr. has served as the Director of Franchise Development for us and our affiliate SVHB Marketing LLC d/b/a HorsePower Brands. From November 2021 until May 2022, Mr. Hanika served as the Brand Vice President of Franchise Development of our affiliate affiliates HPB Lighting LLC, HPB Lawn Care LLC. From September 2018 until November, HPB Foam LLC, SVHB Marketing LLC d/b/a Horsepower Brands, and MDR. From May 2020 until February 2022, Mr. Ricketts Jr. served as our Director of Franchise Development. Since January 2021, Mr. Hanika Ricketts Jr. has served as the Chief Executive Officer and Chief Operations Officer for BQ & Associates Director of Omaha, Nebraska Franchise Development of SVHB Marketing LLC d/b/a Horsepower Brands. From January 2017 until September 2018 February 2020, Mr. Hanika Ricketts Jr.~~

~~served as the Franchise Lending Vertical Manager for UniFi Equipment Finance of Ann Arbor, Michigan. From November 2015 until January 2017, Mr. Ricketts served as the Chief Financial Officer for Midwest Maintenance of Omaha, Nebraska Franchise Business Development Manager for Strategic Franchising Systems of Cincinnati, Ohio.~~

**Eli Orenstein: Founder**

~~Eli Orenstein has served as our Founder since May 2023. From February 2013 until July 2022 Mr. Orenstein served as owner of Stand Strong, Inc. of Nashville, Tennessee.~~

**Brandon Zurek: Brand President**

Brandon Zurek has been our Brand President since August 2023. From August 2022 until July 2023, Mr. Zurek served as the Director of Finance for our affiliate SVHB Marketing LLC d/b/a Horsepower Brands. From October 2012 until July 2022, Mr. Zurek served as the Financial Manager of Roofing and Restoration Services for America of Omaha, Nebraska.

~~**Eli Orenstein: Founder**~~

~~Eli Orenstein has served as our Founder since May 2023. From February 2013 until July 2022 Mr. Orenstein served as owner of Stand Strong, Inc. of Nashville, Tennessee.~~

**ITEM 3**  
**LITIGATION**

*Pending Actions: None*

*Concluded Actions: None*

*Material Civil Actions During the Prior Fiscal Year involving our Parent, Affiliates and Certain Item 2 persons:*

1. ~~Waldron, et al. v. SVHB Marketing LLC d/b/a HorsePower Brands, et al. (E.D.Pa. No. 2:23-cv-0304785-MSG-) (the “Waldron Case”). We were not named as a defendant in this case. This case was dismissed prior to the issuance date of this Disclosure Document. On August 8, 2023, Plaintiffs, consisting of (a group current and former Blingle! Franchisees) (the “Franchisees”) filed a complaint (the “Complaint”) against our affiliate, HPB Lighting, LLC and (the franchisor of the Blingle! franchise system), our parent, SVHB Marketing LLC d/b/a HorsePower Brands, as well as, and several of our affiliates and individuals listed in Item 2 of the FDD, specifically, (the “HPB Lighting LLC, HPB Wholesale Lighting LLC, HPB Call Center LLC, HPB Franchise Marketing LLC, Zachery Beutler, Joshua Skolnick, Anthony Hulbert, Mike Marlow, and Travis Miller, in the U.S. District Court of Eastern Pennsylvania. The Complaint asserts claims for Parties”). On November 28, 2023, Plaintiffs filed an Amended Complaint against the HPB Parties adding three new Plaintiffs (Calm Family LLC, Ankit Bishnoi, and Courtney Bishnoi – former Blingle! franchisees (the “Bishnoi Parties”), and three new employee defendants. The Plaintiffs and Bishnoi Parties asserted the following claims in the Amended Complaint: fraudulent inducement, fraud, negligent misrepresentation, negligence, breach of contract, unjust enrichment, declaratory judgment, Arizona Consumer Fraud Act, Kansas Consumer Protection Act, New Jersey Deceptive Trade Practices Act, North Carolina Unfair and Deceptive Trade Practices Act, Oklahoma Consumer Protection Act, and Texas Deceptive Trade Practices Act. In response, on or about August 15, 2023, we sent Plaintiffs a Demand for Dismissal judgment, violations of Complaint without Prejudice, citing, among other reasons, the mandatory mediation requirement under~~

~~Section 18.3 of the Franchise Agreement. Plaintiffs voluntarily withdrew the Complaint, several state statutes, and claims under 18 U.S.C. §1341, §1343, and §1961-62. On January 23, 2024, the HPB Parties filed a Motion to Dismiss the claims asserted in the Amended Complaint (with the exception of the claims asserted by the Bishnoi Parties) due to the Plaintiffs' failure to comply with the mediation pre-condition to litigation. On March 20, 2024, the Court entered an order dismissing Plaintiffs' claims with the exception of those asserted by the Bishnoi Parties and MAW Lighting LLC (an entity that is not a party to any agreement with any HPB Party and never operated a franchised business), due to Plaintiffs' failure to comply with the mediation pre-condition to litigation. On April 11, 2024, HPB Parties and the Bishnoi Parties entered a joint stipulation of dismissal without prejudice, on August 23, 2023 and then re-filed the Complaint on September 7, 2023, and on April 19, 2024, the HPB Parties and MAW Lighting LLC entered a joint stipulation of dismissal without prejudice. The Complaint seeks damages in excess of \$150,000 and other relief. The Complaint has not yet been served on the named defendants. HPB believes Parties maintain that Plaintiffs' claims to be bare without merit and will vigorously defend against them.~~

2. HPB Lighting LLC v. Calm Family LLC, Ankit Bishnoi, and Courtney Bishnoi (E.D.Pa. No. 2:23-cv-4413-MSG). On November 9, 2023, HPB Lighting, LLC filed a complaint (the "Complaint") against the Bishnoi Parties alleging breach of contract for unpaid royalties and fees and for abandonment. On December 6, 2023, the Bishnoi Parties filed an Answer and Counterclaims (the "Counterclaims") against the HPB Parties (see disclosure of claims under the Waldron Case disclosure above). As disclosed under #1 above, this case was consolidated with the Waldron Case, was dismissed pursuant to a stipulation of dismissal on April 11, 2024, and is no longer pending.

Other than the actions disclosed above, no litigation is required to be disclosed in this Item.

#### **ITEM 4** **BANKRUPTCY**

~~On November 21, 2013, our co-founder, Zachery Beutler, filed a bankruptcy petition under Chapter 7 of the U.S. Bankruptcy Code in the United States Bankruptcy Court for the Northern District of Florida captioned In re: Zachery Michael Beutler, Case No. 13-40714-KKS. On February 18, 2014, the bankruptcy court entered a discharge.~~

~~Except as described above, no~~ No bankruptcy information is required to be disclosed in this Item.

#### **ITEM 5** **INITIAL FEES**

##### Franchise Agreement

Initial Franchise Fee. You must pay us a lump sum initial franchise fee of \$59,500 (the "Initial Franchise Fee") when you sign the Franchise Agreement, which includes a ~~territory~~ Protected Territory of approximately 200,000 in total general population. The Initial Franchise Fee is paid in a lump sum, but we may finance up to sixty percent (60%) of this for your second Protected Territory and up to eighty percent (80%) of this fee for your third Protected Territory (see Item 10 for financing terms).

You may purchase additional units each with a stand-alone territory containing approximately 200,000 of general population per territory by paying us the following initial fees:

Territories	Cumulative Initial Franchise Fees	Individual Franchise Fee	Cumulative General Population
#1	\$59,500	\$59,500	200,000
#2	\$99,500	\$40,000	400,000
#3	\$134,500	\$35,000	600,000
#4	\$164,500	\$30,000	800,000
#5	\$194,500	\$30,000	1,000,000

You must sign a separate franchise agreement for each Protected Territory purchased.

The Initial Franchise Fee is nonrefundable. The Initial Franchise Fee is uniformly imposed and deemed fully earned upon execution of your Franchise Agreement. The Initial Franchise Fee covers the costs of marketing, sales, and administrative services incurred or paid by Franchisor, including fees and expenses paid by Franchisor to third-party networks, consultants, brokers, and HorsePower Nation LLC.

If the cumulative general population figures used to calculate your Protected Territory exceed the cumulative general population figures set forth in the chart above, you are required to pay, in addition to your Initial Franchise Fee, an overage fee in an amount equal to the number of excess cumulative general population multiplied by thirty cents (\$0.30) per individual.

In the event that you are an existing franchisee of one of our current or future affiliates, your Initial Franchise Fee may be discounted, at Franchisor's discretion.

All fees and expenses described in this Item 5 are nonrefundable. Except as otherwise indicated in the chart above, we expect to uniformly impose all fees and expenses listed for all franchisees who purchase a franchise under this Disclosure Document, and they are payable to us [in a lump sum](#) and are deemed fully earned upon receipt by us.

*Opening Package.* Within forty-five (45) days after execution of the Franchise Agreement, you must purchase from our designated vendor the required opening package, which includes items such as small hand tools, accessories, supplies, display materials, sample materials, promotional materials, including printed items, pitch books, yard signs, clothing, and other equipment, tools, accessories, and supplies related to the operation of your Stand Strong Fencing Business (the "Opening Package"). We estimate that the full purchase price of the Opening Package is approximately between ~~\$11,800~~10,000 and ~~\$14,300~~12,000, including estimated tax and freight. If you purchase more than one (1) Protected Territory, it is recommended, but not required, to purchase one (1) additional Opening Package.

~~*Call Center Fee.* Within forty five (45) days after execution of the Franchise Agreement, you must pay us or our affiliate HPB Call Center (as we designate), a Call Center Set Up Fee of \$400 (the "Call Center Set Up Fee"). Thereafter, a then-current Call Center Fee will be due and payable on a monthly basis. Currently, the Call Center Fee is a monthly fee equal to the greater of: (i) \$1.20 per minute; or (ii) \$200. The Call Center Fee covers the costs of establishing and maintaining the Call Center. If you purchase more than one (1) Protected Territory, you are only required to pay one (1) Call Center Fee.~~

~~*Local-Brand Optimization/Marketing Fee (First Year).* Within forty-five (45) days after execution of the Franchise Agreement, you must pay us, or an affiliate (as we designate), a local-brand optimization/marketing fee ("Local-Brand Optimization/Marketing Fee") of \$15,000 for your first twelve (12) months of~~

~~invoices (as determined by Franchisor). The Local, The Brand Optimization Marketing Fee covers the costs of local SEO creation, production and distribution of brand marketing assets, strategies and other materials or activities in any medium, which may include, but not limited to, the internet, social media, search engine optimization for your first twelve (12) months of invoices. If you purchase more than one (1) Protected Territory, you are only required to pay one (1) Local Brand Optimization Fee.~~

~~Creative Media Fund Fee. Within forty-five (45) days after execution of the Franchise Agreement, you must pay us a Creative Media Fund Fee of \$6,500. The Creative Media Fund Fee covers the costs associated with video production, actors' and actresses' compensation, video editing, photography, campaign development and related advertising or marketing expenses, including administration expenses, in accordance with our brand standards and specifications, as more fully set forth in our Operations Manual. If you purchase more than one (1) Protected Territory you are only required to pay one (1) Brand Marketing Fee. This is a one-time fee. If you purchase more than one (1) Protected Territory, you are only required to pay one (1) Creative Media Fund Fee.~~

*Tuition Fee.* Within forty-five (45) days after execution of the Franchise Agreement, you must pay us an initial training Tuition Fee (defined herein) of \$4,995 to attend our Initial Training Program (defined herein), for you and up to two (2) additional representatives you designate, one of which must be your general manager or Designated Manager (defined herein). This is a one-time fee. The Tuition Fee covers the costs of training, lodging, and certain meals during the Initial Training Program. If you purchase more than one (1) Protected Territory, you are only required to pay one Tuition Fee for the Initial Training Program for you and up to two (2) additional attendees.

~~Accounting Services ZeePartnerships Fee. Within forty-five (45) days after execution of the Franchise Agreement, you must pay our designated affiliate HPB Accounting LLC d/b/a ZeeBOOKS, an Accounting Services one-time zeepartnerships fee (the "ZeePartnerships Fee (defined herein)") of \$4,999 for your first twelve (12) months of invoices (as determined by Franchisor). Thereafter, a monthly Accounting Services Fee of \$399 will be due and payable on a monthly basis 3,000. The Accounting Services ZeePartnerships Fee covers the costs of certain accounting, bookkeeping, building, developing, and maintaining national and related services regional strategic partnerships that assist in promoting brand awareness and creating lead generation opportunities. If you purchase more than one (1) Protected Territory, you are only required to pay one (1) Accounting Services ZeePartnerships Fee.~~

Except as described above, all the fees described in Item 5 are paid in a lump sum and are uniformly calculated and imposed.

**ITEM 6**  
**OTHER FEES**

**THE AMOUNTS SET FORTH ABOVE IN THIS ITEM 6 ARE SUBJECT TO CHANGE.**

TYPE OF FEE	AMOUNT	DUE DATE	REMARKS
Royalty Fee	The greater of: (i) <del>the applicable tiered percentage</del> Royalty Percentage of Gross Revenues <del>Collected for the immediately preceding week based on calendar year to date Gross Revenues (see table below);</del> ; or (ii)	Weekly via Electronic Funds Transfer from your bank account.	See Notes 1 and 2 See Chart in Note 2 for Minimum Royalty Fee structure

	<p>the <del>minimum royalty fee</del> <b>Minimum Royalty Fee.</b></p> <table border="1"> <thead> <tr> <th>Tier</th> <th>Year-to-Date Gross Revenue</th> <th>Royalty-Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>\$0— \$1,000,000</td> <td>8%</td> </tr> <tr> <td>2</td> <td>\$1,000,001— \$2,000,000</td> <td>7%</td> </tr> <tr> <td>3</td> <td>\$2,000,001- and above</td> <td>6%</td> </tr> </tbody> </table>	Tier	Year-to-Date Gross Revenue	Royalty-Percentage	1	\$0— \$1,000,000	8%	2	\$1,000,001— \$2,000,000	7%	3	\$2,000,001- and above	6%		
Tier	Year-to-Date Gross Revenue	Royalty-Percentage													
1	\$0— \$1,000,000	8%													
2	\$1,000,001— \$2,000,000	7%													
3	\$2,000,001- and above	6%													
Technology Fee	<p>The then-current ongoing Technology Fee.</p> <p>Currently, <del>\$190</del> <b>the Technology Fee is \$792</b> per month.</p>	Billed Monthly	See Note 3												
Microsoft License Fee	<p><del>The then-current monthly Microsoft License Fee</del></p> <p>Currently, \$27.60 per month per user for franchise owners, who will receive E3 licenses. Additional user licenses or employee licenses may be billed at \$27.60 per month per user for E3 licenses, or \$12 per month per user for E1 licenses.</p>	Billed Monthly	See Note 4												
CRM Fee	<p>The then-current ongoing CRM Fee</p> <p>Currently, \$300 per month and a one-time set-up fee of \$600</p>	Billed Monthly	See Note <del>54</del>												
Late Payment	<p>The then-current late fee.</p> <p>Currently, \$100 per incident plus 1½% interest per month, or maximum allowed by law.</p>	When payment is past due.	See Note <del>65</del>												
Initial Training Tuition Fee	<p>The then-current initial training Tuition Fee.</p> <p>Currently, \$4,995 for up to three total (3) attendees (franchisee plus two (2) additional attendees).</p>	Within forty-five (45) days after execution of the Franchise Agreement.	See Note <del>76</del>												
Assistance Training Fee	<p>The then-current Assistance Training Fee.</p> <p>Currently, \$500 per day per person.</p>	Before assistance or refresher training begins.	See Note <del>76</del>												
Renewal Fee	<p>20% of <del>then-current</del> <b>the</b> Initial Franchise Fee per Protected Territory that is being renewed.</p>	Upon signing new franchise agreement.	See Note <del>87</del>												
Transfer Fee	<p>20% of <del>then-current</del> Initial Franchise Fee per Protected Territory that is</p>	Prior to the time of the transfer.	See Note <del>98</del>												

	being transferred.		
Attorneys' Fees and Costs	Reimbursement for our actual fees and costs.	Upon receipt of bill.	See Note <del>409</del>
Supplier and/or Non-Approved Product Approval	Reimbursement of actual costs incurred in reviewing any alternate supplier or non-approved product you propose.	As incurred.	See Note <del>410</del>
Software Updates	Actual costs of updated software programs and training (if applicable).	Upon receipt of bill.	See Note <del>4211</del>
Audit Costs	Actual costs of audit.	Upon receipt of bill.	See Note <del>4312</del>
Indemnification	Actual costs of indemnification.	Upon receipt of bill.	See Note <del>4413</del>
Brand Fund Contribution	If and when established, the then-current Brand Fund Contribution amount, which shall not exceed 3% of weekly Gross Revenues Collected. The total sum of the Brand Fund Contribution and the Royalty, as a percentage of weekly Gross Revenues Collected, shall not exceed the then-current Royalty rate effective immediately prior to establishment of the Brand Fund.	As incurred.	See Note <del>4514</del>
Local Advertising Deficiency	<i>Payable only if you fail to perform the Local Advertising Expenditure Requirement.</i> You are required to spend at least \$20,000 within the first ninety (90) days of commencing operations on Initial Marketing Expenditure Requirement. Thereafter on a monthly basis, the greater of either: (i) \$2,000 per month; or (ii) 5% of your monthly Gross Revenues Collected, on Local Advertising Expenditure Requirement. If you do not expend the required Local Advertising Expenditure Requirement, we have the right to require you to pay the deficiency amount to us.	As incurred.	See Note <del>4615</del>
Insurance	Cost to obtain and maintain required insurance under the Franchise Agreement, plus a service fee (if we are forced to obtain the required insurance for you on your behalf).	As incurred.	See Note <del>4716</del>
Annual Conference	The then-current annual conference fee per person. Currently, \$1,000 per person.	As incurred.	See Note <del>4817</del>

Termination/ Expiration Expenses	The costs and expenses you incur in complying with your post-termination/expiration obligations under the Franchise Agreement.	Upon receipt of bill.	See Note <del>19</del> <u>18</u>
Accounting Services Fee	The then-current Accounting Services Fee.  Currently, <del>an annual Accounting Services Fee of \$4,999 for the first 12 months of invoices. Thereafter, \$440 per month, plus additional monthly fees and a one-time set up fee of \$399.</del>	Within forty-five (45) days after execution of the Franchise Agreement, for the first 12 months of invoices. Thereafter, billed monthly.	See Note <del>20</del> <u>19</u>
Outstanding Account Receivable Fee	15% of amount collected.	As incurred.	See Note <del>21</del> <u>20</u>
Call Center Fee	The then-current Call Center Fee.  Currently, the <del>greater of: (i) \$1.20 per minute; or (ii) \$200</del> Call Center Fee is <del>\$275 per month, and a one-time set up fee of \$400, plus \$21 per appointment</del>	<del>One-time set up fee of \$400 due within forty-five (45) after execution of the Franchise Agreements. Thereafter, Billed <del>m</del>Monthly.</del>	See Note <del>22</del> <u>21</u>
<del>Local-Brand Optimization</del> Marketing Fee (Optional after first year)	The then-current <del>Local-Brand Optimization</del> Marketing Fee.  Currently, a <del>Local</del> the Brand <del>Optimization</del> Marketing Fee of <del>\$15,000 for the first 12 months of invoices.</del>	Within forty-five (45) days after execution of the Franchise Agreement, for the first 12 months of invoices.	See Note <del>23</del> <u>22</u>
Digital Management Fee	The then-current Digital Management Fee.  Currently, \$1,000 per month.	Billed monthly.	See Note <del>24</del> <u>23</u>
Recruiting Fee (optional)	Optional recruiting services, if elected to use services, the then-current Recruiting Fee. This fee is not required.	As incurred.	See Note <del>25</del> <u>24</u>
Administrative Fee	You must pay us our then-current administrative fee (the "Administrative Fee") in the event we make and process any amendments, modifications, or otherwise supplement the Franchise Agreement at your request or is otherwise required due to your actions.  Currently, the Administrative Fee is	Upon receipt of bill.	

	\$500.		
--	--------	--	--

**Explanatory Notes:**

1. General. The table above provides recurring or isolated fees or payments that you must pay to us or our affiliates (as we designate) or that we or our affiliates impose or collect in whole or in part on behalf of a third party or that you are required to spend by the Franchise Agreement. All fees and expenses described in this Item 6 are nonrefundable. Except as otherwise indicated in the chart above, we expect to uniformly impose all fees and expenses listed for all franchisees who purchase a franchise under this Disclosure Document, and they are payable to us and are fully earned upon receipt by us.

*Manner of Payment.* All sales and work orders must be inputted into the POS System. With the exception of the Initial Franchise Fee, you must pay all fees and other amounts owed to us and/or our affiliates through an electronic funds transfer program (the “EFT Program”), under which we automatically deduct all payments owed to us and/or our affiliates, from the bank account you provide to us for use in connection with EFT Program (the “EFT Account”). You must immediately deposit all revenues from operations of your Stand Strong Fencing Business into this bank account within two (2) days upon receipt, including cash, checks, and credit card receipts. Upon execution of the Franchise Agreement, you must provide us with: (i) your bank’s name, address, and account number; and (ii) a voided check from the bank account. You must immediately notify us of any change in your banking relationship, including any change to the EFT Account.

We reserve the right to require you to report and pay any fees due under by other means as we may specify from time to time. We reserve the right to require you to provide us with verified Gross Revenue Reports in the event we are unable to process an electronic funds transfer based upon information you input you into the POS System. Each Gross Revenue Report must set forth: (i) your Gross Revenues Collected generated during the previous week; (ii) your calculation of the Royalty; and (iii) any other information we may require. We may change the form and content of the Gross Revenue Reports from time to time and/or require you to submit Gross Revenue Reports on a weekly basis, upon notice to you. If a Gross Revenue Report is subsequently received and reflects: (i) that the actual amount of the fee due was more than the amount of the electronic funds transfer, then we may withdraw additional funds through an electronic funds transfer from your designated bank account for the difference; or (ii) that the actual amount of the fee due was less than the amount of the electronic funds transfer, then we will credit the excess amount to the payment of your future obligations. Additionally, you must send us monthly finalized profit and loss statements by the 21<sup>st</sup> of the following month. Failure to do so upon 14 days’ written notice is grounds for termination of the Franchise Agreement.

2. Royalty Fee. You must pay us a weekly royalty fee (the “Royalty”) deducted via the EFT Program in an amount equal to the greater of:

- i. ~~(i) the applicable tiered percentage of Gross Revenues Collected for during the immediately preceding week based on January 1 through December 31 calendar year-to-date Gross Revenues (the “Royalty Percentage”) (see table below); or (ii) the minimum royalty fee (“Minimum Royalty Fees”), as described below, based upon: (a) the number of Protected Territories you operate; and (b) the number of months the Stand Strong Fencing Business has been open and operating.) (see table below); or~~

Tier	Year-to-Date Gross Revenue	Royalty Percentage
1	\$0 - \$1,000,000	8%

2	\$1,000,001 - \$2,000,000	7%
3	\$2,000,001 and above	6%

The Minimum Royalty Fees are as follows:

<del>Stand Strong Fencing Minimum Royalties Per Week Per Territory</del>					
<del>Months of Operation</del>	<del>1- Territory</del>	<del>2- Territories</del>	<del>3- Territories</del>	<del>4- Territories</del>	<del>5- Territories</del>
<del>Months 13-24</del>	<del>\$923</del>	<del>\$1,077</del>	<del>\$1,231</del>	<del>\$1,385</del>	<del>\$1,538</del>
<del>Months 25-36</del>	<del>\$1,077</del>	<del>\$1,385</del>	<del>\$1,808</del>	<del>\$2,212</del>	<del>\$2,548</del>
<del>Months 37-48</del>	<del>\$1,231</del>	<del>\$1,740</del>	<del>\$2,212</del>	<del>\$2,615</del>	<del>\$3,115</del>
<del>Months 49-60+</del>	<del>\$1,538</del>	<del>\$2,212</del>	<del>\$2,885</del>	<del>\$3,462</del>	<del>\$4,038</del>
<del>-</del>	<del>-</del>	<del>-</del>	<del>-</del>	<del>-</del>	<del>-</del>

~~You will not be subject to Minimum Royalty Fees during the first twelve (12) months of operations on the condition that you strictly comply with all of your obligations during the first twelve (12) months of operations. Notwithstanding the foregoing, you shall pay the Royalty fee equal to the applicable tiered Royalty Percentage of Gross Revenues Collected by the Stand Strong Fencing Business for sales made during the first twelve (12) months. The parties will true up all Royalty payments, whether actual or Minimum Royalty Fee payments for each applicable 12 month period, at the period's end by evaluating each period's obligations on an annualized basis. In the event you fail to meet the Minimum Royalty Fees or Minimum Annual Revenue Requirements, we have the right to terminate the Protected Territory or otherwise terminate the Franchise Agreement.~~

~~Gross Revenues Collected:-~~

ii. ~~the applicable weekly minimum royalty fee ("Minimum Royalty"), as described below.~~

~~Minimum Royalty Fees. The weekly Minimum Royalty is: (i) \$300 per week for the period beginning on the one-year anniversary of the Effective Date and ending on the two-year anniversary of the Effective Date; (ii) \$400 per week for the period beginning on the two-year anniversary of the Effective Date and ending on the three-year anniversary of the Effective Date; (iii) \$525 per week for the period beginning on the three-year anniversary of the Effective Date and ending on the four-year anniversary of the Effective Date; and (iv) \$650 per week for the period beginning on the four-year anniversary of the Effective Date and continuing for the remainder of the Term. Notwithstanding the foregoing, after the expiration of the fifth year of the Term, Franchisor has the right to increase the weekly Minimum Royalty for each of the sixth, seventh, eighth, ninth, and tenth year of Term, in an amount not to exceed ten percent (10%) of the Minimum Royalty payable during the immediately preceding year of the Term.~~

~~You hereby acknowledge and agree that if you are a party to more than one Franchise Agreement with Franchisor, you are required to pay the Minimum Royalty due under each such Franchise Agreement for each Protected Territory.~~

~~Failure to pay the required Royalty constitutes a material breach of your obligations under this Agreement. Without limiting your obligations under this Section and/or Franchisor's rights under~~

this Agreement, at the end of each calendar quarter, Franchisor may conduct a review of the Royalty fees you paid to Franchisor during such calendar quarter and if Franchisor determines you failed to pay the required Royalty, you must pay the difference immediately upon your receipt of an invoice from Franchisor. Franchisor reserves the right to true-up all Royalty payments at any time and at any interval.

In addition to any and all other remedies available to Franchisor under this Agreement (including Franchisor's right to terminate) and applicable law, if you do not pay to Franchisor the required the Royalty fee, Franchisor has the right to reduce, modify or eliminate the Protected Territory rights granted to you under this Agreement as an alternative remedy option.

If you elect to renew your franchise after the expiration of the Term (which renewal is subject to your compliance with the renewal conditions set forth in this Agreement) you acknowledge and agree that the Royalty may be increased for the renewal term and will, in no event, be less than the Minimum Royalty you were required to pay to us during the last year of the Term; provided, however, the increase for the first year of the renewal term will be limited to a ten percent (10%) increase over the Royalty due during the last year of the Term (except as otherwise provided in any renewal agreement).

"Gross Revenues Collected" means any and all revenue or other compensation actually collected by Franchisee from customers of the Stand Strong Fencing Business. All payments are based on Gross Revenues Collected Franchised Business.

Gross Revenues. "Gross Revenues" are defined in the Franchise Agreement to include all income of any type or nature and from any source that ~~you receive~~ Franchisee derives or receives directly or indirectly from, through, by or on account of the operation of the ~~Stand Strong Fencing Franchised~~ Business at any time after the signing of ~~your~~ the Franchise Agreement, in whatever form and from whatever source, including but not limited to cash, services, in kind from barter and/or exchange, on credit or otherwise as well as business interruption insurance proceeds. Gross Revenues shall also include the total amount of all sales for labor, material, equipment and/or services performed or rendered by: (a) Franchisee, or (b) any third-party subcontractors or agents of Franchisee who perform services for Franchisee's customers or clients as part of Franchisee's services ~~or Stand Strong Fencing Business.~~ Gross Revenues Sales shall also include all commissions, finder's fees, referral fees, construction management fees or other compensation received by Franchisee on the value of any work performed. Franchisee agrees that all Royalty fees, including any Minimum Royalty ~~F~~ fees, are non-refundable. However, the definition of Gross Revenues does not include sales tax that is collected from customers and ~~actually~~ transmitted to the appropriate taxing authorities.

Special Programs. ~~We reserve~~ Franchisor reserves the right, but not the obligation, to establish special programs that reward franchisees for meeting certain criteria. In the event Franchisor establishes any special programs, Franchisor will have the right, in Franchisor's sole discretion, to change, modify or dissolve any special programs upon notice to Franchisee ~~(which need not exceed 30 days).~~

Royalty Incentive Programs. Franchisor reserves the right, but not the obligation, to offer royalty incentive programs for the benefit of qualifying franchisees. To qualify for such programs, Franchisee must satisfy Franchisor's then-current specifications and standards as provided in the Operations Manual or otherwise in writing by Franchisor. Franchisor reserves the right to modify, supplement, or terminate any royalty incentive programs upon notice to Franchisee.

3. Technology Fee. ~~¶ You must pay us a monthly technology fee (the “Technology Fee”). Currently, the. As of the date of this Disclosure Document, the current monthly Technology Fee is \$190 per month. The Technology Fee covers the costs associated with system network functions, administration, backup, data reporting, and various software programs you must utilize in connection with the operation of the Stand Strong Fencing Business, including software to assist in measuring, training, business efficiencies, dashboard and KPIs<sup>792</sup>. We reserve the right to modify the Technology Fee as new technology and software becomes available and/or we modify the technology and software requirements that you must use for the Stand Strong Fencing Business, and to designate and/or change the amount, scope, or manner of payment of the Technology Fee, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days). If you purchase more than one (1) Protected Territory, you are only required to pay one (1) Technology Fee.~~

~~1. Microsoft License Fees. You must pay us the then current monthly Microsoft license fees (the “Microsoft License Fees”) for your Microsoft Office365 accounts. This fee includes Microsoft Suite Support, covering applications such as Outlook email, OneDrive file sharing, and Teams communication tools. As of the date of this Disclosure Document, the current monthly Microsoft License Fees are \$27.60 per month per user for franchise owners, who will receive E3 licenses. Additional user licenses or employee licenses may be billed at \$27.60 per month per user for E3 licenses, or \$12 per month per user for E1 licenses. The Microsoft License Fees are established by the service provider, collected by us on your behalf, and remitted to the service provider. We reserve the right to modify the Microsoft License Fees and to designate and/or change the amount, scope, or manner of payment of the Microsoft License Fees, as the service provider may modify or change their pricing structure from time to time.~~

4. CRM Fee. You must pay our designated vendor a then current monthly customer relationship management fee (the “CRM Fee”). As of the date of this Disclosure Document, the current monthly CRM Fee is \$300 and a one-time set up fee of \$600. The CRM Fee covers three users, with additional users billed at \$100 per month per user. We reserve the right to modify the CRM Fee and/or modify the customer relationship management requirements that you must use for the Stand Strong Fencing Business, and to designate and/or change the amount, scope, or manner of payment of the CRM Fee, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days).

5. Late Payment. If you fail to timely pay your Royalty Fee or other fee owed to us (under the Franchise Agreement or otherwise), then you are subject to our then-current late fee, currently of \$100 per incident plus 1.5% interest per month of the unpaid balance, or the maximum permitted by law, whichever is greater.

6. Initial Training. As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us our then current initial training tuition fee (“Tuition Fee”) to attend our initial training program (the “Initial Training Program”), for you and up to two (2) additional representatives you designate, one of which must be your general manager or Designated Manager. As of the date of this Disclosure Document, the current Tuition Fee for the Initial Training Program is \$4,995. The Tuition Fee covers the costs of training, lodging, and certain meals during the Initial Training Program, however, the Tuition Fee does not include travel expenses, meals outside of the formal Initial Training Program hours, and other living or miscellaneous expenses

you may incur during the time of training. Any additional personnel, or replacement personnel, you wish to attend Initial Training Program must pay an additional \$2,500 per person to our Initial Training Program (subject to class availability and the schedule/availability of our personnel). We may also establish additional assistance and/or refresher training, as we deem necessary from time to time, and make your attendance at this training mandatory or discretionary. In the event you wish (or are required) to attend any additional assistance or refresher training, we may charge you our then-current additional assistance or refresher training fee ("Assistance Training Fee") to attend this training (subject to class availability and the schedule/availability of our personnel) and reserve the right to charge our then-current Assistance Training Fee, which currently is \$500 per person per day. Except as expressly set forth above or herein, you are responsible for all out-of-pocket expenses (including travel costs, if any) incurred in connection with your and any of your personnel's attendance at the Initial Training Program, as well as any additional assistance and/or refresher training we conduct. We may also charge our Assistance Training Fee in connection with any on-site or other assistance we provide to you in connection with the establishment and/or operation of your Stand Strong Fencing Business, and you will be responsible for all out-of-pocket expenses (including travel costs, if any) we incur in providing any on-site assistance at your Stand Strong Fencing Business.

7. Renewal Fee. Before we will approve the renewal of your Franchise Agreement, you must pay us a renewal fee equal to 20% of our ~~then-current~~ Initial Franchise Fee. We have a number of additional conditions that you must meet in order to renew your Franchise Agreement, including without limitation: (i) providing us with written notice of your intent to renew no less than 6 months prior to the expiration of the term of the then-current Franchise Agreement; (ii) executing our then-current form of Franchise Agreement, the terms of which may materially differ from your current agreement; (iii) substantially complying with your Franchise Agreement during the existing term; and (iv) executing our prescribed form of general release in favor of us. See Item 17 in this Disclosure Document for additional information regarding renewal.
8. Transfer Fee. You must pay us a transfer fee equal to 20% of our ~~then-current~~ Initial Franchise Fee per Protected Territory that is being transferred to transferee. In the event you transfer multiple Protected Territories at once, we reserve the right, but have no obligation, to reduce the transfer fee for any of the Protected Territories being transferred, and by any amount. If a third-party broker locates the transferee, you will also be solely responsible for any broker fees associated with the transfer. There are other conditions for transfer and all conditions must be met before the transfer is approved by us. Provided certain conditions are met, we will not charge you a transfer fee if you are an individual and transfer ownership to a corporation or limited liability company that you control. See Item 17 in this Disclosure Document for additional information regarding transfer.
9. Attorneys' Fees and Costs. If we prevail in any action or other legal/administrative proceeding brought against you arising out of the Franchise Agreement or any other agreement with us, you must reimburse us for our reasonable attorneys' fees and other costs paid that we incurred in such proceedings in the event we prevail. If you bring any legal action to interpret or enforce the terms of the Franchise Agreement or any other agreement with us, and your claim in such action is denied or the action is dismissed, then we are entitled to recover our reasonable attorneys' fees, and all other reasonable costs and expenses incurred in defending the matter, and to have such an amount awarded as part of the judgment in the proceeding.
10. Supplier and/or Non-Approved Product Approval. We reserve the right to charge you a fee for reviewing any non-approved supplier of any vehicles, supplies, equipment, inventory or services, as well as any non-approved product, which you propose for use in connection with the Stand Strong Fencing Business. If we determine that it is necessary to inspect the supplier's facilities or

conduct tests, we may require you or the supplier to pay the actual costs we incur for such inspection and testing. Please see Item 8 of this Disclosure Document for additional information regarding our approval process for alternate suppliers or non-approved products.

11. **Software Updates.** You must purchase all updates for your third-party software programs, as sent to you by the software provider(s). We may also send you software updates, as we deem necessary in our sole discretion, or other materials that we may develop in connection with the System or System software that we require you to purchase.
12. **Audit Costs.** You must maintain accurate business records, reports, accounts, books and data relating to the operation of your Stand Strong Fencing Business. We and our designees retain the right to inspect and/or audit your business records at any time during normal business hours, without notice, to determine whether you are current with suppliers and/or otherwise are operating in compliance with the terms of the Franchise Agreement and Operations Manual. In the event any such audit discloses an understatement of amounts reported or paid to us, you agree to pay to us the amount due, plus interest (at the rate and on the terms provided for herein) from the date originally due until the date of payment. Furthermore, you must reimburse us for our costs and expenses associated with conducting the audit in the event: (i) such audit is made necessary by your failure to timely furnish reports, supporting records, other information or financial statements required under the Franchise Agreement; or (ii) if that audit reveals an understatement of greater than 2%. These costs and expenses include, without limitation, our legal and accounting fees, travel, lodging and meal expenses and applicable per diem charges for our employees. The foregoing remedies are in addition to our other remedies and rights under the Franchise Agreement and/or applicable law. In the event any audit reveals that your information has been inaccurately reported, we reserve the right to audit other entities owned, controlled by, or affiliated with you.
13. **Indemnification.** You are solely responsible for and must indemnify and hold us harmless for all loss, damage, claims or demands arising out of, or related to, the operation of your Stand Strong Fencing Business, including warranty claims. Your indemnification obligations are described more fully in the Franchise Agreement.
14. **Brand Fund Contribution.** We reserve the right to establish our Brand Fund (defined herein). If established, you will be required to contribute the then-current Brand Fund Contribution in the manner we prescribe. The Brand Fund Contribution shall not exceed 3% of your weekly Gross Revenues Collected, nor shall the sum of the Brand Fund Contribution and the Royalty fee exceed the then-current Royalty fee immediately preceding establishment of the Brand Fund, as a percentage of weekly Gross Revenues Collected. The Brand Fund Contribution must be paid to us each week in the same manner as you are required to pay your Royalty. We reserve the right to modify the Brand Fund Contribution and/or modify the digital marketing and advertising requirements that you must use for your Stand Strong Fencing Business, and to designate and/or change the amount, scope, or manner of payment of the Brand Fund Contribution, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days). Please see Item 11 of this Disclosure Document for additional information regarding the Brand Fund and your other advertising/marketing obligations.
15. **Local Advertising Deficiency.** You are required to spend at least \$20,000 during the first ninety (90) days of operations of your Stand Strong Fencing Business to satisfy your advertising requirements for the initial marketing expenditure requirement (“Initial Marketing Expenditure Requirement”). Additionally, after the first ninety (90) days of operations of your Stand Strong Fencing Business, and for the remainder of the term of the Franchise Agreement, you must spend the greater of (i) \$2,000 per month, or (ii) 5% of monthly Gross Revenue Collected on Local

Advertising Expenditures within your Protected Territory (collectively, “Local Advertising Expenditure Requirement”), of which, a minimum of \$2,000 per month must be spent on advertising, marketing, and/or related expenses, through our affiliate or Designated Vendor (as designated by Franchisor) (however the above does not contemplate or include your required monthly Digital Management Fee, see section 11(e)(4) of this Disclosure Document). You must submit to us, upon our request, evidence of your Initial Marketing Expenditure Requirement and Local Advertising Expenditure Requirement. We have the right to review your books and records to determine these expenditures. We must approve all advertising and promotional materials prior to your use or distribution. If you do not expend the required Local Advertising Expenditure Requirement, we have the right to require you to pay the deficiency amount to us, which we may use to expend directly, locally in your market, or we may require that you pay the deficiency to the Brand Fund, if established. Please see Item 11 of this Disclosure Document for additional information.

16. **Insurance.** You must obtain and maintain certain insurance in connection with your Stand Strong Fencing Business from our designated vendor. If you fail to obtain the required levels of insurance, we may obtain such insurance on your behalf and require that you reimburse us for the costs associated with obtaining this insurance for you, as well as pay us a service fee in connection with obtaining this insurance. Additionally, you agree not to permit any third-party subcontractor to perform any work or offer any services on your behalf unless such subcontractor maintains insurance coverage in such amounts and types as we require you to maintain, with the specific addition that subcontractors cannot exclude principals from its Workers’ Compensation coverage and that liability policies name us as an additional insured. You agree to maintain evidence that such insurance by subcontractors is in effect and to provide such proof of insurance as we may require, in our sole discretion, from time to time. See Item 8 for more information regarding our insurance requirements. We have the sole right, exercisable at any time and upon notice, to designate a vendor or supplier, which may include one of our affiliates, from whom you must purchase all insurance policies required by Franchisor to operate the Stand Strong Fencing Business.
17. **Annual Conference.** We hold an annual conference for our System (the “Annual Conference”) and require that you and your management (if applicable) attend this Annual Conference and pay us our then-current registration fee per person. As of the date of this Disclosure Document the fee for the Annual Conference is \$1,000 per person. You will be charged \$1,000 if you do not register for the Annual Conference by the deadline.
18. **Post-Termination or Post-Expiration Expenses.** Upon termination, expiration, non-renewal, and/or transfer of the Franchise Agreement, you are responsible for the costs associated with de-identifying yourself and your Stand Strong Fencing Business from the Stand Strong Fencing System. Additionally, we may elect to take steps to modify, alter or de-identify your Stand Strong Fencing Business. If we do so, you must also reimburse us for our costs and expenses.
19. **Accounting Services Fee.** ~~As noted in Item 5, within forty five (45) days after execution of the Franchise Agreement, you~~ You must pay our designated affiliate HPB Accounting LLC d/b/a ZeeBOOKS, a ~~then current~~ monthly fee for all bookkeeping, payroll, and certain billing services ~~for your first twelve (12) months of invoices (as determined by Franchisor),~~ excluding the monthly subscription fees set forth below (“Accounting Services Fee”). ~~Thereafter, you will be billed on a monthly basis. As of the date of this Disclosure Document the current annual Accounting Services Fee is \$4,999 and is due within forty five (45) days after execution of the Franchise Agreement.~~ As of the date of this Disclosure Document the current monthly Accounting Services Fee is \$399.440 per month. We reserve the right to increase your required spend on the

Accounting Services Fee up to 0.5% of your total Gross Revenues Collected. The Accounting Services Fee estimate does not include the costs of: (i) your required monthly subscription to online accounting software, which is currently \$60 per month per user; (ii) your required monthly payroll fee, which is currently \$70 per month; ~~or (iii) the costs of a \$1 fee for each accounting service transaction; or (iv) a one-time setup fee of \$399.~~ All Accounting Services Fees and other fees that you must pay are subject to change at any time. We reserve the right to modify the Accounting Services Fee as new bookkeeping resources and technology becomes available or changes, and/or modify the bookkeeping requirements that you must use for your Stand Strong Fencing Business at any time upon providing reasonable notice. We also reserve the right to designate and/or change the amount, scope, structure, or manner of payment of the Accounting Services Fee, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days). We also reserve the right to require franchisees to use our affiliate or designated vendors for payroll, sales tax filing, and other related services.

20. Outstanding A/R Collection Fee. We have the right to assist you in collecting outstanding balances from your customer for amounts more than 60 days past due. If we assist in collecting such outstanding amounts, you must pay us a fee in the amount of 15% of the amount collected.
21. Call Center Fee. ~~We, or our affiliate HPB Call Center, have established a call center (“Call Center”) which will field all calls and manage prospective and existing Stand Strong Fencing customers and route/assign work orders/inquiries as we deem necessary in our sole discretion. You must pay us or our affiliate HPB Call Center (as we designate), all associated our designated vendor a monthly fees and per minute rates (collectively, call center fee (the “Call Center Fee”), which are subject to change at any time.”). As of the date of this Disclosure Document the current Call Center set up fee is \$400 and is due within forty five (45) days after execution of the Franchise Agreement. Thereafter, the current monthly Call Center Fee is a monthly fee equal to the greater of: (i) \$1.20 per minute; or (ii) \$200/\$275 per month. All Call Center Fees and per minute rates that you must pay are subject to change at any time, plus \$21 per appointment. You must also pay a one-time startup fee of \$300. The Call Center Fee covers the costs of fielding all calls and routing / assigning inquiries and work orders to you. We reserve the right to (a) modify the Call Center Fee as call center fees or per minute rates increase, new call center or lead generation technology and software becomes available or changes, and/or we (b) modify the call center or lead generation requirements, at any time upon providing reasonable notice. We also reserve the right to change the amount of the Call Center Fee as changes are made to the Call Center or as required by any third party service provider(s) or by any regulatory agency, at any time upon providing reasonable notice to you, and to that you must use for the Stand Strong Fencing Business, and (c) designate and/or change the amount, scope, structure, or manner of payment of the Call Center Fee, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days).~~
22. Local Brand Optimization Marketing Fee (First Year). As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us or our affiliate (as we designate) a Local Brand Optimization Marketing Fee of \$15,000 ~~for your first twelve (12) months of invoices (as determined by Franchisor).~~
23. Digital Management Fee. You must pay our affiliate, or ~~Designated Vendor~~our designated vendor (as we designate), a monthly digital management fee (the “Digital Management Fee”). Currently, the Digital Management Fee is a monthly fee of \$1,000 per month. The Digital Management Fee covers the costs of digital marketing and website management. We reserve the right to (a) modify the Digital Management Fee as new digital marketing and advertising technology and software becomes available or changes, and/or (b) modify the digital marketing and advertising

requirements that you must use for the Stand Strong Fencing Business, and (c) designate and/or change the amount, scope, or manner of payment of the Digital Management Fee, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days).

24. **Recruiting Fee.** Our affiliate HPB Recruitment LLC d/b/a ZeeRecruitZee, currently offers optional recruiting services to assist in recruiting key employees and subcontractors. The Recruiting Fee is optional. You may, but are not required to, elect recruiting services. If you elect to receive recruiting services, you must pay us or our affiliate (as we designate) the then-current recruiting fee (“Recruiting Fee”).

**ITEM 7**  
**ESTIMATED INITIAL INVESTMENT**

**A. YOUR ESTIMATED INITIAL INVESTMENT FOR A SINGLE STAND STRONG FENCING FRANCHISED BUSINESS IN A SINGLE PROTECTED TERRITORY**

Type of Expenditure	Amount		Method of Payment	When Due	Payment Payable
	Low	High			
Initial Fee <sup>(4)</sup>	\$59,500	\$59,500	Lump Sum	At Signing of the Franchise Agreement	Us
Insurance (90 days) <sup>(5)</sup>	<del>\$64,000</del>	\$8,000	As Arranged	Before Opening	Designated Vendor
Tuition Fee <sup>(7)</sup>	\$4,995	\$4,995	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement	Us
Travel and Living Expenses while Training <sup>(4)</sup>	\$1,500	<del>\$2</del> \$3,000	As Incurred	Before Opening	Third-Party Providers
Opening Package <sup>(5)</sup>	<del>\$11,800</del> 10,000	<del>\$14,300</del> 12,000	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement	Designated Vendor
Equipment Package <sup>(6)</sup>	<del>\$0</del> \$	\$2,400	As Incurred	Before Opening	Designated Vendor
Rent & Utilities (90 days) <sup>(7)</sup>	\$500	<del>\$15</del> 17,500	As Incurred	Before Opening	Landlord or Utility Providers
Vehicles <sup>(8)</sup>	<del>\$11,500</del> 13,752	<del>\$65,500</del> 15,848	As Incurred	As required by Suppliers or Us or affiliate	Approved Suppliers, which may include Us or an affiliate
Licenses Certificates and Permits <sup>(9)</sup>	\$0	\$15,855	As Incurred	Before Opening	Licensing Authorities
Professional Fees	\$0	\$5,000	As Incurred	Before Opening	Third-Party Providers

(40)					(Attorneys / Accountants)
Technology Fee <sup>(41)</sup>	<del>\$570</del> <u>\$2,375</u>	<del>\$570</del> <u>\$2,375</u>	As Incurred	Paid Monthly	Us
Microsoft License Fee <sup>(42)</sup>	\$82.80	\$165.60	As Incurred	Paid Monthly	Us or an affiliate
CRM Fee <sup>(43)</sup>	\$1,500	\$1,500	As Incurred	Paid Monthly	Designated Vendor
Call Center Fee <sup>(22)</sup>	<del>\$1,000</del> <u>125</u>	<del>\$1,000</del> <u>3,225</u>	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement Paid Monthly	Us or an affiliate Designated Vendor
Dues and Subscriptions <sup>(45)</sup>	\$0	\$1,500	Lump Sum	Before Opening	Business and Construction or Contracting Associations
Leasehold Improvements <sup>(46)</sup>	\$0	\$2,500	As Incurred	Before Opening	Landlord or Third-Party Providers
Local Brand Optimization Marketing Fee (First Year) <sup>(23)</sup>	\$15,000	\$15,000	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement	Us or affiliate
Creative Media Fund Fee <sup>(48)</sup>	<del>\$6,500</del>	<del>\$6,500</del>	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement	Us
Initial Marketing Expenditure and Local Advertising Expenditure (90 days) <sup>(49)</sup>	\$20,000	\$20,000	Lump Sum	Before Opening	Third-Party Providers or Designated Vendors
Digital Management Fee <sup>(20)</sup>	\$3,000	\$3,000	As Incurred	Paid Monthly	Affiliate or Designated Vendor
Accounting Services Zee Partnerships Fee <sup>(20)</sup>	<del>\$4,999</del> <u>3,000</u>	<del>\$4,999</del> <u>3,000</u>	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement	ZeeBOOKSUs
Accounting Services Fee	<del>\$2,109</del>	<del>\$2,109</del>	As Incurred	After Opening	ZeeBOOKS
Additional Funds <sup>(22)</sup>	<del>\$30</del> <u>20,000</u>	<del>\$50</del> <u>30,000</u>	As Incurred	After Opening	Employees, Suppliers, etc.
<b>Total<sup>(23)</sup></b>	<del>\$178,447</del> <u>162,356</u>	<del>\$299,785</del> <u>228,307</u>			

## **Explanatory Notes**

**Generally.** All fees and payments described above are non-refundable, unless otherwise stated or permitted by the payee. Actual costs will vary for each franchise location depending on several factors, including market condition and the geographic location of your Stand Strong Fencing Business.

1. **Initial Franchise Fee.** Upon execution of your Franchise Agreement, you must pay to us an Initial Franchise Fee of \$59,500 which you must pay in a lump sum. The Initial Franchise Fee is nonrefundable. The Initial Franchise Fee is uniformly imposed and deemed fully earned upon execution of your Franchise Agreement. The Initial Franchise Fee covers the costs of marketing, sales, and administrative services incurred or paid by Franchisor, including fees and expenses paid by Franchisor to third-party networks, consultants, brokers, and HorsePower Nation LLC.
2. **Insurance (90 days).** We estimate that your initial insurance deposit will be approximately \$6,000 to \$8,000 and will include coverage for general liability, liability/professional liability, commercial auto/equipment, and worker's compensation (state specific). You should check with the designated vendor for actual premium quotes and costs, as well as the actual cost of the deposit. The cost of coverage will vary based upon the area in which your Stand Strong Fencing Business will be located, your experience with the insurance carrier, your loss experience, your level of sales and other factors beyond our control. You should also check with our designated vendor or other insurance agent or broker regarding any additional insurance that you may want or be required to carry.
3. **Tuition Fee.** As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us our then-current initial training Tuition Fee to attend our Initial Training Program, for you and up to two (2) additional representatives you designate, one of which must be your general manager or Designated Manager. As of the date of this Disclosure Document, the current Tuition Fee for the Initial Training Program is \$4,995. The Tuition Fee covers the costs of training, lodging, and certain meals during the Initial Training Program, however, the Tuition Fee does not include travel expenses, meals outside of the formal Initial Training Program hours, and other living or miscellaneous expenses you may incur during the time of training. See Note 7 in Item 6. Please see Item 11 of this Disclosure Document for additional information.
4. **Travel and Living Expenses While Training.** We estimate that your travel and living expenses for attendance to our Initial Training Program will be \$1,500 to \$2,000. While your Tuition Fee includes expenses and fees for training, lodging, and certain meals during the Initial Training Program, you are required to pay for transportation to and from our offices (or any other location) and pay all expenses associated with travel and other living and miscellaneous expenses during the time of training (including any employee wages). We estimate costs of approximately \$500 per day, per person, for living and other miscellaneous expenses, plus travel expenses to and from your personal residence. The range assumes that no additional people other than you and two (2) additional attendees, one of which must be your general manager or Designated Manager, will attend our Initial Training Program. See Note 5 in Item 6. Please see Item 11 of this Disclosure Document for additional information.
5. **Opening Package.** As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must purchase from our designated vendor the required Opening Package, which includes items such as, small hand tools, accessories, supplies, display materials, sample materials, promotional materials, including printed items, pitch books, yard signs, clothing, and other equipment, tools, accessories, and supplies related to the operation of your Stand Strong Fencing Business. We estimate that that full purchase price of the entire Opening Package is approximately

between ~~\$11,800~~10,000 and ~~\$14,300~~12,000, including estimated tax and freight. We reserve the right to modify the components, standards and/or specifications of this Opening Package, which may modify the total costs associated with this Opening Package. Tax and freight charges associated with delivery of the Opening Package may vary. If you purchase more than one (1) Protected Territory, it is recommended, but not required, to purchase one (1) additional Opening Package.

6. **Equipment Package.** Some markets do not have access to local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s), which will impact some of the required expenditures. You will solely be responsible for distribution analysis and the determination of whether or not you will be able to access local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s). If you are located within these markets, you must lease certain equipment from our designated vendor, which must include one (1) forklift used to load and unload materials that are delivered to your leased commercial location (collectively, the "Equipment Package"). The cost to lease one (1) forklift is not included in the costs for leased vehicles under this Item 7. As of the issuance date of this Disclosure Document, the estimated cost to lease one (1) forklift is between \$0 and \$2,400. The \$0 figure assumes that you are not located within those certain markets and, therefore, the purchase of a forklift is not required. The \$2,400 figure reflects the total financing cost of one (1) forklift, and is based upon leasing the total purchase price over a 72-month term, with a down payment of \$600, plus three (3) months of payments of \$600 per month. If required, you must procure the forklift prior to commencing operations of your Stand Strong Fencing Business from our designated vendor. These estimates may vary based upon market conditions, supply chain, interest rate, and geographic location. We do not provide any financing in connection with the vehicles. Your actual payments will depend on your credit worthiness, as determined by the lender or supplier, market conditions, supply chain, interest rate, geographic location, and the lease or finance options you select. Your deposit, term and interest rate may vary.
7. **Rent and Utilities.** Some markets do not have access to local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s), which will impact some of the required expenditures. You will solely be responsible for distribution analysis and the determination of whether or not you will be able to access local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s). If you are located within these markets, you must lease a commercial property in order to have materials delivered to your commercial location, which you will then deliver to the job site. We estimate the cost of Rent and Utilities to be between \$500 and ~~\$17,500~~17,500. The \$500 figure assumes that you are not located within those certain markets and covers utilities costs to run your Franchised Business out of your home office. The ~~\$17,500~~17,500 figure above assumes that you do live within those certain markets and must rent a commercial property. This space should have adequate access for semi-trucks, be large enough to store your equipment, tools, and supplies, and must include an enclosed or fenced in yard large enough to store raw materials, fencing materials, and any other inventory, materials, and supplies that will be delivered to job sites. Utilities includes electric, water, trash, and other utilities for your home office or leased commercial property. Rent and Utilities may vary depending on geographic location, size, length of lease and general market conditions. Lease security deposits will vary depending upon several different factors, such as occupancy rate, location, length of lease, personal vs. corporate signature, and your personal financial history. Our ~~\$17,500~~17,500 estimate represents a security deposit, utilities costs, and three (3) months' rent and assumes minimal office modifications or improvements. Pre-paid rent is generally non-refundable while security or other deposits may be refundable either in full or in part depending upon your lease or rental contract.
8. **Vehicles.** You are required to acquire the following vehicles: one (1) pick-up truck as designated by

~~our standards. The required vehicles must be upfitted with our Proprietary Mark vehicle wraps and specifications certain equipment, tools, and supplies, including painting equipment, equipment to be used in the vehicle wrap and any required equipment and/or upfit: one (1) sales vehicle operation of your Stand Strong Fencing Business. You must procure the required vehicles and equipment prior to commencing operations of your Stand Strong Fencing Business, from an Approved Supplier or, which may be us or an affiliate (as we designate). We estimate that the initial expenses for the required vehicles will range between \$11,500 and \$45,990. The estimates set forth above reflect the total purchase price of one (1) sales vehicle upfitted to our System standards and specifications, including the vehicle wrap and any required equipment and/or upfit. The amounts above reflect the total financing or purchase price cost of one (1) sales vehicle, upfitted to our System standards and specifications, including the vehicle wrap. As of the date of this Disclosure Document, the estimated cost to finance the required vehicle and equipment upfitted to our System standards and specifications, including the vehicle wrap, is \$11,500 and is based upon financing the total purchase price of the required vehicle and equipment of \$45,999. The \$11,500 financing estimate is based on a twenty percent (20%) deposit of the final purchase invoice, with the remainder financed over a 60-month term, at an interest rate of seven percent (7%), plus three (3) months of payments. As of the date of this Disclosure Document, the estimated cost to purchase the required vehicles and equipment, upfitted to our System standards and specifications, including the vehicle wrap, is \$45,999.~~

~~The “low” and “high” estimates above reflect the costs to finance or lease the required vehicles, as set forth below:~~

<u>Pick-Up Truck</u>	<u>Low</u>	<u>High</u>
Vehicle Cost	\$52,325	\$57,558
Deposit (20%)	\$10,465	\$11,512
Amount Financed or Lease	\$41,860	\$46,046
Term in Months	60	60
Rate	7.00%	7.00%
Per Month	\$829	\$912
3 Months Payment	\$2,487	\$2,736
Transportation Costs	\$800	\$1,600
<b>Total Initial Cost</b>	<b>\$13,752</b>	<b>\$15,848</b>

~~These estimates may vary based upon lender or supplier, global supply chain, market conditions, interest rate, geographic location, and the vehicle package options you may select. The estimates reflected above and herein are for the initial required vehicles and equipment used in the operation of a single Stand Strong Fencing Business in a single Protected Territory. The estimated costs of the required vehicles include the required equipment and transportation costs. We strongly recommend and expect that you will obtain leasing or financing for the vehicles from a third party. We do not provide any leasing or financing services in connection with the required vehicles and equipment. If you choose to lease or finance the purchase of your vehicle(s) and equipment, your actual payments will depend on your credit worthiness, as determined by the lender or supplier, global supply chain, market conditions, interest rates, geographic location, vehicle package options you may select, and the finance or lease options you select. Your deposit, term and interest rate may vary. The vehicles must be (i) wrapped in accordance with our designated requirements which incorporate our Proprietary Marks, and (ii) upfitted to our System standards and specifications. All sales calls, estimates, and installations must be done using the required wrapped vehicles.~~

**Some markets do not have access to local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor, which will impact some of the**

**required expenditures. You will solely be responsible for distribution analysis and the determination of whether or not you will be able to access local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s).** If you are located within these markets, you may be required to acquire ~~the following vehicles~~ one (1) trailer, as designated by our standards and specifications, ~~including the vehicle wrap and any required equipment and/or upfit: one (1) sales vehicle, and one (1) trailer.~~ You must procure the required ~~vehicles and equipment~~ the trailer prior to commencing operations of your Stand Strong Fencing Business, from an Approved Supplier or us or an affiliate (as we designate). We estimate that the initial expenses for ~~the required vehicles will range between \$16,020.92 and \$65,500.~~ The estimates set forth above reflect the total purchase price of ~~one (1) sales vehicle upfitted to our System standards and specifications, including the vehicle wrap and any required equipment and/or upfit, and one (1) trailer.~~ The amounts above reflect the total financing or purchase price cost of ~~one (1) sales vehicle, upfitted to our System standards and specifications, including the vehicle wrap, and one (1) trailer.~~ As of the date of this Disclosure Document, the estimated cost to finance the required vehicle, trailer, and equipment upfitted to our System standards and specifications, including the vehicle wrap, is \$16,020.92 and is based upon financing the total purchase price of the required vehicle, trailer, and equipment of \$65,500. The \$16,020.92 financing estimate is based on a twenty percent (20%) deposit of the final purchase invoice, with the remainder financed over a 60 month term, at an interest rate of seven percent (7%), plus three (3) months of payments. As of the date of this Disclosure Document, the estimated cost to purchase the required vehicles and equipment, upfitted to our System standards and specifications, including the vehicle wrap, is ~~\$65,500~~ a trailer will range between \$10,000 and \$13,000.

~~These estimates may vary based upon market conditions, supply chain, interest rate, geographic location, and the vehicle package options you may select. The estimates reflected above and herein are for the initial vehicles required to operate a single Stand Strong Fencing Business in a single Protected Territory. We strongly recommend and expect that you will obtain leasing or financing for the vehicles from a third party. We do not provide any financing in connection with the vehicles. If you choose to lease or finance the purchase of your vehicle, your actual payments will depend on your credit worthiness, as determined by the lender or supplier, market conditions, supply chain, interest rate, geographic location, and the lease or finance options you select. Your deposit, term and interest rate may vary. The vehicles must be (i) wrapped in accordance with our designated requirements which incorporate our Proprietary Marks, and (ii) upfitted to our System standards and specifications. All sales calls, estimates, and installations must be done using the required wrapped vehicle.~~

9. **Licenses, Certifications, and Permits.** You must acquire a general business license, any specialty licenses required by your state or federal agency, and any third-party certifications that may be required by us. We estimate that the costs of these licenses and certifications to be up to \$15,855.
10. **Professional Fees.** This estimate is based on the fees necessary to create a franchisee entity and retaining legal counsel and accountants to review this Disclosure Document and Franchise Agreement, as well as review applicable state or local laws and regulations pertaining to your business.
11. **Technology Fee.** ~~As noted in Item 6, you~~ You must pay us a monthly Technology Fee of ~~\$190 per month~~ 792, which we collect on your behalf and remit to our designated vendor. See Note 3 in Item 6. See Item 11 of this Disclosure Document for additional information.

~~12. Microsoft License Fee. You must pay us the then current monthly Microsoft license fees (the “Microsoft License Fees”) for your Microsoft Office365 accounts. As of the date of this Disclosure Document, the current monthly Microsoft License Fees are \$27.60 per month per user for franchise owners, who will receive E3 licenses. Additional user licenses or employee licenses may be billed at \$27.60 per month per user for E3 licenses, or \$12 per month per user for E1 licenses. The above estimate assumes one (1) or two (2) franchise owner(s) E3 license users. The Microsoft License Fees are established by the service provider, collected by us on your behalf, and remitted to the service provider. We reserve the right to modify the Microsoft License Fees and to designate and/or change the amount, scope, or manner of payment of the Microsoft License Fees, as the service provider may modify or change their pricing structure from time to time.~~

~~13.~~12. CRM Fee. You must pay our designated vendor a then-current monthly CRM Fee. As of the date of this Disclosure Document, the current monthly CRM Fee is \$300, which covers 3 users, and a one-time set up fee of \$600. Additional users will be billed at \$100 per additional user. We reserve the right to modify the CRM Fee and/or modify the customer relationship management requirements that you must use for the Stand Strong Fencing Business, and to designate and/or change the amount, scope, or manner of payment of the CRM Fee, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days). See Note 5 in Item 6.

~~14.~~13. Call Center Fee. You must pay ~~us or our affiliate HPB Call Center (as we designate)~~designated vendor a monthly Call Center Fee ~~equal to the greater of (i) \$1.20-\$275 plus \$21 per minute; or (ii) \$200 monthly for Call Center Fees, and a one-time set up fee of \$400. The amounts above assume a monthly fee of \$200-appointment.~~ See Note ~~2220~~ in Item 6. ~~The high figure above reflects 100 appointments at \$21 per appointment.~~

~~15.~~14. Dues and Subscriptions. These fees will cover the cost of membership to certain professional and business organizations we recommend that you join. We estimate that these costs could be up to \$1,500. The \$0 figure assumes you decline to join those recommended professional and business organizations.

~~16.~~15. Leasehold Improvements. Some markets do not have access to local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor, which will impact some of the required expenditures. You will solely be responsible for distribution analysis and the determination of whether or not you will be able to access local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s). If you are located within these markets, you must lease a commercial property in order to have materials delivered to your commercial location, as further described in Note 7 to Item 7 above. Leasehold Improvements includes any cosmetic or other changes necessary to your commercial location (if required). The low estimate figure assumes that: (i) you do not live in those certain markets; or (ii) the commercial location does not require any changes. This also includes purchasing shelving to store inventory, equipment, tools, and supplies.

~~17.~~16. Local-Brand OptimizationMarketing Fee (First Year). As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us, or our affiliate (as we designate), a ~~Local-Brand OptimizationMarketing Fee~~ of \$15,000 ~~for your first twelve (12)~~

~~months of invoices. This is a one-time fee.~~ See Note ~~23~~21 in Item 6.

~~18. Creative Media Fund Fee. As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us a Creative Media Fund Fee of \$6,500 to cover costs associated with video production, actors' and actresses' compensation, video editing, and related advertising or marketing expenses. This is a one-time fee.~~

~~19.~~17. Initial Marketing Expenditure Requirement and Local Advertising Expenditure Requirement. You are required to spend at least \$20,000 during the first ninety (90) days of operations of your Stand Strong Fencing Business to satisfy your advertising requirements for the initial marketing expenditure requirement ("Initial Marketing Expenditure Requirement"). Additionally, after the first ninety (90) days of operations of your Stand Strong Fencing Business, and for the remainder of the term of the Franchise Agreement, you must spend the greater of (i) \$2,000 per month, or (ii) 5% of monthly Gross Revenue Collected on Local Advertising Expenditures within your Protected Territory (collectively, "Local Advertising Expenditure Requirement"), of which, a minimum of \$2,000 per month must be spent on advertising, marketing, and/or related expenses, through our affiliate or Designated Vendor (as we designate) (however the above does not contemplate or include your required monthly Digital Management Fee, see section 11(e)(4) of this Disclosure Document). See Item 11 of this Disclosure Document for additional information.

~~20.~~18. Digital Management Fee. You must pay our affiliate or Designated Vendor (as we designate) a monthly Digital Management Fee of \$1,000. See Note 24 in Item 6.

~~19.~~ Accounting Services Fee. You must pay our affiliate ZeeBOOKS a monthly Accounting Services Fee of \$440 plus additional monthly fees. See Note 20 in Item 6.

~~21.~~20. ZeePartnerships Fee. As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay ~~our affiliate ZeeBOOKS an Accounting Services Fee of \$4,999 for to us a ZeePartnerships fee in the first twelve (12) months amount of invoices. Thereafter, you will be billed \$399 monthly for Accounting Services Fees. See Note 20 in Item 6~~\$3,000. This is a one-time fee.

~~22.~~21. Additional Funds. The estimate of additional funds of ~~\$20,000 to \$30,000 to \$50,000~~ is for a period of at least three months and is based on an owner-operated business and does not include any allowance for an owner's draw or salary. We estimate that, in general, you may expect to put additional cash into the business during the first three months of operations, and sometimes longer, but we cannot estimate or promise when or whether, you will achieve a positive cash flow or profits. This estimate does not include any fees paid for debt services. These figures are estimates and we cannot guarantee that you will not have additional expenses in starting the business. Your costs will depend on factors such as: how closely you follow our methods and procedures; your management skills, experience, and business acumen; local economic conditions; the local market for our products and services; the prevailing wage rate. If you purchase more than one (1) Protected Territory we recommend, but do not require, that you allocate an estimated ~~\$30~~10,000 to ~~\$50~~20,000 of additional funds for each additional Protected Territory you purchase.

~~23.~~22. Initial Investment. These estimates are based on our experience in offering and selling franchises since 2023, as well as the experience of our Founding Franchisee Business and estimates we have received from third-party vendors. We do not directly or indirectly offer financing for your initial investment. See Item 10 for more details.

**B. YOUR ESTIMATED INITIAL INVESTMENT FOR A MULTI-UNIT OFFERING WITH MULTIPLE PROTECTED TERRITORIES**

TYPE OF EXPENDITURE	AMOUNT - Two to Three Territories	AMOUNT - Four to Five Territories	Method of Payment	Time of Payment	To Whom PAYMENT IS TO BE MADE
Initial Franchise Fees (Note 1)	\$99,500 - \$134,500	\$164,500 - \$194,500	Lump Sum	Upon execution of the Multi-Unit Addendum	Us
Initial Investment – First Territory (less initial franchise fee)	<del>\$118,947</del> <del>\$240,285</del> <u>\$102,856</u> - <u>\$168,807</u>	<del>\$118,947</del> <del>\$240,285</del> <u>\$102,856</u> - <u>\$168,807</u>			
Additional Expenditures (Note 2)	<del>\$301,000</del> - <del>\$1002,000</del>	<del>\$902,000</del> - <del>\$2004,000</del>	See Item 7, Chart A (Note <del>222</del> 1)		
<b>Total (Note 3)</b>	<del>\$248,447</del> <del>\$474,785</del> <u>\$212,356</u> - <u>\$323,307</u>	<del>\$373,447</del> <del>\$634,785</del> <u>\$287,356</u> - <u>\$403,307</u>			

Split Cells

Generally, The Chart above relates to the operation of one (1) Approved Location for two (2) to three (3) Stand Strong Fencing Businesses in two (2) to three (3) Protected Territories, and for one (1) Approved Location for four (4) to five (5) Stand Strong Fencing Businesses in four (4) to five (5) Protected Territories. All fees and payments are non-refundable, unless otherwise stated or permitted by the payee. Actual costs will vary for each franchise location depending on several factors, including market condition and the geographic location of your Approved Location and Stand Strong Fencing Businesses.

- Multi-Unit Initial Franchise Fees.** You will be required to execute a Franchise Agreement for each Stand Strong Fencing Business you are granted to open, as well as our prescribed form of Multi-Unit Addendum, all at the same time. The Initial Franchise Fees will be paid in a lump-sum at the time you execute each Franchise Agreement and Multi-Unit Addendum. The Initial Franchise Fee is nonrefundable. The Initial Franchise Fee is uniformly imposed and deemed fully earned upon execution of your Franchise Agreement. The Initial Franchise Fee covers the costs of marketing, sales, and administrative services incurred or paid by Franchisor, including fees and expenses paid by Franchisor to third-party networks, consultants, brokers, and HorsePower Nation LLC. Please see Item 5 of this Disclosure Document for additional information on the multi-unit Initial Franchise Fees.
- Additional Expenditures Associated with Opening and Operating Stand Strong Fencing Businesses.** We expect that you will operate your Stand Strong Fencing Businesses from a single centralized Approved Location and using: (i) the same vehicles; (ii) initial inventory; and (iii) the required equipment, tools, and supplies. However, you will be required to make additional expenditures for Additional Funds, depending on the number of Protected Territories you purchase.

The additional expenditures are as follows:

# of Territories	Additional Funds
2 - 3	<del>\$30</del> 10,000 - <del>\$50</del> 20,000
4 - 5	<del>\$60</del> 20,000 - <del>\$100</del> 40,000

You will only be required to purchase or pay for a single Technology Fee, Call Center Fee, Accounting Services Fee ~~and Creative Media Fund Fee~~ regardless of the number of Protected Territories you purchase. Please review the Explanatory Notes following Charts 7(A) and 7(B) for additional information, as well as the Multi- Unit Addendum attached as Exhibit C.

We only require you to attend, and successfully complete, our Initial Training Program once in connection with the purchase of multiple Stand Strong Fencing Protected Territories. We reserve the right to require you to invest in additional infrastructure and/or equipment and staffing requirements, as may be set forth more specifically in the Operations Manual, to ensure adequate brand servicing in the Protected Territory, including in the event your accounts receivable grows in excess of 40% (or such other percentage as we may designate) of your overall Gross Collected Revenue or your backlog of jobs reaches 12 weeks (or such other time period as we may designate).

3. Initial Investment. These estimates are based on our experience in offering and selling franchises since 2023, as well as the experience of our Founding Franchisee Business and estimates we have received from third-party vendors.

**ITEM 8**  
**RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES**

You must operate your Stand Strong Fencing Business in conformance with our methods, standards, and specifications, which we prescribe in our confidential operations manual, our proprietary and confidential operations Manual (the “Operations Manual”), and various other confidential manuals, writings, and other information prepared by us for your use in operating a Stand Strong Fencing Business which are provided in the Operations Manual or communicated to you in writing or other means of communication. We may periodically change our standards and specifications at our sole discretion, and you must comply with all changes.

1. Approved Products and Services

All vehicles, supplies, equipment and inventory used by you in the Stand Strong Fencing Business must meet our then-current System standards and specifications, including but not limited to branding requirements (including color and label requirements) that comply with our then-current standards and specifications, which we will establish and modify at our discretion. You may incur an increased cost to comply with such changes at your own expense.

We reserve the right to require you to purchase any of the items necessary to establish and operate your Stand Strong Fencing Business in accordance with our standards and specifications and/or from an Approved Supplier, from us, an affiliate, or our designated vendors and suppliers.

You must offer for sale all products and services which we prescribe and only those products and services which we prescribe. You may not offer any other products or services for sale without having received our prior written authorization. You must always maintain sufficient levels of inventory as specified in

the Operations Manual, to adequately satisfy consumer demand. You must offer, use, and sell all private label products which we may now or in the future designate for sale by System franchisees. Some suppliers may provide us with test equipment for use in our training center, advertise in our newsletters, and may also sponsor events and/or rent booth space at our Annual Conference or regional meetings.

## 2. Designated and Approved Suppliers

As of the date of this Disclosure Document, we, or our affiliates, are the Approved Supplier for certain services, supplies, equipment, and inventory required for the establishment and operation of your Stand Strong Fencing Business- as determined by us and set forth in the Operations Manual. We reserve the right to require you to purchase or lease certain goods or services from designated vendors or Approved Suppliers, which may include us or an affiliate, and/or to negotiate arrangements, or modify the structure, terms, or prices of such arrangements, with these designated vendors or Approved Suppliers, which may be us or an affiliate, including service requirements for our franchisees, prices, and terms, for the benefit of the franchisees, as well as rebates.

You must purchase your Opening Package, Initial Inventory, Equipment Package, CRM services, and Insurance, from our Approved Suppliers or one of our Designated Vendors (as we designate).

You must purchase your Opening Package, initial vehicles, and certain other equipment, tools, and supplies, from one of our designated vendors or Approved Suppliers, which may be us or an affiliate. We strongly recommend and expect that you enter into a financing or leasing arrangement with a third party for your vehicles and certain other equipment, tools, and supplies you must procure for the operation of your Stand Strong Fencing Business, and your payments made in connection with these financed or leased items will be paid to that third-party financing/leasing provider and not us or an affiliate.

As of the issuance date of this Disclosure Document, we and/or our affiliates are also the only Approved Suppliers for the following goods and services: (i) ~~Local Brand Optimization~~ Marketing Fee; (ii) ~~Creative Media~~; (iii) ~~Call Center services~~; (iv) ~~Technology~~; (v) ~~Tuition Fee~~; (vi) ~~Accounting Services~~; (vii) ~~Recruiting services~~ (iii) ZeePartnerships Fee; and ~~(viii)~~ all sales materials and merchandise bearing the Proprietary Marks.

Following your initial purchase of the aforementioned items from us, you must purchase merchandise with our Proprietary Marks from us, an affiliate, or our designated vendor.

Recognizing that preservation of the System depends upon product and service uniformity and the maintenance of our trade dress, you must purchase ~~product samples and other supplies, those certain goods, services, furnishings, fixtures,~~ computer hardware and software, including CRM software and Microsoft Office 365 accounts with support for applications such as Outlook email, OneDrive file sharing, and Teams communication tools, and other equipment, tools, supplies, and inventory, from us or from approved or designated suppliers that we will specify, from time to time, in the Operations Manual and otherwise in writing (each an "Approved Supplier"). We, our affiliates or a designated third party may be one of several, or the only, Approved Supplier of any ~~item (including any particular good or service)~~. We reserve the right to require you to purchase any products and services, including equipment, supplies, computer hardware and software, directly from us or our affiliate. We and our affiliates have the right to realize a profit or otherwise derive revenue on any products or services that we, our affiliates, or our Approved Suppliers supply and/or provide to you.

We may establish business relationships, from time to time, with suppliers who may produce and/or provide certain goods or services that you are required to purchase from only that supplier (each a

“System Supplier”). These System Suppliers may provide, among other things, supplies, fixtures, technology, software, and equipment, all in accordance with our proprietary standards and specifications or private label goods that we have authorized and prescribed for sale by System Stand Strong Fencing Businesses. You recognize that such products and services are essential to the operation of your Stand Strong Fencing Business and to the System generally. Your failure to pay System Suppliers may interfere with such suppliers’ willingness to supply the System and may result in other System Stand Strong Fencing Businesses’ inability to obtain a product or an ability to obtain a product only on less favorable credit terms. Accordingly, you must pay System Suppliers as and when due. You must use products purchased from Approved Suppliers solely in connection with the operation of your Stand Strong Fencing Business and not for any competitive business purpose.

### 3. Ownership Interest in Approved Suppliers / Revenue Derived from Franchise Purchases and Leases

Our officers Josh Skolnick, Zach Beutler, and Eli Orenstein own interests in us. Officers Josh Skolnick and Zach Beutler own interests in certain of the affiliates listed in Item 1 of this Disclosure Document. Other than these ownership interests, as of the issuance date of this Disclosure Document, neither we, our affiliate nor any of our officers currently own an interest in any of our other Approved Suppliers.

We and our affiliates may derive revenues from required purchases and leases by franchisees as well as in the form of rebates or marketing allowances paid to us or our affiliates by Approved Suppliers that we require you to use. As of the issuance date of this Disclosure Document, our affiliate HPB Procurement has negotiated arrangements on our behalf with Approved Suppliers pursuant to which these suppliers pay our affiliate HPB Procurement certain rebates ranging from \$10 to \$297, determined on the basis of either number of units of required products purchased, new accounts established, or a percentage of total value of sales orders of required purchases on account of franchisee purchases. During our fiscal year ended December 31, 2023, our affiliate HPB Procurement derived ~~\$657,626~~1,420,389, or 100% of HPB Procurement’s total revenues for rebate income of ~~\$657,626~~1,420,389 on account of required franchisee purchases for us and our affiliates. We and our affiliates reserve the right to negotiate arrangements with these Approved Suppliers including service requirements for our franchisees, prices, and terms, for the benefit of the franchisees, as well as rebates.

Your obligations to purchase or lease certain products or services from us, our affiliates and/or our Approved Suppliers, and to purchase or lease goods, services, supplies, fixtures, equipment, computer hardware and software, training and real estate that meet our specifications, are considered “Required Purchases. We estimate that your Required Purchases will account for approximately 78 % to 88% of your total costs incurred in establishing your Stand Strong Fencing Business, and approximately 70% to 77% of your ongoing costs to operate the Stand Strong Fencing Business after the initial start-up phase.

We have the sole right, exercisable at any time and upon notice, to designate a vendor or supplier, which may include one of our affiliates, from whom you must purchase all insurance policies required by Franchisor to operate the Stand Strong Fencing Business.

We and our affiliates reserve the right to derive revenue from the Required Purchases you make from us and our affiliates, as well as purchases or leases made from or by our designated and Approved Suppliers. ~~As we are a newly formed entity, neither we nor any affiliate has derived any revenue from our franchisees’ required purchases or lease as of the issuance date of this Disclosure Document.~~

As we are a newly formed entity, neither we nor any affiliate has derived any revenue from our franchisees’ required purchases or lease as of the issuance date of this Disclosure Document.

### 4. Alternative Product or Supplier Approval

If you wish to purchase any unapproved item, including inventory, and/or acquire approved items from an unapproved supplier or provider, you must provide us the name, address and telephone number of the proposed supplier or provider, a description of the item you wish to purchase, and the purchase price of the item, if known. At our request, you must provide us, for testing purposes, a sample of the item you wish to purchase. We are not required to approve any particular product or supplier. We may base our approval of any such proposed item or supplier on considerations relating not only directly to the item or supplier/provider itself, but also indirectly to the uniformity, efficiency, and quality of operation we consider necessary or desirable in our System as a whole, as well as the maintenance of our Confidential Information, in our sole discretion. We have the right to receive payments from suppliers on account of their dealings with you and other Stand Strong Fencing Businesses and to use all amounts we receive without restriction (unless instructed otherwise by the supplier) for any purposes we deem appropriate. We are not required to approve an unreasonable number of suppliers or providers for a given item if we believe that such approval may result in higher costs or prevent the effective or economical supervision of approved suppliers or providers.

You, or the proposed supplier or provider, must advance us our reasonable costs we estimate we will incur in connection with inspecting the alternate supplier or provider, its facilities and/or the previously non-approved item(s) you propose prior to any purchase. If the costs we incur are more than the amount you advanced, then we may withdraw additional funds through the EFT Program from your designated bank account for the difference; or if the actual amount we incur is less than the amount of the advancement, then we will credit the excess amount to the payment of your future obligations.

We will use reasonable efforts to notify you in writing if your request is approved or denied within 30 days of: (i) our receipt of all supporting information from you regarding your request; and (ii) our completion of any necessary inspection or testing associated with your request. If we do not provide written approval within this period, then your request will be deemed denied.

We may, but are not required to, provide your proposed supplier or provider with our specifications for the item that you wish the third-party to supply, provided that third-party executes our required non-disclosure agreement form. Each proposed supplier or provider that we approve of must comply with our requirements regarding insurance, indemnification, and non-disclosure. If we approve any supplier or provider, you may enter supply contracts or other agreements with that third party, but under no circumstances will we guarantee your performance of any such supply contract or other agreement.

We may re-inspect and revoke our approval of particular products or suppliers/providers if we determine that such products or suppliers no longer meet our standards, in our sole discretion. Once you receive written notice from us that we have revoked our approval, you must immediately cease purchasing products from that supplier or provider.

We do not provide any material benefit to you if you buy from sources we approve, but we may default you under (or terminate) your Franchise Agreement, or otherwise deny your request to enter into or renew these agreements, based on your failure to make required purchases from our Approved Suppliers or otherwise in accordance with our standards and specifications.

##### 5. Approved Location

You must operate the Stand Strong Fencing Business from an approved facility that meets our current standards and specifications (the "Approved Location"). You may use either a home office or leased commercial property as your Approved Location. Some Markets, however, might require you to lease a commercial property if such markets do not have access to local or regional distributors that will deliver

the fencing materials directly to the job site or allow pickup from the distributor, in which case you will need a leased commercial property in order to have materials delivered to your commercial property, which you will then deliver to the job site. You will solely be responsible for distribution analysis and the determination of whether or not you will be able to access local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s). If you are located within these markets, you must lease a commercial property as your Approved Location, however, if you elect, or are required, to utilize a leased commercial property as your Approved Location, such proposed location must: (i) be secured within ninety (90) days after the date of execution of the Franchise Agreement; (ii) be located in a Protected Territory; (iii) be approved and consented to by Franchisor in writing, prior to execution of any lease thereon; and (iv) meet our current standards and specifications, including, but not limited to, square footage, design, layout, signage, equipment and inventory storage, the commercial property must have adequate access for semi-trucks, and the commercial property must have an enclosed or fenced in yard. We may also condition our approval of your lease upon, among other conditions, execution of a collateral assignment of lease (which is attached to the Franchise Agreement as [Exhibit F](#)) by you and your landlord, if any, under which your landlord shall grant us the rights to assume your rights and obligations under your lease in the event that you breach your lease agreement or your Franchise Agreement is terminated or expires. You must continuously maintain an Approved Location throughout the Term of the Franchise Agreement without interruption. You may not relocate the Stand Strong Fencing Business without our prior written consent.

#### 6. Advertising and Promotional Materials

We must approve all self-generated or non-approved third-party advertising materials prior to publication or use.

#### 7. Insurance

You must purchase and maintain, at your own expense, the types and minimum amounts of insurance coverage and bonds we specify for Stand Strong Fencing Business. You must purchase the required insurance from our designated vendor at least 30 days before opening your Stand Strong Fencing Business or upon signing a lease for the Approved Location or commercial property, if any, whichever is earlier. The limits described in the paragraph below are the minimum amounts that you are required to purchase. You must carry insurance required by the lease of your Approved Location or commercial property, if any, by any of your lenders or equipment lessors, and such Worker's Compensation Insurance as may be required by applicable law. If you sign a lease for the Approved Location or commercial property, if any, or any agreement that requires a higher amount than provided below, then you must obtain the higher level of coverage under the terms of the lease or agreement. However, if you sign a lease for the Approved Location or commercial property or any agreement that does not require the minimum coverage set forth below, you must still purchase and maintain insurance that meet our requirements.

The paragraph below sets out our current required and recommended insurance coverage as of the date of this Disclosure Document, which are subject to change:

(i) Commercial General Liability insurance in the amount of \$1,000,000 per occurrence and \$2,000,000 aggregate limit per location, which will include products and completed operations coverage, personal and advertising injury, fire damage liability and medical payments coverage; and it will be provided on an occurrence form. Also, the Professional Liability policy may be combined with the Commercial General Liability policy; (ii) Automobile Liability and Physical Damage insurance in the amount of \$1,000,000 Combined Single Limit coverage for all owned, non-owned and hired vehicles and include

physical damage coverage with deductibles not higher than \$1,000 for comprehensive and collision damage; (iii) Contractor's Equipment Floater insurance in the amount of to cover the mobile equipment used in your franchised business; (iv) Employment Practices Liability insurance in the amount of \$250,000 aggregate including third party endorsement and naming franchisor as Co-Defendant; (v) Workers' Compensation and Employer's Liability statutory coverage and Employer's Liability insurance in the amount of \$1,000,000 by accident, \$1,000,000 by disease-policy limit, \$1,000,000 by disease each accident; (vi) Contractor's Professional Liability insurance in the amount of \$1,000,000 to cover errors and omissions claims; (vii) Property Insurance for one hundred percent (100%) of the replacement cost of your business personal property; and, notwithstanding the foregoing; and (viii) Umbrella Liability insurance to be excess over Commercial General Liability, Automobile Liability and Employer's Liability. We reserve the right to increase or modify the insurance coverage requirements and/or require different or additional kinds of insurance for which you will comply upon written notice from us.

We must approve all insurance carriers in advance and in writing. Our acceptance of an insurance carrier does not constitute our representation or guarantee that the insurance carrier will be capable of meeting claims during the term of the insurance policy.

Each of your insurance policies must be written by a carrier with an industry rating of A-VII or better as reported in the most recent edition of A.M. Best's Insurance Reports, must name us, our subsidiaries, affiliates, and respective officers, directors, members, shareholders and employees as additional insureds, and must not have deductibles, exclusions or co-insurance that are unacceptable to us, in our sole discretion. Each insurance policy must contain an express waiver by the insurance company of subrogation rights in favor of us, our affiliates, successors, assigns and any party we designate and will be primary and non-contributory to any insurance we might carry. All insurance policies you hold will be primary and non-contributory to any policy or policies held by us or our affiliates. Each insurance policy will list us as an additional insured except the Employment Practices Liability policy will provide us coverage. The Employment Practices Liability policy is required to have an endorsement as listed on Form CG 20 29 or its equivalent and must name franchisor as Co-Defendant.

At least 30 days prior to opening your Stand Strong Fencing Business, you must provide us with certificates of insurance demonstrating that you have met the requirements. At least 10 days before expiration of a policy, you must furnish evidence of renewal or replacement insurance. If you do not obtain the required coverage, we have the right (but no obligation) to obtain insurance on your behalf. If we do so, you must reimburse us for the cost of insurance, plus a reasonable fee for our services. All insurance policies you hold will be primary to any policy or policies held by us or our affiliates.

Additionally, you agree not to permit any third-party subcontractor to perform any work or offer any services on your behalf unless such subcontractor maintains insurance coverage in such amounts and types as we require you to maintain, with the specific addition that subcontractors cannot exclude principals from its workers' compensation coverage and that liability policies name us and our affiliates as additional insured parties. You agree to maintain evidence that such insurance by your subcontractors is in effect and to provide such proof of insurance as we may require, in our sole discretion, from time to time.

We have the sole right, exercisable at any time and upon notice, to designate a vendor or supplier, which may include one of our affiliates, from whom you must purchase all insurance policies required by us to operate the Stand Strong Fencing Business.

#### 8. Computer Hardware and Software

You must purchase any computer hardware, software and peripherals that meet our System standards

and specifications. Please see Item 11 of this Disclosure Document for additional information regarding our computer hardware and software purchasing requirements.

#### 9. Purchasing and Distribution Cooperatives; Rebate Programs

We reserve the right to participate in certain purchasing or distribution cooperatives; and we reserve the right to establish these types of cooperatives in the future. We, or our affiliates, may negotiate certain purchase arrangements (including price terms) for the purchase of certain items with suppliers for the benefit of franchisees. There are currently no purchasing or distribution cooperatives for Stand Strong Fencing Businesses.

We and/or our affiliates and/or designated suppliers (as we designate or authorize) reserve the right to establish rebate programs for certain purchases of certain products and/or services, and/or in connection with use of our approved suppliers or designated vendors (the "Rebate Program") which may include discounted pricing, special terms, rebates, or other incentives or benefits (individually and collectively, the "Rebate"). We, and/or our affiliates, and/or third party suppliers reserve the right to (but are not contractually required to) establish and offer you an opportunity to participate in one or more Rebate Programs and to condition your participation in any such Rebate Program on, among other conditions we may designate, your: (i) meeting certain eligibility requirements; (ii) execution of a designated form of Rebate Program participation agreement or amendment, which may include, among other terms, a general release of claims you, your owners and/or affiliates may have against us and/or any of our affiliates, owners, employees, officers, directors, successors and/or assigns; and (iii) compliance with purchasing requirements. We, our affiliates and third-party suppliers are not required to establish or offer Rebate Programs but may do so at any time. Additionally, if established, we, our affiliates and third-party suppliers reserve the right to discontinue or terminate any Rebate Program at any time effective on notice to you. We, and/or our affiliates, may derive revenue, material consideration and/or receive a commission or fee in connection with any Rebate Program.

#### Resale of Certain Surplus Equipment or Vehicles

~~In the event that you hold a surplus of certain equipment or vehicles that you no longer need for the operation of your Franchised Business, we may, in our sole discretion, assist you in the resale of certain equipment or vehicles, using commercially reasonable best efforts, through us or our affiliates, including the resale of vehicles through our affiliate HPB Fleet and/or the resale of equipment through our affiliate HPB Procurement. In no event, however, shall this provision be construed to constitute an obligation of, or a guarantee by, us or our affiliates to resell your equipment or vehicles.~~

As of the date of this Disclosure Document we have not received any revenues from any Rebate Program.

Recognizing that preservation of the System depends upon product and service uniformity and the maintenance of our trade dress, you must purchase those certain goods, services, furnishings, fixtures, computer hardware and software, including CRM software and Microsoft Office 365 accounts with support for applications such as Outlook email, OneDrive file sharing, and Teams communication tools, and other equipment, tools, supplies, and inventory, from us or from approved or designated suppliers that we will specify, from time to time, in the Operations Manual and otherwise in writing (each an "Approved Supplier"). We, our affiliates or a designated third party may be one of several, or the only, Approved Supplier of any particular good or service. We reserve the right to require you to purchase any products and services, including equipment, supplies, computer hardware and software, directly from us or our affiliate. We and our affiliates have the right to realize a profit or otherwise derive revenue on any

products or services that we, our affiliates, or our Approved Suppliers supply and/or provide to you.

**ITEM 9**  
**FRANCHISEE'S OBLIGATIONS**

The table lists your principal obligations under the Franchise Agreement and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this Disclosure Document.

Obligation	Section in Franchise Agreement	Section in Multi-Unit Addendum	Item of Disclosure Document
a. Site selection and acquisition/lease	7.1	Not Applicable	Items 7, 8, 11 and 12
b. Pre-opening purchases/ leases	7.1, 7.3, 7.4, 7.8, and 7.11	4	Items 7 and 8
c. Site development and other pre-opening requirements	7.1 and 9	Not Applicable	Items 6, 7, 8 and 11
d. Initial and ongoing training	7.2 and 8	2	Items 6 and 11
e. Pre-Opening and Post-Opening Success Meetings	7.20	Not Applicable	Item 11
f. Opening	7.3	Not Applicable	Item 11
g. Fees	2.2.9, 3, 12.3, 14.3.2.7, 14.3.2.8, and 22.8	3	Items 5, 6, 7, and 11
h. Compliance with standards and policies/ operations manual	6, 7.4 through 7.10, 7.14, 7.15 and 7.17	Not Applicable	Items 8 and 11
i. Trademarks and proprietary information	4, 5, 7.8 and 7.14	Not Applicable	Items 13 and 14
j. Restrictions on products/services offered	1.2 through 1.7, 7.4 and 7.5	Not Applicable	Items 8, 12 and 16
k. Warranty and customer service requirements	7.18 and 7.19	Not Applicable	Items 15 and 16
l. Territorial development and sales quotas	Not Applicable	Not Applicable	Items 12 and 17
m. Ongoing product/ service purchases	7.4 and 7.5	Not Applicable	Items 8 and 11
n. Maintenance, appearance and remodeling requirements	7.1.2, 7.15, and 7.17	Not Applicable	Items 6, 7, 8 11, and 12
o. Insurance	9	Not Applicable	Items 6, 7 and 8
p. Advertising	12	Not Applicable	Items 6 and 11

q. Indemnification	13.2	Not Applicable	Item 6
r. Owners' participation/ management/ staffing	7.6.3 through 7.6.5, and 7.10	5	Items 11 and 15
s. Records and reports	10 and 11	Not Applicable	Item 6
t. Inspections and audits	7.7 and 11	Not Applicable	Items 6 and 11
u. Transfer	14	Not Applicable	Item 17
v. Renewal	2.2	Not Applicable	Item 17
w. Post term obligations	16.1 and 17.2	Not Applicable	Item 17
x. Noncompetition covenants	17	Not Applicable	Item 17
y. Dispute Resolution	18	Not Applicable	Item 17

**ITEM 10**  
**FINANCING**

~~We do not offer direct or indirect financing. We will not guarantee your note, lease or other obligations.~~

~~We may, in limited circumstances and at our option, but under no circumstances are we obligated to, finance a portion of your Initial Franchise Fee, up to sixty percent (60%) of the Initial Franchise Fee for the purchase of your second (2nd) Protected Territory and up to eighty percent (80%) of the Initial Franchise Fee for the purchase of your third (3rd) Protected Territory, up to a maximum of \$52,000 (the "Maximum Amount"). Our decision to finance a portion of your Initial Franchise Fees for the purchase of your second (2nd) or third (3rd) Protected Territory will be based, in part, on your creditworthiness, the collateral you have available to secure the financing and our then-current financing policies. We do not offer financing of the Initial Franchise Fee for the purchase of your first (1st) Protected Territory.~~

~~If you wish to finance a portion of your Initial Franchise Fee up to the Maximum Amount, and we agree to provide such financing, you must sign a Secured Promissory Note and General Security Agreement substantially in the form of Exhibit J to the Franchise Agreement. If you are a corporation or limited liability company, all of the franchisee's owners must personally guarantee the obligations of the corporation or limited liability company (as applicable), a Personal Guarantee of Corporate Obligations substantially in the form of Exhibit A to the Franchise Agreement. The Secured Promissory Note obligates you to pay us the amount of your Initial Franchise Fee that we agree to finance, plus interest at the rate set forth below, plus any fees set forth in the Secured Promissory Note. The General Security Agreement grants us a security interest in substantially all of your assets, including after acquired property, to secure your payments under the Secured Promissory Note, pursuant to which we will file a UCC financing statement with the appropriate governmental authority. Under the terms of the Secured Promissory Note, you agree to waive your right to notice of a collection action and to assert any defenses to collection against us. You may prepay the principal amount of the Secured Promissory Note at any time without prepayment penalty. All franchisees approved for financing agree to the same financing terms for the portion of the Initial Franchise Fee that is financed.~~

The terms under which we may finance a portion of your Initial Franchise Fee include:

<u>Item Financed</u>	<u>Amount Financed</u>	<u>Term (months)</u>	<u>Rate of Interest Plus Finance Charge</u>	<u>Monthly Payment</u>	<u>Prepay Penalty</u>	<u>Liability Upon Default</u>	<u>Loss of Legal Right</u>
<u>Initial Franchise Fee— 2<sup>nd</sup> Territory</u>	<u>Up to 60% (\$24,000)</u>	<u>Up to 36 Months</u>	<u>Prime Rate (defined in Note 1) + 2%</u>	<u>Variable</u>	<u>None.</u>	<u>Lose franchise / balance of loan accelerated upon default / attorney fees, and costs of enforcement. See Note 2.</u>	<u>See Note 2.</u>
<u>Initial Franchise Fee— 3<sup>rd</sup> Territory</u>	<u>Up to 80% (\$28,000)</u>	<u>Up to 36 Months</u>	<u>Prime Rate (defined in Note 1) + 2%</u>	<u>Variable</u>	<u>None.</u>	<u>Lose franchise / balance of loan accelerated upon default / attorney fees, and costs of enforcement. See Note 2.</u>	<u>See Note 2.</u>

**Notes:**

1. “Prime Rate” means the U.S. prime interest rate as published in The Wall Street Journal on the date immediately preceding the date of execution of the Franchise Agreement, or if not published on such date, the most recent such rate previously published in The Wall Street Journal.
2. Potential Liabilities Upon Default: If you do not pay on time, we can call the loan and demand immediate payment of the full outstanding balance and obtain court costs and attorneys’ fees if a collection action is necessary. We also have the right to terminate your Franchise Agreement if you do not make your note payments on time. If your Franchise Agreement is terminated, you will lose your right to operate the Franchised Business and will be responsible for complying with all post-termination obligations under the Franchise Agreement, including payment of lost future royalty fees and any and all damages associated with the termination, including attorney’s fees and costs of enforcement. You waive your rights to notice of a collection action and to assert any defenses to collection against us. We may discount the Secured Promissory Note to a third party who may be immune under the law to any defenses to payment you may have against us. If we elect to offer financing of the Initial Franchise Fee to franchisees, we expect that all franchisees approved for financing must agree to the same financing terms disclosed in this Item 10.

Currently, we have no practice or intent of selling, assigning, or discounting to a third party any note, contract or other instrument that you execute, although we reserve the right to do so. We and our affiliates do not receive any direct or indirect payments from any person for the placement of financing.

Except as described above, we do not offer direct or indirect financing. We do not guarantee

your note or any other obligation.

#### **ITEM 11**

#### **FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEM AND TRAINING**

Except as listed below, we are not required to provide you with any assistance.

A. Pre-Opening Obligations.

Before you open your Stand Strong Fencing Business, we, an affiliate, or our designee will provide you with the following assistance:

1. Define your Protected Territory. (Franchise Agreement, Section 1.2).
2. Provide you the Opening Package upon your payment of the required fees. (Franchise Agreement, Sections 3.5 and 6.2)
3. Provide you with our list of all other Approved Products and Services, items and equipment needed to open your Stand Strong Fencing Business, along with our proprietary list of Approved Suppliers for those items (as applicable) (Franchise Agreement, Sections 6.2).
4. Provide you access to our confidential Operations Manual and grant you access to our Intranet System, which includes access to our confidential and proprietary information, including our standards and specifications. You must operate the Stand Strong Fencing Business in accordance with the Operations Manual and all applicable laws and regulations. The Operations Manual may be amended or modified to reflect changes in the System. You must keep the Operations Manual confidential and current and may not copy any part of any Operations Manual without our consent. (Franchise Agreement, Section 6.1). The table of contents for our Operations Manual as of the Issue Date of this Disclosure Document is attached as Exhibit G and currently the Operations Manual has 295412 pages.
5. Provide you and two (2) additional individuals, one of which must be your general manager or Designated Manager, with our Initial Training Program, that you must attend and complete to our satisfaction, in accordance with the Initial Training Program chart below. (Franchise Agreement, Section 8.1).
6. Provide advice and guidance, as we deem necessary in our sole discretion, in preparing to open your Stand Strong Fencing Business, including standards and procedures for obtaining inventory and supplies, providing approved services, advertising and promoting the business and otherwise operating the Stand Strong Fencing Business during the start-up phase. (Franchise Agreement, Sections 6.1 and 8.1).
7. Provide you with a dedicated phone number and email accounts which you must use in connection with your Stand Strong Fencing Business and in all marketing items. (Franchise Agreement, Section 7.11).
8. Provide you with assistance in coordinating brand optimization ~~and creative media program~~ and the other pre-opening and opening services as we deem appropriate in our discretion. (Franchise Agreement, Section 3.6).

B. Training. You (or your operating principal if you are an entity) and up to two (2) additional attendees,

one of whom must be your general manager or Designated Manager, for a total of three (3) attendees, must attend and successfully complete our Initial Training Program to our satisfaction prior to commencing operations of your Stand Strong Fencing Business and commence operating within 180 days of signing the Franchise Agreement. You must pay us our then current Tuition Fee for attendance to the Initial Training Program. As of the date of this Disclosure Document, the current Tuition Fee for the Initial Training Program is \$4,995. The Tuition Fee covers the costs of training, lodging, and certain meals during the Initial Training Program, however, the Tuition Fee does not include travel expenses, meals outside of the formal Initial Training Program hours, and other living or miscellaneous expenses you may incur during the time of training. The Initial Training Program, as provided below, and is conducted at our facility in Omaha, Nebraska (or other facility that we may designate). If the franchisee is a business entity, each franchise owner must attend and successfully complete the Initial Training Program. The primary materials used in connection with the Initial Training Program are contained in our Operations Manual, and we reserve the right to supplement and modify any training materials as we deem necessary in our sole discretion. (Franchise Agreement, Section 8.1). We reserve the right to substitute any in-person training for virtual training at our discretion.

#### INITIAL TRAINING PROGRAM

Initial Training Schedule	Classroom-Corporate (Hours)	On the Job-Your Territory (Hours)	Location
Introductions & History of the Stand Strong Fencing	1	0	Omaha, NE
Pre-Launch Manual Review/Questions	1	0	Omaha, NE
Personnel/Human Resources/Staffing	2	0	Omaha, NE
Marketing of Your Stand Strong Fencing Business	2	0	Omaha, NE
Operations Software	5	4	Omaha, NE
Daily Office Operations: Scheduling, Material	4	4	Omaha, NE
Daily Field Operations: In-Home Sales,	6	4	Omaha, NE
Daily Field Operations: Estimating, Insurance,	6	4	Omaha, NE
Customer Service and Warranty	2	0	Omaha, NE
Accounting, KPI's, Royalty Reporting	2	0	Omaha, NE
Final Review and Open Questions & Answers	1	0	Omaha, NE
<b>TOTAL HOURS</b>	<b>32</b>	<b>16</b>	

The subjects taught and the time periods allocated for each subject may vary based on the experience of the people being trained. We intend to offer initial training classes each month.

You and your attendees (if applicable) are all responsible for all personal expenses in connection with all training programs, including costs and expenses for travel expenses, meals outside of the formal Initial Training Program hours, and other living or miscellaneous expenses you may incur during the time of training, including employee wages incurred during training and employee benefits. In addition to these costs and expenses, you will also be responsible for paying an additional fee of \$2,500 per attendee for the Initial Training Program for: (i) any individuals other than you and the two (2) additional representatives of your Stand Strong Fencing Business that attend the Initial Training Program; and (ii) any replacement personnel that we may require attend our Initial Training Program. (Franchise Agreement, Section 8.1). We may also offer additional or refresher training and continuing education

from time to time. Some of the additional/refresher training and/or continuing education may be mandatory, and some may be optional. These courses may be conducted digitally online, at our facility in Omaha, Nebraska or at any other location that we designate. We may charge you and any others who attend this training or continuing education courses our then-current Assistance Training Fee for this type of training/education. As of the date of this Disclosure Document, the current Assistance Training Fee is \$500 per person per day. You and your attendees (if applicable) are responsible for all personal expenses in connection with all training programs, including costs and expenses for transportation, lodging, meals, employee wages incurred during training, and employee benefits. (Franchise Agreement, Section 8.2).

Our training managers and their years of experience within the industry and with us are listed below, but we reserve the right to substitute instructors and use various of our and our affiliate’s personnel, as well as existing franchisees, to provide instruction. Our training managers may utilize other employees to assist them with all aspects of training. Failure to complete initial training to our satisfaction within the applicable period may result in termination of the Franchise Agreement. (Franchise Agreement, Section 8.1).

<b>INSTRUCTOR</b>	<b>SUBJECTS TAUGHT</b>	<b>YEARS OF EXPERIENCE IN THE INDUSTRY</b>	<b>YEARS OF EXPERIENCE WITH FRANCHISOR</b>
Brandon Zurek	Financial Education, Accounting, Key Performance Indicators	21	3
Tanner Hamby	Estimating, Material Ordering, Scheduling Software/POS/CRM	7	2
Brandon Zurek	Business Management	12	2
Chris Conlee	Marketing	23	1

We will train any additional or replacement personnel, subject to the availability of our personnel, digitally online, at our corporate headquarters, or any other location we may select. We reserve the right to charge our then-current training Assistance Training Fee. (Franchise Agreement, Section 8.1). As of the date of this Disclosure Document, the current Assistance Training Fee is \$500 per person per day. You may only use the training materials we provide you with to train your other employees. We will provide updated training materials to you as we develop them. All training materials we provide you with will remain our property, and you agree not to challenge our or our affiliates’ title or rights in or to the training materials. You may not make any disclosure, duplication, or other unauthorized use of any portion of the training materials. (Franchise Agreement, Section 8.1).

C. Site Selection Assistance.

1. You must operate the Stand Strong Fencing Business from an approved facility that meets our current standards and specifications (the “Approved Location”). You may use either a home office or leased commercial property as your Approved Location. Some Markets, however, might require you to lease a commercial property if such markets do not have access to local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor, in which case you will need a leased commercial property in order to have materials delivered to your commercial property, which you will then deliver to the job site. You will solely be responsible for distribution analysis and the determination of whether or not you will be able to access local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s). If you are located within these markets, you must lease a

commercial property as your Approved Location, however, if you elect, or are required, to utilize a leased commercial property as your Approved Location, such proposed location must: (i) be secured within ninety (90) days after the date of execution of the Franchise Agreement; (ii) be located in a Protected Territory; (iii) be approved and consented to by Franchisor in writing, prior to execution of any lease thereon; and (iv) meet our current standards and specifications, including, but not limited to, square footage, design, layout, signage, equipment and inventory storage, the commercial property must have adequate access for semi-trucks, and the commercial property must have an enclosed or fenced in yard. You must continuously maintain an Approved Location throughout the Term of the Franchise Agreement without interruption. You may not relocate the Stand Strong Fencing Business without our prior written consent.

2. We may (but are under no obligation to): (i) provide you with standards and/or guidelines for your commercial property, if any; and/or (ii) otherwise assist you in locating a commercial property, if any, to operate your Stand Strong Fencing Business (Franchise Agreement, Section 1.3).
3. If you elect, or are required, to utilize a leased commercial property as your Approved Location, and such proposed location has not been approved as of date of execution of the Franchise Agreement, we will enter into our prescribed form of Site Selection Addendum (as attached as Exhibit E to the Franchise Agreement), the terms of which will govern the parties' site selection obligations.
4. We estimate that it will take between 90 and 180 days for you to commence operations of your Stand Strong Fencing Business and complete our Initial Training Program and otherwise comply with all your other pre-opening obligations under your Franchise Agreement. The actual length of this period will depend upon factors such as whether you can acquire acceptable financing arrangements, our training schedules, and time necessary to obtain zoning permits, licenses, and variances in your area. You must successfully comply and complete all your pre-opening obligations and open your Stand Strong Fencing Business within 180 days of executing your Franchise Agreement or we may terminate your Franchise Agreement upon notice to you. (Franchise Agreement, Sections 7.3 and 15.2.25).

D. Post-Opening Obligations.

After you open your Stand Strong Fencing Business, we, or our affiliate or designee, will provide you with the following assistance:

1. We may schedule, and require you, your general manager or Designated Manager (if applicable), estimators, installers, and other employees to attend, additional or remedial training courses. (Franchise Agreement, Sections 6.4 and 6.5). We may charge you our then-current Assistance Training Fee, which, as of the date of this Disclosure Document, is \$500 per person per day, for you and any other persons that attend such additional or refresher training, and you will be solely responsible for any and all expenses associated with such training except as provided herein (including transportation, certain meals, living expenses, employee wages incurred during training, and employee benefits). We will provide this training to you and your employees digitally online, at our corporate headquarters or other training facility we designate. (Franchise Agreement, Section 8.2).
2. We may also provide you with remedial training if we determine, in our sole discretion after conducting an audit or inspection of your Stand Strong Fencing Business, that you are not complying with our System standards and specifications. The purpose of remedial training is to get you back on track and in compliance with our standards and specifications. (Franchise Agreement,

Section 8.2).

3. Upon your request, or as we deem necessary in our sole discretion, we may provide on-site training or consultation at the location of your Stand Strong Fencing Business, subject to the availability of our personnel. If we provide such assistance, you will be solely responsible for paying us our then-current Assistance Training Fee, which is presently between \$500 per person per day, as well as any expenses we incur in providing such assistance. (Franchise Agreement, Section 8.3).
4. We may, as we deem necessary in our sole discretion, modify and update the System and Operations Manual, including any standards and specifications, and provide you with updated lists of: (i) Approved Products and Services; (ii) Approved Suppliers; and (iii) items you must purchase in accordance with our System standards and specifications (i.e., equipment, fixtures, inventory, and supplies). (Franchise Agreement, Section 6.1)
5. Provide you with our list of all other Approved Products and Services, items and equipment, tools, supplies, and other items we require you to use in connection with the operation of your Stand Strong Fencing Business, along with our proprietary list of Approved Suppliers or sources of supply for those items (as applicable). (Franchise Agreement, Section 6.2)
6. We and/or our affiliate or designated vendor have established and may operate a Call Center which will field all calls and manage prospective and existing Stand Strong Fencing customers and route/assign work orders/inquiries as we deem necessary in our sole discretion. We and our affiliates or designated vendor reserve the right to discontinue the Call Center at any time. (Franchise Agreement, Sections 6.6).
7. We and our affiliates reserve the right to establish, administer and maintain the Brand Fund as described in further detail below. (Franchise Agreement, Section 12.3).
8. You may only offer for sale all products and services which we prescribe, and only those products and services. You must offer, use, and sell all private label products that we may now, or in the future, designate for sale by System franchises. (Franchise Agreement, Section 7.5).
9. We will review any alternate supplier or non-approved item you propose for use in connection with the Stand Strong Fencing Business, and subsequently approve or deny these proposals as disclosed more fully in Item 8 of this Disclosure Document. (Franchise Agreement, Section 7.4).
10. We may conduct periodic inspections and/or audits of your Stand Strong Fencing Business and/or financial records, as we deem advisable in our sole discretion. (Franchise Agreement, Sections 7.7 and 11.1).
11. We may provide periodic advice and guidance regarding the ongoing operation of your Stand Strong Fencing Business and/or the use of the Proprietary Marks and System in general, as we deem necessary or advisable in our sole discretion. Our advice and assistance may be provided through meetings, printed materials and/or other media that we may make available to you in the System from time to time, or otherwise by telephone, e-mail, electronically, or other manner of communication. In certain circumstances, we reserve the right to charge our then-current Assistance Training Fee in connection with providing such assistance and/or be reimbursed for our reasonable expenses in providing any on-site assistance. (Franchise Agreement, Section 6.3).

E. Advertising and Marketing.

## 1. Brand Fund

As of the date of this Disclosure Document, we have not established a creative national brand fund (the “Brand Fund”) for the common benefit of the System but reserve the right to do so at any time. If we establish the Brand Fund, you will be required to participate in and contribute up to 3% of your Gross Revenues Collected (the “Brand Fund Contribution”). However, the Brand Fund Contribution shall not exceed 3% of your weekly Gross Revenues Collected, nor shall the sum of the Brand Fund Contribution and the Royalty fee exceed the then-current Royalty fee immediately preceding establishment of the Brand Fund, as a percentage of weekly Gross Revenues Collected (Franchise Agreement, Section 12.3). The Brand Fund Contribution must be paid to us each week in the same manner as you are required to pay your Royalty. We reserve the right to modify the Brand Fund Contribution and/or modify the digital marketing and advertising requirements that you must use for your Stand Strong Fencing Business, and to designate and/or change the amount, scope, or manner of payment of the Brand Fund Contribution, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days).

If established, Brand Fund Contributions will be payable weekly (or on such other recurring basis as we designate) directly to the Brand Fund via EFT for Gross Revenues Collected during the immediately preceding week. We will have the right to use Brand Fund Contributions, in our sole discretion, to develop, produce, and distribute national, regional and/or local marketing materials and to create advertising materials and public relations materials which promote, in our sole judgment, the services offered by System franchisees. (Franchise Agreement, Section 12.3). We may use Brand Fund Contributions to satisfy any and all costs of maintaining, administering, directing, preparing, and producing advertising, including the cost of preparing and producing internet, television, radio, social media, magazine, and newspaper advertising campaigns; the cost of direct mail and outdoor billboard advertising; the cost of soliciting National and Regional Accounts (NORAs); the cost of public relations activities and advertising agencies; the cost of developing and maintaining an internet website; personnel and other departmental costs for advertising that we internally administer or prepare; and building partnerships with national and regional brands. Not all System franchisees will benefit directly or on a pro rata basis from such expenditures. (Franchise Agreement, Section 12.3). While we do not anticipate that any part of Brand Fund Contributions will be used for advertising which is principally a solicitation for franchisees, we reserve the right to use the Brand Fund Contribution for public relations or recognition of our brand, for the creation and maintenance of a web site, a portion of which can be used to explain the franchise offering and solicit potential franchisees, and to include a notation in any advertisement indicating “Franchises Available.” (Franchise Agreement, Section 12.3).

If all Brand Fund Contributions are not spent by the end of each fiscal year, the funds will be carried forward into the next fiscal year. You will be required to contribute to the Brand Fund regardless of amounts due from other System franchisees.

We will prepare on an annual basis and will have available for you within 120 days of the end of the fiscal year, an unaudited statement of contributions and expenditures for the Brand Fund. Upon your written request, we will provide you with the statement. There is no requirement that the Brand Fund be audited. (Franchise Agreement, Section 12.3).

We have the right to incorporate the Brand Fund as a separate business entity. The Brand Fund is not a trust or our asset and we are not a fiduciary to you with respect to, or a trustee of, the Brand Fund or the monies therein, and we assume no obligation or liability to you with respect to the maintenance, direction or administration of the Brand Fund. (Franchise Agreement, Section 12.3). We may

periodically assist franchises to maintain high quality standards through customer surveys, customer interviews, and other similar initiatives (“Surveys”). The cost of such programs will be borne by the Brand Fund. The cost of these programs may be charged directly to you if your results from a Survey fall below System-established minimum standards for such Surveys, which will be determined at the time we conduct a Survey. (Franchise Agreement, Section 12.3).

We have the sole right to determine how to spend contributions to the Brand Fund, or any funds from any other advertising program, and the sole authority to determine the selection of the advertising materials and programs; provided, however, that we will make a good faith effort to expend such funds in the general best interests of the System on a national or regional basis. We are not required, under the Franchise Agreement, to spend any amount on advertising in your Protected Territory. Not all System franchisees will benefit directly or on a pro rata basis from our expenditures. Franchise Agreement, Section 12.3).

We have the right to reimbursement from the Brand Fund Contributions for reasonable costs and overhead, if any, as we may incur in activities which are reasonably related to directing and implementing the Brand Fund. (Franchise Agreement, Section 12.3).

Company or affiliate-owned Stand Strong Fencing Businesses may contribute to the Brand Fund, but they are not required to do so. (Franchise Agreement, Section 12.3). We reserve the right to suspend or terminate the Brand Fund at any time and any surplus funds may only be used for marketing and advertising purposes until fully expended. (Franchise Agreement, Section 12.3). As we are a new franchisor, we have not collected any Brand Fund Contributions as of the close of the 2021 fiscal year.

## 2. Advisory Council

We reserve the right to form an Advisory Council for the purpose of exchanging ideas and problem-solving methods, advising us on expenditures for System-wide advertising, and coordinating franchisee efforts (an “Advisory Council”). In the event established and you are elected and accept, you must participate actively in the Advisory Council and participate in all Advisory Council meetings as we require. We reserve the right to prepare and amend the governing documents for the Advisory Council from time to time as we deem necessary, and we will determine the topic areas to be considered by the Advisory Council. The Advisory Council shall act in an advisory capacity only, and we shall have the right to form, change, or dissolve an Advisory Council at any time, as we deem necessary in our sole discretion. (Franchise Agreement, Section 12.6)

## 3. Initial Marketing Expenditure Requirement and Local Advertising Expenditure Requirement

You are required to spend at least \$20,000 during the first ninety (90) days of operations of your Stand Strong Fencing Business to satisfy your advertising requirements for the initial marketing expenditure requirement (“Initial Marketing Expenditure Requirement”). Additionally, after the first ninety (90) days of operations of your Stand Strong Fencing Business, and for the remainder of the term of the Franchise Agreement, you must spend the greater of (i) \$2,000 per month, or (ii) 5% of monthly Gross Revenue Collected on Local Advertising Expenditures within your Protected Territory (collectively, “Local Advertising Expenditure Requirement”), of which, a minimum of \$2,000 per month must be spent on advertising, marketing, and/or related expenses, through our affiliate or Designated Vendor (as we designate) (however the above does not contemplate or include your required monthly Digital Management Fee, see section 11(e)(4) of this Disclosure Document). (Franchise Agreement, Section 12.5). You must submit to us, upon our request, evidence of your Initial Marketing Expenditure Requirement and Local Advertising Expenditure Requirement. We also have the right to review your

books and records to determine these expenditures. We must approve all advertising and promotional materials prior to your use or distribution. If you do not meet the minimum Local Advertising Expenditure Requirement, we have the right to require you to pay the deficiency amount to us, which we may use to expend directly on local advertising for your Stand Strong Fencing Business, or contribute the deficiency amount to the Brand Fund Contribution, if established.

If you wish to use any advertising or promotional materials other than those currently approved for use by System franchisees, then you must submit the materials you wish to use to us for our prior written approval at least 30 days prior to your intended use or publication. We will use commercially reasonable efforts to notify you of our approval or disapproval of your proposed materials within 15 days of the date we receive the proposed materials from you. If you do not receive our written approval during that period, the proposed materials shall be deemed disapproved. Once approved, you may use the materials unless we withdraw or revoke our approval, which we may do at any time with written notice. All advertising must prominently display the Proprietary Marks and must comply with any standards we establish as specified in the Operations Manual or in any other writing. We may require you to discontinue using any advertising or marketing material within a specified time frame, and at your own cost and expense. (Franchise Agreement, Section 12.1).

The Local Advertising Expenditure Requirement is in addition to the ~~\$24,500~~18,000 you must pay us or an affiliate for ~~Local Brand Optimization (First Year), Creative Media Fund Fees~~Marketing Fee, and Digital Management Fees (first three months), as described below and in Item 7.

Within forty-five (45) days after execution of the Franchise Agreement, you must pay us or an affiliate (as we designate): (i) ~~Local Brand Optimization~~Marketing Fee of \$15,000 to cover the costs of ~~local SEO optimization for your first twelve (12) months of invoices; and (ii) Creative Media Fund Fee of \$6,500 to cover the costs associated with videocrecreation, production, actors' and actresses' compensation, video editing, and related advertising or~~and distribution of brand marketing expenses/assets.

#### 4. Digital Management Fee.

You must pay our affiliate, or Designated Vendor (as we designate), a monthly digital management fee (the "Digital Management Fee"). Currently, the Digital Management Fee is a monthly fee of \$1,000 per month. The Digital Management Fee covers the costs of digital marketing and website management. We reserve the right to (a) modify the Digital Management Fee as new digital marketing and advertising technology and software becomes available or changes, and/or (b) modify the digital marketing and advertising requirements that you must use for the Stand Strong Fencing Business, and (c) designate and/or change the amount, scope, or manner of payment of the Digital Management Fee, including the party to whom payment is made, at any time upon providing reasonable notice (which need not exceed 30 days).

#### F. Website and Internet Presence.

You must have and maintain adequate hardware and software in order to access the internet at the bit speed we require from time to time. We have the right, but not the obligation, to establish and maintain website(s) that provides information about the System and the products and services offered by Stand Strong Fencing franchises. If we exercise our right to create such website(s), we will have sole discretion and control over it. We also have the right, but not the obligation, to create interior pages on our website(s) that contain information about your Stand Strong Fencing Business and other Stand Strong Fencing locations. If we do create such website(s), we may require you to prepare all or a portion

of the website(s) pages(s) for the Stand Strong Fencing Business, at your sole expense, and may require you to use a template that we provide. (Franchise Agreement, Sections 12.2.1 and 12.2.2).

Unless you obtain our prior written consent, you are prohibited from establishing or maintaining a separate website, or otherwise maintaining a splash page or other presence on the internet through any social networking site in connection with the operation of your Stand Strong Fencing Business, including without limitation, Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, Snapchat, or any other social media and/or networking site that uses any variation of the Proprietary Marks or references the System. If you seek and obtain our approval to create a separate website or other web presence, you must: (i) establish and operate the website or other web presence according to our standards and policies as we describe in the Operations Manual or otherwise in writing from time to time; and (ii) utilize any templates that we provide to you to create and/or modify your website(s) or other web presence. We may require you to update the content of any social media and/or networking site(s) at the times and in the manner we decide. (Franchise Agreement, Section 12.2.3).

We have the right to modify our policies regarding both our and your use of Internet websites as we deem necessary or appropriate for the best interests of the System. (Franchise Agreement, Section 12.2). We are currently the sole registrant of the domain name [www.standstrongfencing.com](http://www.standstrongfencing.com) and we will be the sole registrant of any other domain names we decide to register in connection with the System in the future. You are prohibited from registering any domain name that contains words used in, or similar to, any trademark or service mark owned or used by us or our affiliate, or any colorable variation thereof (including any abbreviation, acronym, phonetic variation or visual variation). (Franchise Agreement, Section 12.2.5).

#### G. Computer Hardware and Software.

We have the right to specify or require that certain brands, types, makes, and/or models of communications, computer systems, and hardware be used by you, including without limitation: (a) a compatible computer system that complies with our standards and specifications [as set forth in the Operations Manual](#), and is capable of operating financial and other business software; (b) printers and other peripheral hardware or devices; (c) archival back-up systems; and (d) Internet access mode and bandwidth (collectively, the “Computer System”). (Franchise Agreement, Section 7.8).

Presently, you are required to purchase a computer system that meets our Computer System standards and specifications. We also have the right, but not the obligation, to develop or have developed for us, or to designate: (a) computer software programs that you must use in connection with any component of the Computer System, including [Microsoft software, CRM software, accounting or bookkeeping software, and proprietary software which you must license from us](#) (collectively, the “Required Software”); ~~which you must license from us;~~ (b) updates, supplements, modifications, or enhancements to the Required Software, which you must install at your expense; (c) the tangible media upon which you record data; and (d) the database file structure of the Computer System. At our request, you must purchase or lease, and thereafter maintain, the hardware necessary to support Required Software. You must purchase the components of the System and required software from Approved Suppliers or designated vendors or third-party suppliers (as we designate). You agree, at your own expense, to keep your Computer System in good maintenance and repair and install such additions, changes, modifications, substitutions, and/or replacements to your Computer System or Required Software as we direct from time to time in writing. There currently are no maintenance and support contracts for your Computer System, but we reserve the right to require them at any time. (Franchise Agreement, Section 7.8).

We may modify the specifications and the components of the Computer System from time to time, and may require you to obtain specified computer hardware and/or software, including a license to use proprietary software developed by us or others, as well as service and support contracts for the hardware and software. The Franchise Agreement does not impose a limit as to the number or cost of such changes to the Computer System. The estimated cost of purchasing the Computer System is approximately \$2,500 and includes one tablet for your ~~sales person~~ salesperson/estimator, hotspot or data service for the tablet(s), and other hardware or equipment as required by Franchisor. We may require that your Computer System be programmed to automatically transmit data and reports about the operation of the Stand Strong Fencing Business to us. (Franchise Agreement, Section 7.8).

We have the right to independently access, monitor, and retrieve any data you input or collect electronically, including access to your Computer System or for any other purpose we deem necessary. You must deliver to us all access codes, static internet protocol (“IP”) addresses and other information to facilitate our access to the data within 30 days of opening the Stand Strong Fencing Business (Franchise Agreement, Section 7.8). We are the sole owners of all databases, lists, templates, programs and any other software components that have been created and/or customized by us using the e-CCM System, Computer System and/or Required Software (the “Proprietary Software”). In the future, we may customize the Proprietary Software and create programs that conduct other activities. You are required to obtain the computer hardware that is necessary to implement the Proprietary Software and comply with all our specifications and standards as provided in the Operations Manual. This Proprietary Software will be our proprietary product and the information collected from it will be our confidential information. (Franchise Agreement, Section 7.8).

You are required to participate in any System-wide computer network, intranet system, or extranet system that we implement and may be required to use the computer network, intranet system, or extranet system to, among other things: (i) submit your reports due under the Franchise Agreement to us on-line; (ii) view and print portions of the Manuals; (iii) download approved local advertising materials; (iv) communicate with us and other System franchisees; and (v) to complete initial or ongoing training as we designate. You must use the computer network, intranet system or extranet system that strictly complies with the standards, protocols, and restrictions provided in the Operations Manual, including those related to the encryption of confidential information and prohibitions against the transmission of libelous, derogatory or defamatory statements. You will be solely responsible for any licensing and/or maintenance fee(s) associated with any intranet or extranet described above. (Franchise Agreement, Section 7.8).

#### H. Pre-Opening and Post-Opening Progress Meetings

During the pre-opening phase(s) of the Franchised Business, you must participate in and complete thirty (30) minute pre-opening progress meetings with our designated representative at various stages or phases before you begin operation of the Franchised Business, as we designate or as set forth in the Operations Manual. These meetings are designed to evaluate Franchisee progress and performance, and our completion of our pre-opening requirements. You must also participate in thirty (30) minute post-opening progress meetings with us at various stages or phases after you begin operating the Franchised Business, as we determine or as set forth in the Operations Manual. The pre-opening and post-opening progress meetings may be held or conducted digitally, electronically, or as otherwise as we designate. (Franchise Agreement, Section 7.20).

#### I. Additional Investment

We have the right to require you to remodel, reequip, and otherwise refurbish your Stand Strong Fencing Business to bring it into conformity with our then-current brand image. (Franchise Agreement, Section 7.17).

## **ITEM 12** **TERRITORY**

### Approved Location

You must operate the Stand Strong Fencing Business from an approved facility that meets our current standards and specifications (the "Approved Location"). You may use either a home office or leased commercial property as your Approved Location. Some Markets, however, might require you to lease a commercial property if such markets do not have access to local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor, in which case you will need a leased commercial property in order to have materials delivered to your commercial property, which you will then deliver to the job site. You will solely be responsible for distribution analysis and the determination of whether or not you will be able to access local or regional distributors that will deliver the fencing materials directly to the job site or allow pickup from the distributor(s). If you are located within these markets, you must lease a commercial property as your Approved Location, however, if you elect, or are required, to utilize a leased commercial property as your Approved Location, such proposed location must: (i) be secured within ninety (90) days after the date of execution of the Franchise Agreement; (ii) be located in a Protected Territory; (iii) be approved and consented to by Franchisor in writing, prior to execution of any lease thereon; and (iv) meet our current standards and specifications, including, but not limited to, square footage, design, layout, signage, equipment and inventory storage, the commercial property must have adequate access for semi-trucks, and the commercial property must have an enclosed or fenced in yard. You must continuously maintain an Approved Location throughout the Term of the Franchise Agreement without interruption. You may not relocate the Stand Strong Fencing Business without our prior written consent. The Approved Location must be within the Protected Territory granted to you under the Franchise Agreement, unless consented to in writing by the Franchisor or as provided herein. You may not relocate your Stand Strong Fencing Business without our written consent, which we will not unreasonably withhold provided that the new location meets our then-current criteria for an Approved Location. You are not required to have more than one Approved Location in the event that your purchase two or more contiguous Protected Territories.

### Protected Territory

We will grant you a Protected Territory within which to develop your Stand Strong Fencing Business.

The size of your Protected Territory may vary from other System franchisees based on the location and demographics surrounding your Approved Location. Typically, a single Protected Territory will consist of a population of approximately 200,000 individuals, depending upon geography, demographics, and other factors. The demographics, geography, and other factors we use in defining your Protected Territory are based upon information provided to us by third-party sources that we select in our sole discretion. If the cumulative general population figures used to calculate your Protected Territory exceed the cumulative general population figures set forth in Item 5, you are required to pay, in addition to your Initial Franchise Fee, an overage fee in an amount equal to the number of excess cumulative general population multiplied by thirty cents (\$0.30) per individual.

If you purchase two (2) or more Stand Strong Fencing Businesses, you will be granted separate Protected Territories under each Franchise Agreement you execute, which are generally, but not always, contiguous and immediately adjacent to each other.

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets

that we own, or from other channels of distribution or competitive brands that we control. While you will not receive any exclusive rights to provide our Approved Products and Services within your Protected Territory, it will be protected in that we will not establish or allow another person to establish a Stand Strong Fencing Business utilizing the Proprietary Marks and System within your Protected Territory or allow another Stand Strong Fencing franchise to provide Approved Products and Services within your Protected Territory excepted as stated below. As of the issuance date of this Disclosure Document and unless and until we designate otherwise, you must use the Call Center, which will assign appointments based on several factors including your willingness or ability to perform these appointments in your Protected Territory. Appointments are not guaranteed to be assigned to you, including through your use of the Call Center.

You may not solicit, advertise or attempt to service or service any customers outside of your Protected Territory without our prior written consent (which may be withheld for any reason). If you solicit, advertise or sell products or services outside of the Protected Territory without our prior written consent, in addition to all other rights and remedies available to us for a breach of this agreement, we will have the right to terminate the Franchise Agreement.

If, at any time during the term of your Franchise Agreement, more than 5% of your Gross Revenues are derived from operations from or within specific location(s) or area(s) that are outside of your Protected Territory, we may, among other conditions, require you to purchase an additional franchise and enter into our then-current franchise agreement and pay to us the then-current initial fees required under that agreement. We are not required to offer you the opportunity to enter into a franchise agreement to continue operations in any area outside of your Protected Territory and we may revoke any prior granted approval allowing you to operate outside of the Protected Territory at any time, effective on notice to you.

~~You must meet and maintain the following **minimum annual Gross Revenue requirements ("Minimum Annual Revenue Requirements") per Protected Territory during the terms of your Franchise Agreements. Your Minimum Annual Revenue Requirements are based upon: (a) the number of Protected Territories you have purchased, and (b) the number of months the Stand Strong Fencing Business(es) have been open and operating.**~~

~~In addition, you must meet and maintain the following weekly Minimum Royalty Fees per Protected Territory during the terms of your Franchise Agreements. Your weekly Minimum Royalty Fees are based upon: (a) the number of Protected Territories you have purchased, and (b) the number of months the Stand Strong Fencing Business(es) have been open and operating.~~

~~Your Minimum Annual Revenue Requirements and Minimum Royalty Fees are as follows:~~

<b>Stand Strong Fencing Minimum Annual Revenue Requirements Per Territory</b>					
<b>Months of Operation</b>	<b>1 Territory</b>	<b>2 Territories</b>	<b>3 Territories</b>	<b>4 Territories</b>	<b>5 Territories</b>
<del>Months 13-24</del>	<del>\$600,000</del>	<del>\$700,000</del>	<del>\$800,001</del>	<del>\$900,000</del>	<del>\$1,000,000</del>
<del>Months 25-36</del>	<del>\$700,000</del>	<del>\$900,000</del>	<del>\$1,200,000</del>	<del>\$1,500,000</del>	<del>\$1,750,000</del>
<del>Months 37-48</del>	<del>\$800,000</del>	<del>\$1,150,000</del>	<del>\$1,500,000</del>	<del>\$1,800,000</del>	<del>\$2,200,000</del>
<del>Months 49-60+</del>	<del>\$1,000,000</del>	<del>\$1,500,000</del>	<del>\$2,000,000</del>	<del>\$2,500,000</del>	<del>\$3,000,000</del>

<b>Stand Strong Fencing Minimum Royalties Per Week Per Territory</b>					
<b>Months of</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<del>Operation</del>	<del>Territory</del>	<del>Territories</del>	<del>Territories</del>	<del>Territories</del>	<del>Territories</del>
<del>- Months 13-24</del>	<del>\$923</del>	<del>\$1,077</del>	<del>\$1,231</del>	<del>\$1,385</del>	<del>\$1,538</del>
<del>- Months 25-36</del>	<del>\$1,077</del>	<del>\$1,385</del>	<del>\$1,808</del>	<del>\$2,212</del>	<del>\$2,548</del>
<del>- Months 37-48</del>	<del>\$1,231</del>	<del>\$1,740</del>	<del>\$2,212</del>	<del>\$2,615</del>	<del>\$3,115</del>
<del>- Months 49-60+</del>	<del>\$1,538</del>	<del>\$2,212</del>	<del>\$2,885</del>	<del>\$3,462</del>	<del>\$4,038</del>

~~If you do not meet the above minimum revenue and royalties in any period, we may terminate the Protected Territory or otherwise terminate the Franchise Agreement(s). You will not be subject to a Minimum Royalty Fee during the first twelve (12) months of operations (but are still required to pay the applicable tiered Royalty Fee Percentage (see Item 6) during such period) on the condition that you strictly comply with all of your obligations during such period.~~

~~The weekly Minimum Royalty is: (i) \$300 per week for the period beginning on the one-year anniversary of the Effective Date and ending on the two-year anniversary of the Effective Date; (ii) \$400 per week for the period beginning on the two-year anniversary of the Effective Date and ending on the three-year anniversary of the Effective Date; (iii) \$525 per week for the period beginning on the three-year anniversary of the Effective Date and ending on the four-year anniversary of the Effective Date; and (iv) \$650 per week for the period beginning on the four-year anniversary of the Effective Date and continuing for the remainder of the Term. Notwithstanding the foregoing, after the expiration of the fifth year of the Term, Franchisor has the right to increase the weekly Minimum Royalty for each of the sixth, seventh, eighth, ninth, and tenth year of Term, in an amount not to exceed ten percent (10%) of the Minimum Royalty payable during the immediately preceding year of the Term.~~

~~Failure to pay the required Royalty constitutes a material breach of your obligations under this Agreement. Without limiting your obligations under this Section and/or Franchisor’s rights under this Agreement, at the end of each calendar quarter, Franchisor may conduct a review of the Royalty fees you paid to Franchisor during such calendar quarter and if Franchisor determines you failed to pay the required Royalty, you must pay the difference immediately upon your receipt of an invoice from Franchisor. Franchisor reserves the right to true-up all Royalty payments at any time and at any interval.~~

#### National and Regional Accounts

We have the exclusive right to create National and Regional Account (“NORA”) programs for a group of customers, a partnership or group of partners, that operate under common ownership or control, under the same trademarks or service marks through independent franchises, dealers or licensees, or some other association, located at multiple locations, Chain Customers (as defined below) and other similar organizations for the benefit of the System. We have the exclusive right to solicit and service NORA customers within or outside of your Protected Territory. You may not solicit, service or otherwise pursue any NORA relationships, whether the contacts for these relationships are in your Protected Territory or not, without our prior written consent. You may not service, solicit or otherwise pursue a relationship with a NORA or potential NORA or any of its members or associates, without notice to us and our prior written consent. A “Chain Customer” is a non-residential customer, a group of customers, a partnership or group of partners, that operate under common ownership or control, under the same trademarks or service marks through independent franchises, dealers or licensees, or some other association, located at multiple locations whose presence is not confined within any one particular territory.

Following the execution of a contract with or the acceptance of a bid by a NORA customer which contemplates the provision of services to one or more NORA locations within the Protected Territory, we may, at our sole option, provide you the option to perform such services pursuant to the terms and conditions of the NORA contract or on such terms and conditions as we determine in our sole discretion. In order to

service any NORA customers, you must enter into our then-current form of NORA participation agreement, the terms of which will govern all NORA work. If we elect to exclusively service a NORA customer within the Protected Territory, if you are unable to service the NORA customer or are otherwise in default of your franchise agreement, or if you elect not to provide services to a NORA customer in conformity with the terms and conditions of the NORA bid or contract, we shall have the right, exercisable in its sole discretion, to:

1. provide, directly or through any other licensee or franchisee utilizing the Proprietary Marks, services to the NORA customer location(s) within the Protected Territory on the terms and conditions contained in the NORA bid or contract; and/or
2. contract with another party to provide such services to the NORA customer location(s) within the Protected Territory on the terms and conditions contained in the NORA bid or contract between us and the NORA customer, utilizing the Proprietary Marks or any other trademarks, service marks or trade names.

Neither the direct provision by us (or a System franchisee, licensee, or our agent) of services to NORA customers, nor our contracting with another party to provide such services shall constitute a violation of your rights in the Protected Territory. You disclaim any compensation or consideration for work performed by us or others in the Protected Territory on account of NORA customers within the Protected Territory.

#### Rights Reserved by Us

We and our affiliates also reserve the exclusive right to: (i) establish and operate, and license third parties the right to establish and operate, other Stand Strong Fencing Businesses using the Proprietary Marks and System at any location outside of the Protected Territory; (ii) acquire, merge with, engage in joint ventures with, or otherwise affiliate with, and thereafter own and operate and franchise others the right to own and operate, any business of any kind regardless of location; (iii) open and operate, or license third parties the right to open or operate, businesses that offer products and services similar to the Stand Strong Fencing Business under marks other than the Proprietary Marks at any location; (iv) use the Proprietary Marks and System, and license others to use the Proprietary Marks and System, to engage in any other activities not expressly prohibited under your Franchise Agreement; (v) have any of our affiliates operate under the trade name Stand Strong Fencing, provide support to you and your Stand Strong Fencing Business and/or perform work within the Protected Territory, including the provision of labor, materials, equipment, and project management on projects in the Protected Territory, as well as charge you its then-current fee to provide such services; (vi) sell and distribute, directly or indirectly, or license others to sell and distribute within or outside the Protected Territory, directly or indirectly, any products, services or merchandise, Approved Products and Services, from any location or to any purchaser or through any alternative channel or method of distribution including, but not limited to, via retail and wholesale distribution, in supermarkets, hardware stores, club stores and other retail facilities, via mail order and e-commerce channels, as long as these sales are not conducted from a Stand Strong Fencing Business physically operated from a location within the Protected Territory; (vii) designate and service NORAs within and outside the Protected Territory as described above; and (viii) service, route, and/or assign any and all customer work orders and inquiries received through our System and/or Call Center.

#### Alternate Channels of Distribution

We, our affiliates, or third parties may distribute our and our affiliates' products and services in your Protected Territory, including various fencing products, already developed and those yet to be developed, through any alternate channels of distribution that we may choose. These alternate channels of distribution will include, but are not limited to, the sale and distribution of the products and services via the internet and through joint marketing with partner companies under terms and conditions that we deem appropriate. You have no right to: (i) to distribute such products or services through alternative channels of distribution; or

(ii) to share in any of the proceeds that a party received through these alternate channels.

**Call Center and Servicing Customers Within in Your Protected Territory**

Under the Franchise Agreement, you must ensure that all initial calls made to your Stand Strong Fencing Business are forwarded to our System-wide Call Center. Once a customer’s call is routed to our Call Center and we have set up an assignment, we will route that customer’s work to you if the customer’s location (where the work will be performed) is within your Protected Territory, unless: (i) the work is of such a large scope and/or commercial nature that we determine, in our sole discretion, that your Stand Strong Fencing Business is not capable of performing the work requested in accordance with our System standards and specification and/or the prevailing standard of care in the industry for the type of work requested (in which case we may route the work to you and additional franchisees, or other franchisees, or our affiliate, for completion); or (ii) the work is mistakenly routed to another franchisee or affiliate-owned business due to either the customer providing incorrect information to our Call Center representative or an inadvertent error on the part of the Call Center representative when taking the information from the customer; or (iii) you are not operating the Stand Strong Fencing Business in compliance with the Franchise Agreement. It is important for us to have the right to route customers from our Call Center as described in this Item so that we can protect the integrity and goodwill of our System, and also account for inadvertent mistakes by our customers and our Call Center. You do not have any right to share in the revenues generated from customers that are serviced within your Protected Territory by us or other franchisees for the reasons stated above.


**ITEM 13**  
**TRADEMARKS**


You will have the limited right to use the following Proprietary Marks we have registered with the United States Patent and Trademark Office (“USPTO”), as well as any other Proprietary Marks we may now or in the future designate in connection with the System, provided you use these marks in accordance with our System standards and specifications:

We have registered with the USPTO for the following character mark:

MARK	REGISTRATION NO.	REGISTRATION DATE	REGISTER
“Stand Strong Fencing”	6367406	June 1, 2021	Principal

Additionally, we have applied to the USPTO for the following design marks:

MARK	SERIAL NO.	APPLICATION DATE	REGISTER
	97702957	December 3, 2022	Principal

MARK*	SERIAL NO.	APPLICATION DATE	REGISTER
	<a href="#">98384815</a>	<a href="#">January 31, 2024</a>	<a href="#">Principal</a>

\*Additionally, we have secured a Georgia and South Carolina trademark registration for the following design mark:

MARK	REGISTRATION DATE	STATE REGISTER
<a href="#">"Stand Strong Fencing"</a>	<a href="#">September 07, 2023</a>	<a href="#">Georgia</a>
<a href="#">"Stand Strong Fencing"</a>	<a href="#">October 03, 2023</a>	<a href="#">South Carolina</a>

We do not have a federal registration for ~~one~~[certain of the above](#) design marks. Therefore, it does not have as many legal benefits and rights as a federally registered trademark. If our right to use the trademark is challenged, you may have to change to an alternative trademark, which may increase your expenses.

We and our principals derived the right to use the Proprietary Marks from a license agreement we entered into with our affiliate HPB Fencing Holdings LLC (the "License Agreement"). Under the License Agreement, we have the right to use the Proprietary Marks and System, as well as license third parties the right to use the Proprietary Marks and System to operate Stand Strong Fencing Business(es), as part of our franchise system.

There are currently no effective determinations of the USPTO, the Trademark Trial and Appeal Board, the trademark administrator of any state or any court; no pending interference, opposition or cancellation proceedings; nor any pending material litigation involving any of the Proprietary Marks. Currently, there is no litigation pending or otherwise that limits our ability to use or license the Proprietary Marks to you or any other franchisee. There are no other agreements that will affect our right to use, and license you to use, the Proprietary Marks in any manner material to the System and franchises offered in this Disclosure Document.

Your right to use the Proprietary Marks granted under the Franchise Agreement is non-exclusive, and we retain the right, among others: (i) to use the Proprietary Marks for selling products and services; (ii) to grant others licenses for the Proprietary Marks, in addition to those licenses already granted to existing franchisees; and (iii) to develop and establish other systems using the same or similar Proprietary Marks, or any other proprietary marks, and to grant licenses or franchises in those systems without providing any

rights to you.

All your usage of the marks and any goodwill you establish will be for our exclusive benefit and you retain no rights in the Proprietary Marks on the termination or expiration of the Franchise Agreement. You may not use the Proprietary Marks as a part of any corporate or trade name or as part of a domain name, or an electronic address, nor may you use any trade name, trademark, service mark, emblem or logo other than the Proprietary Marks, as we may designate. You must prominently display the Proprietary Marks on the items we designate, including signs and packaging materials. You must obtain fictitious or assumed name registrations we require or under applicable law. You must identify yourself as the owner of the Stand Strong Fencing Business by placing your name on the Stand Strong Fencing Business and on all checks, invoices, receipts, contracts and other documents that bear any of the Proprietary Marks, and on all printed materials your name must be followed by the phrase “a Stand Strong Fencing franchisee” or any other phrase as we direct. Upon termination or expiration of the Franchise Agreement, you are required to de-identify your Stand Strong Fencing Business, removing all our trademarks, logos, or other proprietary or intellectual property items that we specify.

You must immediately notify us of any information that you acquire concerning any use by others of names or marks which are the same, or confusingly or deceptively similar to any of the Proprietary Marks. At our request, you must assist us to protect and maintain our interest in the Proprietary Marks, and we will pay or reimburse your reasonable costs incurred in rendering such assistance, unless we are required to take action to protect our interests because of your wrongful acts or those of any person under your control.

We are not obligated to protect you from the right to continued use of the Proprietary Marks. Although our right to pursue any third-party infringers of our Proprietary Marks is optional, as a company policy, we may elect to aggressively protect our rights under the Proprietary Marks. If at any time we consider it to be advisable (in our sole discretion) for us and/or you to modify or discontinue the use of any Proprietary Mark and/or use one or more additional or substitute trade or service marks, you must comply with our directions within a reasonable time after receiving notice from us and at your expense. We are not obligated to reimburse you for the costs you incur in complying with our directions or the loss of revenue or expenses caused by any modification or discontinuance of a Proprietary Mark. We are not required to protect you against third party claims of trademark infringement or unfair competition; however, we reserve the right to assist in the defense of such matters.

You must immediately notify us of any apparent infringement or challenge to your use of any Proprietary Mark, or any claim by any person of any rights in any Proprietary Mark. You agree not to communicate with any person other than us, our attorneys of choice and your attorneys in connection with any such claim or challenge. If we choose to take over or control the defense of any claim or challenge the cost of such defense will be paid by us, provided that if any claim or challenge is caused by your wrongful acts, we may request that you indemnify us for any claims or damages we incur. This includes paying all our attorneys', experts or other professional fees we may incur to defend any claim or challenge resulting from any of your wrongful acts. In limited instances, if we ~~take over~~take over any claim or challenge, we may reimburse you for the reasonable expenses you incur in connection with cooperating with us, as we deem necessary in our sole discretion.

#### **ITEM 14** **PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION**

We hold no patents and have no pending patent applications that are material to the franchise. We claim common law copyright and trade secret protection for several aspects of the System including, without limitation, our Operations Manual, training materials, advertising, and business materials.

There are no current determinations, proceedings or litigation involving any of our copyrighted materials.

Should you become aware that any unauthorized third party is using any of our patented and/or copyrighted materials, we request that you notify us of such unauthorized use. We may revise our System and any of our copyrighted materials in our discretion and may require that you cease using any outdated copyrighted material. You will be responsible for printing any revised or new advertising, marketing, or other business materials.

During the term of the Franchise Agreement, you will receive information that we consider trade secrets and confidential information. You may not, during the term of the Franchise Agreement or any time after that, communicate, divulge, or use for the benefit of any other person, partnership, association, corporation, or limited liability company any of these trade secrets, copyrighted materials, methods and other techniques and know-how concerning the operation of the Stand Strong Fencing Business (the "Confidential Information"). You may divulge such Confidential Information only to your employees who must have access to it to perform their employment obligations.

You must require your managers and other key employees to sign our then-current form of Confidentiality and Restrictive Covenant Agreement, where these individuals agree that they will maintain the confidentiality of information they receive in connection with their employment and restrict their right to work for a competitor while they are employed by you. This agreement will identify us as a third-party beneficiary to the agreement and will give us independent enforcement rights.

The Franchise Agreement provides that if you, your employees, or principals develop any new concept, process or improvement in the operation or promotion of any Stand Strong Fencing Business, you will promptly notify us and provide us with all necessary related information, without compensation or consideration, including, but not limited to, bestowing any rights to you related thereto. Any new concept, process or improvement will become our sole property and we will be the sole owner of all patents, patent applications, trademarks, copyrights, and other intellectual property rights whatsoever related to such new concepts. You and your principals will assign to us any rights you may have or acquire in new concepts you or your employees or contractors develop, including the right to modify such concept, process or improvement, and otherwise will waive and/or release all rights of restraint and moral rights to any new concepts you or your employees or contractors develop. You and your principals agree to assist us in obtaining and enforcing the intellectual property rights to any such concept, process or improvement in any and all countries and further agree to execute and provide us with all necessary documentation for obtaining and enforcing such rights. You and your principals will irrevocably designate and appoint us as your agent and attorney-in-fact to execute and file any such documentation and to do all other lawful acts to further the prosecution and issuance of patents or other intellectual property rights related to any such concept, process or improvement. In the event that these provisions in the Franchise Agreement are found to be invalid or otherwise unenforceable, you and your principals will grant to us a worldwide, perpetual, non-exclusive, fully paid license to use and sublicense the use of the concept, process or improvement to the extent such use or sublicense would, absent the Franchise Agreement, directly or indirectly infringe on your rights to the new concepts.

We may revise any of our copyrighted materials at our discretion and may require that you cease using any outdated item or portion of the Manuals.

**ITEM 15**  
**OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISED BUSINESS**

You (or your principals) must devote his or her personal attention, skill and best efforts to the management and operation of the Stand Strong Fencing Business and to promote and increase the demand for our products and services within the Protected Territory. You agree that you may not, without our prior written

consent, engage in any commercial activity that may be injurious to the Stand Strong Fencing Business or the goodwill associated with the Proprietary Marks or System. Your (or your principals') violation of these terms will be a material breach of the Franchise Agreement, and we may terminate the Franchise Agreement with notice and without an opportunity to cure.

Upon your written request, we shall permit you to employ a manager to manage the day-to-day operations of the Stand Strong Fencing Business (the "Designated Manager"), provided the Designated Manager: (i) is approved by us in writing prior to hiring; and (ii) successfully completes our Initial Training Program before assuming any managerial responsibility. The Stand Strong Fencing Business must always be staffed with at least one individual who has successfully completed the Initial Training Program. If a Designated Manager resigns or is otherwise terminated, the replacement must be trained pursuant to our then-current standards. The new Designated Manager must successfully complete training within 30 days of hiring. The Designated Manager is not permitted to seek or maintain other employment or engage in any other business activities during the term of the Franchise Agreement.

**ITEM 16**  
**RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL**

You must offer for sale all products and services which we prescribe and only those products and services which we prescribe. You may not offer any other products or services for sale without having received our prior written authorization. You must always maintain sufficient levels of inventory as specified in the Operations Manual, to adequately satisfy consumer demand. You must offer, use, and sell all private label products which we may now or in the future designate for sale by System franchisees.

All products and services you use or offer for sale from your Stand Strong Fencing Business must comply with our standards and specifications. Our standards and specifications are set forth in the Operations Manual, which is revised from time to time. You are responsible for ensuring that your Stand Strong Fencing Business always meets these standards. We have the right to inspect your Stand Strong Fencing Business or attend a project site for quality control purposes. We have the right to change our System, and the requirements thereunder, from time to time.

You must agree to offer and honor, at your own cost, a warranty on all materials and work sold by your Stand Strong Fencing Business to each of your customers in accordance with the terms we establish and modify from time to time.

**ITEM 17**  
**RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION**

**This table lists certain important provisions of the Franchise Agreement and related agreements pertaining to renewal, termination, transfer and dispute resolution. You should read these provisions in the agreements attached to this Disclosure Document.**

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
Length of the franchise term	2.1	Ten (10) years, which will commence on the date we execute the Franchise Agreement.
Renewal or extension of term	2.2	One (1) successive ten (10) year term.
Requirements for franchisee to renew or extend	2.2.1 through 2.2.9	You must: (i) provide notice of your renewal no fewer than 12

		<p>months and no greater than 18 months prior to the end of the term;</p> <p>(ii) demonstrate to our satisfaction that you have the right to operate the Stand Strong Fencing Business at the Approved Location for the duration of the renewal term <del>or, if you are unable to continue operating at the Approved Location and within the Protected Territory, secure a substitute location that is acceptable to us;</del> (iii) complete to our satisfaction, no later 90 days prior to expiration of your then-current term, <del>all maintenance, refurbishing, renovating, any updating and remodeling of the Stand Strong Fencing Business premises, as well as any updated to require vehicles, inventory, hardware and software,</del> as necessary to bring the Stand Strong Fencing Business <del>and all equipment</del> into full compliance with our then- current System standards and specifications for new franchisees;</p> <p>(iv) not be in breach of any provision of the Franchise Agreement, or any other agreement with us, our affiliates, approved/designated suppliers and vendors, and also have been in substantial compliance with these agreements during their respective terms; (v) satisfy all monetary obligations you have to us, our affiliates, and approved or designated suppliers/vendors; (vi) execute our then- current form of franchise agreement, the terms of which may materially vary from the terms of your current Franchise Agreement; (vii) satisfy our then-current training requirements; (viii) execute a general release in favor of us and our affiliates in the form we prescribe; and (ix) pay a renewal fee equal to 20% of <del>our then-current</del> <u>your</u> Initial Franchise Fee.</p>
Termination by franchisee	Not Applicable.	Not Applicable.
Termination by franchisor without cause	Not Applicable.	Not Applicable.

Termination by franchisor with cause	15.1 through 15.4	We may terminate your agreement upon your default and, in some instances, failure to cure. Termination is effective upon delivery of written notice, except as otherwise provided in the Franchise Agreement.
“Cause” defined – curable defaults	15.3	The following are curable defaults under the Franchise Agreement, provided you cure the default within 15 days of our notice of: (i) your failure to pay any sums due us, our affiliates or any of our System suppliers/vendors; (ii) your failure to immediately endorse and deliver to us any payments due us from any third party that are erroneously made to you; (iii) your failure to maintain sufficient levels of materials and other supplies; (iv) your failure to maintain the prescribed months, days or hours of operations at the <del>Stand Strong-FencingFoam</del> Business; (v) your failure to personally supervise day-to-day operations or fail to employ a sufficient number of qualified, competent personnel as we prescribe; (vi) your failure to maintain the strict quality controls reasonably required by this Agreement and/or the Manuals; (vii) your failure to procure or maintain any licenses, certification or permits necessary for the operation of the <del>Stand Strong-FencingFoam</del> Business; and (viii) your failure to submit finalized Profit & Loss statements by the 21 <sup>st</sup> of each month (or other date required by us).
	15.4	Notwithstanding Sections 15.1, 15.2 and 15.3 of the Franchise Agreement, you will have 30 days to cure any other default under the Franchise Agreement, or any other agreement between us and our affiliates, from the date of our notice.
“Cause” defined – non-curable defaults	15.1	The Franchise Agreement will automatically terminate without

Split Cells

		<p>notice or opportunity to cure upon the occurrence of any of the following: (i) if you make an assignment for the benefit of creditors, file a voluntary petition in bankruptcy, are adjudicated bankrupt or insolvent, file or acquiesce in the filing of a petition seeking reorganization or arrangement under any federal or state bankruptcy or insolvency law, or consent to or acquiesce in the appointment of a trustee or receiver for you or the Stand Strong Fencing Business; (ii) if proceedings are commenced to have you adjudicated bankrupt or seek your reorganization under any state or federal bankruptcy or insolvency law and such proceedings are not dismissed within 60 days, or a trustee is appointed for you or the Stand Strong Fencing Business without your consent and the appointment is not vacated within 60 days; or (iii) you lose the right to occupy the premises or operate the Stand Strong Fencing Business from the Approved Location.</p>
	15.2	<p>We have the right to terminate the Franchise Agreement upon notice and without opportunity to cure upon the occurrence of any of the following defaults: (i) you or one of your principal (s) are convicted of, or plead guilty or no contest to, a felony or other offense related to the operation of the Stand Strong Fencing Business or which we believe, in our sole discretion, is likely to have an adverse effect on our Proprietary Marks or the goodwill associated therewith; (ii) you or your principal(s) commit any fraud or misrepresentation in the operation of the Stand Strong Fencing Business, including a misrepresentation (financial or otherwise) made in completing</p>

		<p>your franchise application; (iii) if you or any of your principals, guarantors or agents engage in activity or conduct that materially impairs the goodwill associated with the System or Proprietary Marks and fails to cease and correct such activities or conducts within twenty-four hours of being notified of this breach; (iv) if you or your principals make any misrepresentation or omission in connection with your franchise application, including but not limited to any financial misrepresentation; (v) if you fail to complete the Initial Training Program in the required time period; (vi) if we send you two or more written notices to cure any of the defaults set forth in Sections 15.3 and 15.4 of the Franchise Agreement in any twelve month period, regardless of whether or not you subsequently cure these defaults; (vii) your material breach under any other agreement with us or our affiliates, or threaten any material breach of these agreements, or any lease for the Approved Location, and fail to cure such breach within the prescribed time period set forth in that agreement; (viii) your or your principals misuse of our Proprietary Marks or Confidential Information in any manner; (ix) your or your principals disclose any contents of the Operations Manual, Confidential Information, and/or Trade Secretes; (x) your violation of any law, ordinance or regulation, as well as your operation of the Stand Strong Fencing Business in a manner that presents a health or safety hazard to customers or the general public; (xi) your violation of the any of the restrictive covenants set forth in the</p>
--	--	--

		<p>Franchise Agreement; (xii) if a levy or writ of attachment or execution or any other lien is placed against you or any of your principals or any of their assets which are not released or bonded against within 30 days; (xiii) insolvency of you or your principals; (xiv) if you voluntarily or otherwise abandon the Stand Strong Fencing Business; (xv) if you make any unauthorized transfers of the Stand Strong Fencing Business; (xvi) if you offer any unauthorized or unapproved products or services at or from the Stand Strong Fencing Business; (xvii) if you order or purchase supplies, signs, furnishings, fixtures, equipment or inventory from an unapproved supplier; (xviii) you misuse, or make unauthorized use of, any Proprietary Software that we may develop; (xix) your failure to maintain the required insurance or repay us for insurance we paid for you; (xx) if you fail, within 15 calendar days after notification of non-compliance by federal/state/local government authorities, to comply with any law or regulation applicable to the Stand Strong Fencing Business; (xxi) if the government takes any action against you that results in an obligation upon us that we believe is uneconomical, not in our best interest, or which would result in having an unintended relationship or obligation; (xxii) if you fail to comply with any anti-terrorism law or provisions; (xxiii) if you take any assets or property of the Stand Strong Fencing Business for personal use; (xxiv) if there are insufficient funds in your EFT bank account to cover any payment to Franchisor two or more times in any twelve month period; (xxv) if</p>
--	--	---

		<p>you fail to commence operations within the required time period; (xxvi) if you operate or conduct business outside of the Protected Territory without our consent; and (xxvii) if you or your principals do not provide your best efforts as described in Section 7.10 of the Franchise Agreement; and <del>(xxviii) you fail to meet the Minimum Annual Revenue Requirements or Minimum Royalty Fee for any territory granted hereunder in any period.</del></p>
<p>Franchisee’s obligations on termination/non-renewal</p>	<p>16.1</p>	<p>Upon termination or expiration of the Franchise Agreement, your obligations include: (i) immediately cease all operations of the Stand Strong Fencing Business; (ii) immediately pay all amounts owed to us, our affiliates and our major suppliers and vendors; (iii) immediately discontinue using the Proprietary Marks; (iv) immediately cease using the Stand Strong Fencing System and Operations Manual, and within ten days return all proprietary and confidential materials; (v) immediately cease use of all telephone and facsimile numbers, and related listing, as well as any permitted domain names and/or Social Media Pages, that were used in connection with the Stand Strong Fencing Business (collectively, the “Assigned Property”) and take all necessary steps to assign the Assigned Property to us or our designee; (vi) immediately vacate the premises of the Stand Strong Fencing Business; (vii) within ten days, return all stationery, printer matter, signs, advertising materials and other items containing our Proprietary Marks; (viii) cease holding yourself or the Stand Strong Fencing Business out as</p>

		part of our System; (ix) cease all contact with Stand Strong Fencing customers; (x) take all actions necessary to amend or cancel any assumed name, business name or equivalent registration that contains any trade name or Proprietary Mark, and furnish evidence to us that you have complied with this obligation within 15 days; (xi) permit us to make a final inspection of your financial records, books and other accounting records within one (1) month of the termination/expiration of your Franchise Agreement; (xii) comply with your post-term restrictive covenants set forth in Section 17 of the Franchise Agreement; (xiii) cease advertising or using in other any other manner any methods, procedures or techniques associated with us or the System; (xiv) de-identify all vehicles used in connection with the Stand Strong Fencing Business; and (xv) execute from time to time any necessary papers, documents, and assurances to effectuate Section 16 of the Franchise Agreement.
Franchisor’s right to transfer	14.5	There are no restrictions on our right to sell, transfer, or assign the Franchise Agreement.
“Transfer” by franchisee-defined	14.1 and 14.4	You, or any of your principals’, assignment, sale, gift, pledge, or other disposition of any interest in the Franchise Agreement or the Stand Strong Fencing Business (whether voluntary or involuntary, direct or indirect).
Franchisor approval of transfer by franchisee	14.1 and 14.4	Any transfer requires our prior written consent.
Conditions for franchisor approval of transfer	14.3.2	Our approval of a proposed transfer is conditioned upon the satisfaction of the following conditions, as applicable: (i) all of your accrued monetary obligations to us, our affiliates, suppliers, and vendors have been paid; (ii) you have cured all existing defaults under the

Split Cells

	<p>Franchise Agreement, and any other agreement with us our affiliates and designated/approved suppliers, within the time period permitted for cure and have substantially complied with these agreements during their respective terms; (iii) you and your principals and the transferee (if it had any prior relationship with us or our affiliates) must execute a general release under seal in favor of us and our affiliates (including our officers, directors, shareholders and employees, in their corporate and individual capacities) in the form we prescribe; (iv) you or the transferee has provided us with a copy of the executed purchase agreement for the Stand Strong Fencing Business, as well as all other documents relevant to the transaction, and we agree to the terms of the agreement; (v) transferee must satisfactorily demonstrate to us, in our sole discretion, that it meets our educational, managerial and business standards to operate the Stand Strong Fencing Business; (vi) transferee must execute our then-current form of franchise agreement, which may contain materially different terms than your Franchise Agreement, and assume a full term as set forth in the then-current form of franchise agreement for new franchisees; or, at our option, entering into an assignment and assumption of the Stand Strong Fencing Business and all rights and obligations thereunder; (vii) you and transferee must pay us our transfer fee (per agreement transferred) of 20% of our <del>then-current</del> Initial Franchise Fee and training fees; (viii) transferee must satisfactorily complete our Initial Training Program at its own expense within the time frame we set forth; (ix)</p>
--	---

		<p>you, <del>and your principals and members of their respective immediate families</del> must comply with the post-termination provisions of the Franchise Agreement; (x) transferee must obtain and maintain all permits and licenses required for the operation of the Stand Strong Fencing Business within the time limits we set; (xi) if you are operating from a lease location, the lessor of that location must approve the assignment of the lease to the transferee; (xii) the transfer must comply with any state and federal laws that apply to the transfer; (xiii) you must insure that all projects in progress at the time of the transfer will be continued without interruption, and the transferee must promptly notify all current customers of the change in ownership; (xiv) the purchase price and its terms are not overly burdensome; (xv) you must request that we provide the transferee with our current form of disclosure documents; (xvi) our approval of your transfer does not constitute a waiver of any claims we might have against you; (xvii) we may disclose to any prospective transferee financial information concerning you and your Stand Strong Fencing Business which you have supplied to us under the Franchise Agreement; and (xviii) we may withhold or condition our consent to any transfer as we deem appropriate based on the circumstances of the transfer or otherwise.</p>
	14.4	<p>You do not need to pay a transfer fee if you are an individual and you wish to transfer the Franchise Agreement to a corporation or limited liability company, provided the following conditions are met: (i) the business entity is newly organized, and its activities are confined to operating the Stand</p>

		Strong Fencing Business; (ii) you remain, at all times, the owner of at least 51% of the outstanding shares of the corporation or limited liability company; (iii) the business entity agrees to assume all of your obligations under the Franchise Agreement; (iv) all stockholders of the corporation, or members of the limited liability company, personally guarantee all of the transferee entity's obligations under the Franchise Agreement will be performed; and (v) at our request, you provide all true and correct copies of any documents and contracts governing the rights, obligations, and powers of the owners.
Franchisor's right of first refusal to acquire franchisee's business	14.3.1	We have the right to match any bona fide third-party offer to buy your franchise rights, assets or controlling interest that is the subject of a proposed transfer (other than a transfer from an individual franchisee to a business entity as described in Section 14.4 of the Franchise Agreement). We may exercise this right of first refusal within 30 days of the date you provide us with a copy of the third-party offer and any other information that we request. If we do not exercise this option, you must complete the transfer to the third-party within 60 days, subject to the conditions set forth in Section 14.3.2. Otherwise, we will once again have our right of first refusal.
Franchisor's option to purchase franchisee's business	16.2	Upon your termination, we may purchase personal property used in connection with the operation of the Stand Strong Fencing Business by: (i) providing you with notice of our election to do so within 60 calendar days of the expiration/termination of your Franchise Agreement; and (ii) pay you the book value for such

		personal property within 60 days of providing you with this notice.
Death or disability of franchisee	14.2.1	Upon the death, disability, physical or mental incapacity of any person with an interest in the Franchise Agreement, the franchisee, or in all or substantially all of the assets of the Stand Strong Fencing Business, the personal representative of such person shall have the right to continue operation of the Stand Strong Fencing Business if: (i) within 180 days from the death/disability/incapacity, the representative meets our then-current standards to own a Stand Strong Fencing Business, and has obtained our prior written approval and has executed our then-current form of franchise agreement for the unexpired terms of the franchise; or has otherwise furnished a personal guaranty of any business entity franchisee's obligations to us and our affiliates; and (ii) this person successfully completes our then-current Initial Training Program, which will be provided at our then-current training Tuition Fee rate. In the case of a transfer by demise or inheritance, if the heirs or beneficiaries of any deceased person are unable to meet the aforementioned conditions, the personal representative of the deceased franchisee will have a reasonable time, in our sole discretion and not to exceed 180 days from the date of transfer by demise or inheritance, to dispose of the deceased's interest in the Stand Strong Fencing Business subject to all the terms of the Franchise Agreement. If the interest is not disposed of in the manner and time frame provided in the immediately preceding sentence, then we may terminate the Franchise Agreement.
	14.2.2	We may, but are not obligated to, operate the Stand Strong Fencing

Split Cells

		Business during the 180-day period following the death/incapacity/disability, and we may pay ourselves a reasonable amount to reimburse us for providing management services and our other costs.
Non-competition covenants during the term of the franchise	17.1	<p>During the term of the Franchise Agreement, neither you, nor your owners, officers, directors, principals or Designated Managers, <del>nor any member of the their immediate families</del> may directly or indirectly:</p> <p>(a) own, maintain, engage in, be employed as an officer, director, or principal of, lend money to, extend credit to or have any interest in any other business that, directly or indirectly, by itself or through licensees or franchisees, offers commercial or residential <del>fencing</del> lighting services or any other products and/or services authorized or offered for sale by System franchisees (a “Competitive Business”) regardless of location provided that Section 17.1.1 of the Franchise Agreement does not apply to: (i) your ownership of a Stand Strong Fencing Business under a Franchise Agreement with us; or (ii) your ownership of a less than five percent (5%) legal or beneficial interest in any publicly traded company providing such services;</p> <p>(b) <del>directly or indirectly induce or seek to induce anyone employed by us, our affiliates or any other System franchisee to leave his or her employment thereat; or (c) solicit</del> any current, former, or prospective customer solicited by your Stand Strong Fencing Business or any other customer that you become aware of as a result of access to our System and other franchisees for any competitive purpose.</p>

<p>Non-competition covenants after the franchise is terminated or expires</p>	<p>17.2</p>	<p>For a period of two (2) years after the expiration and nonrenewal, transfer or termination of the Franchise Agreement, regardless of the cause, neither you, your owners, officers, directors, or principals, nor any member of the immediate family of you or your owners, officers, directors, principals, or Designated Managers may, directly or indirectly, for themselves or through, on behalf of, or in conjunction with any other person, partnership or corporation: (1) Own, maintain, engage in, be employed as an officer, director, or principal of, lend money to, extend credit to or have any interest in any Competitive Business (a) within the Protected Territory, (b) within a 25-mile radius of the Protected Territory or (c) within a 25-mile radius of any other protected territory franchised or licensed by us to a Stand Strong Fencing Business as of the date of expiration/termination of the Franchise Agreement. This covenant does not apply to: (i) your ownership of a Stand Strong Fencing Business under a Franchise Agreement with Franchisor; or (ii) your ownership of a less than five percent (5%) legal or beneficial interest in any publicly traded company providing Competitive Services; <del>(2) directly or indirectly induce or seek to induce anyone employed by us, our affiliates or any other System franchisee to leave his or her employment thereat; or</del> <del>(3) or (2)</del> solicit any current, former, or prospective customer solicited by your Stand Strong Fencing Business or any other customer that you have become aware of as a result of access to our System and other franchisees for any competitive purpose.</p>
---	-------------	---

Modification of the agreement	22.1	The Franchise Agreement may not be modified except by a written agreement that both of us sign.
Integration/ merger clause	22.1	Only the terms of the Franchise Agreement and the Franchise Disclosure Document are binding (subject to state law). Any representations or promises made outside of the disclosure document and franchise agreement may not be enforceable. Nothing in the Franchise Agreement or any related agreement is intended to disclaim the representations we made in this Disclosure Document.
Dispute resolution by arbitration or mediation	18.2	You must first bring any claim that is between us to the attention of our management. You must first exhaust our internal dispute resolution procedures before you may bring your dispute before a third party. The requirement that you must first attempt to resolve disputes internally will survive the termination or expiration of your term.
	18.3	<p>Before commencing any legal action against us or our affiliates with respect to any such claim or dispute, you must submit a notice to us, which specifies, in detail, the precise nature and grounds of such claim or dispute. Any and all disputes and claims that are not resolved by Internal Dispute Resolution must, be submitted to mediation, unless we provide in writing otherwise. The mediation will take place in Bucks County, Pennsylvania, under the auspices of the American Arbitration Association (“AAA”) in accordance with the AAA’s Commercial Mediation Rules then in effect.</p> <p>Any and all disputes and claims that are not resolved by mediation must, be submitted to arbitration, unless we provide in writing otherwise. The arbitration will take place in</p>

Split Cells

		<p>Bucks County, Pennsylvania, under the auspices of the American Arbitration Association (“AAA”) in accordance with the AAA’s Commercial Arbitration Rules then in effect.</p> <p>You may not commence any action against us or our affiliates regarding any claim or dispute in any court unless and until the occurrence of both: (a) mediation proceedings have occurred, or mediation proceedings have been terminated either: (i) as the result of a written declaration of the mediator(s) that further mediation efforts are not worthwhile; or (ii) as a written declaration by us; and then (b) arbitration proceedings have occurred, or such arbitration proceedings have been terminated either: (i) as the result of a written declaration of the arbitrator(s) that further arbitration efforts are not worthwhile; or (ii) as a result of a written declaration by us. Our right to mediation and arbitration may be specifically enforced by us. Each party shall bear its own cost of mediation and/or arbitration, except that we will share the mediator’s fees with you equally. This agreement to mediate and arbitrate will survive any termination or expiration of the Franchise Agreement.</p>
	18.3.1	<p>The parties shall not be required to first attempt to mediate and arbitrate a controversy, dispute, or claim through mediation if such controversy, dispute, or claim relates to an allegation that Franchisee has violated (or threatens to violate, or poses an imminent risk of violating): (i) any federally protected intellectual property rights in the Proprietary Marks, the System, or in any Confidential Information; (ii) any of the restrictive covenants</p>

		contained in the Franchise Agreement; or (iii) the indemnification provisions set forth in the Franchise Agreement.
Choice of forum	18.4	All claims not subject to mediation or arbitration must only be brought in a competent court of general jurisdiction located in Bucks County, Pennsylvania or, if appropriate, the United States District Court for the Eastern District of Pennsylvania (subject to state law).
<u>Choice of law</u>	<u>18.1</u>	<u>Subject to state law, Pennsylvania law governs all claims arising out of the Franchise Agreement, without reference to its conflict of laws provisions.</u>
<u>Choice of law</u> <u>Liquidated Damages</u>	<u>18.413</u>	<u>Pennsylvania law governs all claims arising out of the Franchise Agreement, without reference to its conflict of laws provisions. Franchisor and Franchisee agree that if this Agreement is terminated as a result of Franchisee's default before the expiration of the Term, it would be impossible to calculate with reasonable precision the losses that would be incurred by Franchisor because of the unpredictability of future business conditions, inflationary prices, the impact on Franchisor's reputation from having closed a franchised business, Franchisor's ability to replace the Franchised Business in the same market and other factors. Accordingly, if this Agreement is terminated as a result of any default by Franchisee, Franchisor will be entitled to recover as liquidated damages, and not as a penalty, an amount equal to the greater of: (a) \$150,000; or (b) the aggregate royalty and other ongoing fees due to Franchisor under this Agreement (the "Continuing Fees") during the thirty-six (36) full calendar months during which the Franchised Business was open and</u>

	<p><u>operating immediately before the termination date (or, if the Franchised Business has not been open and operating for thirty-six (36) months before the termination date, the average monthly Continuing Fees due to Franchisor for all months during which the Franchised Business was open and operating) multiplied by thirty-six (36) or the number of months remaining in the then-current term of this Agreement, whichever is less. Notwithstanding anything contained herein to the contrary, if a court determines that this liquidated damages provision is unenforceable, then Franchisor may pursue all other available remedies, including claims for lost future royalty fees.</u></p>
--	--

**ITEM 18  
PUBLIC FIGURES**

We do not currently use any public figure to promote our System.

**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.

We are at an early stage of development and have a limited operating history. As such, we strongly recommend that you make your own independent investigation to determine whether to invest and whether the franchise may be appropriate for you before entering into any agreement with us. Investment in an emerging franchise system might be a riskier investment than an investment in a franchise system with a longer operating history. We suggest strongly that you consult with a franchise attorney and your financial advisor or personal accountant concerning this investment and the preparation of any financial projections, which we will not review or comment on, as well as federal, state and local income taxes and any other applicable taxes that you may incur in operating a Stand Strong Fencing Business.

**Background**

On June 9, 2023 we purchased certain assets of Stand Strong Inc., d/b/a Stand Strong Fencing, a Tennessee corporation, operating in territories in the state of Tennessee (the “Founding Franchisee Business”). The Founding Franchisee Business was, prior to the June 2023 transaction, and is currently, owned and operated

by our Founder Eli Orenstein (“Founding Franchisee”). Our Founding Franchisee first commenced operation in September 2021, when he purchased certain assets of Stand Strong Fencing LLC (the “Original Business”). The Original Business first commenced operation in November 2017. Our Founding Franchisee engages in Residential Fencing Services (defined below) ~~and only recently began offering commercial fencing services.~~ The Stand Strong Fencing Business you will operate under the Stand Strong Fencing mark offers substantially similar services as our Founding Franchisee, however your Stand Strong Fencing Business will ~~expand the services lines to offer~~ both Residential Fencing Services (defined below) and Commercial Fencing Services (defined below) ~~throughout the term.~~ The Founding Franchisee Business served as the base from which we created the franchise model offered under this Disclosure Document, is our first franchise offering, and serves as our flagship outlet. As of ~~the date of this Disclosure Document~~ December 31, 2023, there ~~were~~ no other franchisees in operation.

The Founding Franchisee Business was in operation for the entirety of the ~~period beginning June 1, 2022, to May 31, 2023~~ 2023 calendar year (the “Measurement Period”). The Founding Franchisee Business operated a business substantially similar to the franchised business offered under this Disclosure Document in an area that would encompass approximately ten (10) Protected Territories, under the principal trademark “Stand Strong Fencing,” with ~~eighty-one~~ ninety three percent (84.93%) of the revenues generated during the Measurement Period coming from an area that would encompass approximately ~~four~~ (4) three (3) Protected Territories. Except for the exclusions of certain costs and expenses that you will pay under the franchise agreement as noted below in Note 18 to Table 1, the Founding Franchisee Business is substantially similar to the Stand Strong Fencing Business offered under this Disclosure Document.

This Item sets forth historical revenue and cost information for the Founding Franchisee Business generated and incurred in connection with the Founding Franchisee Business’s operations during the Measurement Period. ~~The historical revenue and cost information set forth encompass only Residential Fencing Services, as that was the only service lines offered by the Founding Franchisee Business, and the only source of revenue generated during the Measurement Period. The Stand Strong Fencing Business you will operate under the Stand Strong Fencing mark will expand the service lines to both Residential Fencing Services and Commercial Fencing Services.~~ The Founding Franchisee Business provided us with unaudited financial information for the Measurement ~~p~~Period. We based the historical financial performance information presented in this Item 19 on this unaudited financial information and we did not audit or otherwise independently verify this information.

The historical revenue and cost information set forth in this Item 19 is a historical representation of certain costs incurred and revenue generated by the Founding Franchisee Business during the Measurement Period. It is not a representation that the Founding Franchisee Business will incur those same costs or generate those same revenues in the future, nor is it a representation that you will achieve the same results. Your individual results may vary.

Table 1 sets forth Gross Sales, Direct Cost of Goods and Services Sold and certain Disclosed Expenses of the Founding Franchisee Business during the Measurement Period, as well as certain Adjusted Expenses of the Founding Franchisee Business during the Measurement Period.

Table 2 sets forth Average Ticket, Close Percentage, Percent of Total Revenue attributable to certain metrics (such as Residential jobs, Commercial jobs, Wood Fencing, Aluminum Fencing, Chain Link Fencing, and Vinyl Fencing), Full Time Sales Rep Annual Compensation, Part Time Sales Rep Annual Compensation, and Number of ~~Sub Contractors~~ Subcontractors of the Founding Franchisee Business during the Measurement Period.

We have not audited or independently verified the data submitted by the Founding Franchisee Business and no assurance can be offered that the data does not contain inaccuracies that an audit might disclose. We will

provide you with written substantiation for the financial performance representation upon reasonable request.

***REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK***

TABLE 1

For the Calendar Year Ended December 31, 2023	Amount	% of Sales
<b>Gross Sales</b> <sup>(1)</sup>	<b>1,680,654</b>	<b>100.0%</b>
<b>Direct Cost of Goods and Services Sold</b> <sup>(2)</sup>		
Subcontractor Costs <sup>(3)</sup>	291,799	17.4%
Materials <sup>(4)</sup>	841,157	50.0%
<b>Total Direct Cost of Goods and Services Sold</b> <sup>(5)</sup>	<b>1,132,956</b>	<b>67.4%</b>
<b>Gross Profit</b> <sup>(6)</sup>	<b>547,698</b>	<b>32.6%</b>
<b>Disclosed Expenses</b> <sup>(7)</sup>		
Advertising and Promotion <sup>(8)</sup>	25,167	1.5%
Insurance Expense <sup>(9)</sup>	847	0.1%
Payroll Expenses <sup>(10)</sup>	82,933	4.9%
Rent, Utilities and Trash <sup>(11)</sup>	1,521	0.1%
Merchant Fees and Bank Fees <sup>(12)</sup>	16,368	1.0%
Automobile Repair, Maintenance, and Other <sup>(13)</sup>	10,337	0.6%
Miscellaneous Expense <sup>(14)</sup>	2,553	0.2%
Office Supplies <sup>(15)</sup>	5,221	0.3%
Dues, Subscriptions, Taxes and Licenses <sup>(16)</sup>	-	0.0%
<b>Total Disclosed Expenses</b> <sup>(17)</sup>	<b>144,947</b>	<b>8.6%</b>
<b>Gross Profit Less Disclosed Expenses</b>	<b>402,751</b>	<b>24.0%</b>
<b>Adjusted Expenses: Disclosed Expenses not paid by Founder but charged to a Franchisee</b> <sup>(18)</sup>		
Royalty Fee <sup>(19)</sup>	127,646	7.6%
Technology Fee and CRM Fee <sup>(20)</sup>	6,300	0.4%
Call Center Fee <sup>(21)</sup>	23,802	1.4%
Digital Management Fee <sup>(22)</sup>	12,000	0.7%
Annual Conference Fee <sup>(23)</sup>	1,000	0.1%
Bookkeeping Fee <sup>(24)</sup>	4,995	0.3%
<b>Total Adjusted Expenses</b> <sup>(25)</sup>	<b>175,743</b>	<b>10.5%</b>
<b>Total Disclosed Expenses and Adjusted Expenses</b> <sup>(26)</sup>	<b>320,690</b>	<b>19.1%</b>
<b>Adjusted EBITDA</b> <sup>(27)</sup>	<b>227,008</b>	<b>13.5%</b>

\*The total Gross Sales disclosed in Table 1 of \$1,550,334,680.654 is comprised of all revenues generated during the Measurement Period from all ten (10) of the Founding Franchisee's Protected Territories, with ~~eighty-one~~Ninety Three percent (~~81~~93%) of all revenues generated during the

Measurement Period coming from an area that would encompass approximately ~~four~~ (three (3)) Protected Territories.

**Notes:-**

1. "Gross Sales" is defined as the total revenue less sales tax, discounts, allowances and returns during the Measurement Period.
2. "Direct Costs of Goods and Services Sold" is defined as the direct non-managerial and non-administrative cost of goods sold, materials and labor incurred in directly performing and/or installing Approved Services and Products resulting in Gross Sales during the Measurement Period. Direct Cost of Goods and Services Sold do not include managerial expenses, field management, administrative expenses, Disclosed Expenses, operating expenses, or general expenses including, but not limited to, credit card processing or bank fees.
3. "Subcontractor Costs" is defined as the reported cost of subcontractors used in the operation of the business during the Measurement Period.
4. "Materials" is defined as the reported cost of materials used in the operation of the business during the Measurement Period.
5. "Total Direct Cost of Goods and Services Sold" is defined as the sum of Subcontractor Costs and Materials during the Measurement Period.
6. "Gross Profit" is defined as Gross Sales less Total Direct Costs of Goods and Services Sold during the Measurement Period.
7. "Disclosed Expenses" is defined as a limited selection of historical expenses incurred as disclosed in this table to this Item 19 during the Measurement Period. The franchisees may incur additional expenses depending on how they operate their franchise from a staff perspective.
8. "Advertising and Promotion" is defined as the costs associated with marketing, advertising, and promotion during the Measurement Period.
9. "Insurance Expense" is defined as the costs of insurance required for the operation of the business, including, but not limited to, general liability insurance, umbrella insurance, workers compensation insurance, professional liability, contractors, and any other insurance required in the operation of the business during the Measurement Period.
10. "Payroll Expense" is defined as the reported expenses for payroll and wages for labor used in the operation of the business during the Measurement Period.
11. "Rent, Utilities, and Trash" is defined as the costs associated with renting a facility to serve as an office and warehouse to store the inventory, equipment, and supplies, including utility costs such as power, water, gas, trash and any other utilities that service the rented facility for the operation of the business during the Measurement Period.
12. "Merchant Fees and Bank Fees" is defined as the fees associated with the merchant and bank service providers incurred by the business during the Measurement Period.
13. "Automobile Repair, Maintenance, and Other" is defined as the costs associated with the repair and

general maintenance of vehicles required in the operation of the business, as well as other maintenance items incurred in the operation of the business during the Measurement Period.

14. "Miscellaneous Expense" is defined as the costs associated with miscellaneous expenses in the operation of the business during the Measurement Period.
15. "Office Supplies" is defined as the items used by the business to run and operate the business, such as pens, paper, notebooks, envelopes, folders, tape, glue, markers, and any other related administrative expenses pertaining to office supplies incurred in the operation of the business during the Measurement Period.
16. "Dues, Subscriptions, Taxes, and Licenses" is defined as the costs of dues, subscriptions (and related software) for or related to local networking groups or other professional, business, and industry organization, as well as the costs of taxes, permits, licenses, certificates, and registrations required for the operation of the business during the Measurement Period. These costs may vary by geographic location or market circumstances.
17. "Total Disclosed Expenses" is defined as the sum of: (i) Advertising and Promotion; (ii) Insurance Expense; (iii) Payroll Expense; (iv) Rent, Utilities and Trash; (v) Merchant Fees and Bank Fees; (vi) Automobile Repair, Maintenance, and Other; (vii) Miscellaneous Expense; (viii) Office Supplies; and (ix) Dues, Subscriptions, Taxes, and Licenses during the Measurement Period.
18. "Adjusted Expenses" is defined as certain expenses not paid by our Founder during the Measurement Period, but are incurred by the Franchisee, including but not limited to the Royalty Fee, Technology Fee, Call Center Fee, Digital Management Fee and Annual Conference Fee, as described below.
19. "Royalty Fee" is defined as royalty fees paid to Franchisor. This fee was calculated based upon a royalty fee of 7.6% of Gross Revenues Collected in the operation of the business during the Measurement Period.
20. "Technology Fee" is defined as fees paid to Franchisor to cover costs associated with system network functions, updating microsities, data reporting, customer relationship management, call center interfacing software, and various software programs that the Franchisee must utilize in the operation of the franchised business.
21. "Call Center Fee" is defined as the fee charged by our ~~affiliate, HPB-Call Center~~ Designated Vendor for all Call Center Services received by the Franchisee. This fee does not include scheduled lead fees.
22. "Digital Management Fee" is defined as the fee charged by our affiliate or Designated Vendor to cover the costs of digital marketing and website management.
23. "Annual Conference Fee" is defined as the costs to attend the required annual conference held by Franchisor.
24. "Bookkeeping Fee" is defined as the fee charged by our affiliate HPB Accounting for all bookkeeping, payroll, and certain billing services received by the Franchisee.
25. "Total Adjusted Expenses" is defined as the sum of: (i) Royalty Fee; (ii) Technology Fee; (iii) Call Center Fee; (iv) Digital Management Fee; and (v) Annual Conference Fee.

26. “Total Disclosed Expenses and Adjusted Expenses” is defined as the sum of: (i) Total Disclosed Expenses; and (ii) Adjusted Expenses.
27. “Adjusted EBITDA” is defined as Gross Profit less Total Disclosed Expenses and Adjusted Expenses.
28. “Residential Fencing Services” is defined as the following fencing services provided to residential customers by the Founding Franchisee Business during the Measurement Period: (i) wood, steel, aluminum, and vinyl fencing installation services; and (ii) wood, steel, aluminum, and vinyl fencing repair and replacement services.
29. “Commercial Fencing Services” is defined as the following fencing services provided to commercial or business customers: (i) wood, steel, aluminum, and vinyl fencing installation services; (ii) wood, steel, aluminum, and vinyl fencing repair and replacement services; and (iii) other products, services and events that Franchisor may approve and modify from time to time.

**TABLE 2**

<b>January 1, 2023 to December 31, 2023</b>	
<b>Key Performance Indicators (KPIs)</b>	
Average Ticket <sup>(1)</sup>	\$ 6,035
Closing Percent <sup>(2)</sup>	33%
% of Revenue from Commercial <sup>(3)</sup>	8%
% of Revenue from Residential <sup>(4)</sup>	92%
% of Revenue from Wood Fencing <sup>(5)</sup>	67%
% of Revenue from Aluminum Fencing <sup>(6)</sup>	25%
% of Revenue from Chain Link Fencing <sup>(7)</sup>	3%
% of Revenue from Vinyl Fencing <sup>(8)</sup>	5%
Number of Sub Contractors <sup>(11)</sup>	1

**Notes:**

1. “Average Ticket” is defined as the average dollars spent per transaction performed during the Measurement Period.
2. “Closing Percent” is defined as the percentage of total estimates written that turned into invoices.

3. “% of Revenue from Commercial” is defined as the percentage of Total Revenue attributable to commercial fencing jobs performed during the Measurement Period.
4. “% of Revenue from Residential” is defined as the percentage of Total Revenue attributable to residential fencing jobs performed during the Measurement Period.
5. “% of Revenue from Wood Fencing” is defined as the percentage of Total Revenue attributable to wood fencing jobs performed during the Measurement Period.
6. “% of Revenue from Aluminum Fencing” is defined as the percentage of Total Revenue attributable to aluminum fencing jobs performed during the Measurement Period.
7. “% of Revenue from Chain Link Fencing” is defined as the percentage of Total Revenue attributable to chain link fencing jobs performed during the Measurement Period.
8. “% of Revenue from Vinyl Fencing” is defined as the percentage of Total Revenue attributable to vinyl fencing jobs performed during the Measurement Period.
9. “Full Time Sales Rep Annual Compensation” is defined as the total annual compensation paid to full time sales representatives during the Measurement Period.
10. “Part Time Sales Rep Annual Compensation” is defined as the total annual compensation paid to part time sales representatives during the Measurement Period.
11. “Number of Sub-Contractors” is defined as the total number of sub-contractors hired during the Measurement Period.

**Assumptions:**

1. The Item 19 historical financial performance representation included in this Item includes certain reported performance information reported by the Founding Franchisee Business during the Measurement Period only. It is not a representation of what you can expect to achieve in connection with the operation of a Stand Strong Fencing Business. This analysis does not contain complete information concerning the operating costs and expenses that you will incur in operating your Stand Strong Fencing Business, including, but not limited to, certain start-up costs associated with the initial expenses of starting a new business, and certain initial expenses found ~~in~~ Item 7 of this Disclosure Document, including the Initial Fee, Tuition Fee, Travel and Living Expenses while Training, Opening Package, Equipment Package, Licenses Certificates and Permits, Professional Fees, Leasehold Improvements, ~~Local Brand Optimization Fee, Creative Media Fund Marketing~~ Fee, Initial Marketing Expenditure and Local Advertising Expenditure, and Additional Funds. Start-up costs, operating costs, and expenses may vary substantially from business to business.
2. In addition to the items noted above, the above figures exclude, among other costs and expenses, payroll, payroll taxes, owner compensation/salary, healthcare, employee benefits, uniforms, office supplies, certain equipment costs associated with running your own crews, postage, travel and entertainment expenses, late fees, training fees, and other fees and expenses which you will incur as a franchisee.
3. The above figures exclude tax liabilities that you will be responsible for.
4. Interest expense, interest income, depreciation, amortization and other income or expenses will vary

substantially from business to business, depending on the amount and kind of financing you obtain to establish your Stand Strong Fencing Business. You should consult with your tax advisor regarding depreciation and amortization schedules and the period over which assets of your Stand Strong Fencing Business may be amortized or depreciated, as well as the effect, if any, of any recent or proposed tax legislation.

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

Other than the preceding financial performance representation, HPB Fencing LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such 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 Zachery Beutler at 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164 and 1 (800) 644-4894, the Federal Trade Commission, and the appropriate state regulatory agencies.

**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1: System-wide Outlets Summary For years 2021 to 2023**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	-	-	-
	2022	-	-	-
	2023	-	1*	1
Company-Owned and Affiliate-Owned	2021	-	-	-
	2022	-	-	-
	2023	-	-	-
Total Outlets	2021	-	-	-
	2022	-	-	-
	2023	-	1*	1

\* This Outlet is owned and operated by Eli Orenstein, our Founder. This Outlet operates in a geographic area containing ten (10) Protected Territories.

**Table No. 2: Transfers of Outlets from Franchisees to New Owners  
(Other than the Franchisor)  
For years 2021 to 2023**

	Year	Number of Transfers
<b>TOTAL</b>	2021	<b>0</b>
	2022	<b>0</b>
	2023	<b>0</b>

**Table No. 3: Status of Franchised Outlets For years 2021 to 2023**

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non - Renewals	Reacquired by Franchisor	Ceased Operations - Other Reasons	Outlets at End of Year
AL	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
AK	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
AZ	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
AR	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
CA	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
CO	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
CT	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
DE	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
FL	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
GA	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
HI	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
ID	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
IL	2021	-	-	-	-	-	-	

- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Merged Cells
- Split Cells

	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>IN</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>IA</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>KS</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>KY</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>LA</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>ME</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>MD</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>MA</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>MI</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>MN</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>MS</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>MO</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>MT</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-

<u>NE</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>NV</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>NH</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>NJ</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>NM</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>NY</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>NC</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>ND</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>OH</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>OK</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>OR</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>PA</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>RI</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-
<u>SC</u>	<u>2021</u>	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-

	<u>2023</u>	-	-	-	-	-	-	-	-
<u>SD</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>TN</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	1*	-	-	-	-	-	1
<u>Totals TX</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>UT</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>VT</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>VA</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>WA</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>WV</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>WI</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>WY</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-	-	-
<u>TOTAL AL</u>	<u>2021</u>	-	-	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-	-	-
	<u>2023</u>	-	1*	-	-	-	-	-	1

\*This Outlet is owned and operated by Eli Orenstein, our Founder. This Outlet operates in a geographic area containing ten (10) Protected Territories.

Table No. 4: Status of Company-Owned Outlets For years 2021 to 2023

State	Year	Outlets at Start of Year	Outlets Opened	Outlets Reacquired from Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of Year
<u>AL</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
<b>Totals</b>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>AK</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>AZ</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>AR</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>CA</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>CO</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>CT</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>DE</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>FL</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>GA</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>HI</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-
<u>ID</u>	<u>2021</u>	:-	:-	:-	:-	:-	:-
	<u>2022</u>	:-	:-	:-	:-	:-	:-

- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Split Cells
- Merged Cells
- Split Cells
- Merged Cells
- Split Cells

	<u>2023</u>	-	-	-	-	-	-
<u>IL</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>IN</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>IA</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>KS</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>KY</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>LA</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>ME</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>MD</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>MA</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>MI</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>MN</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>MS</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>MO</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>MT</u>	<u>2021</u>	-	-	-	-	-	-

	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>NE</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>NV</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>NH</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>NJ</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>NM</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>NY</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>NC</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>ND</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>OH</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>OK</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>OR</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>PA</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..
<u>RI</u>	<u>2021</u>	..	..	..	..	..	..
	<u>2022</u>	..	..	..	..	..	..
	<u>2023</u>	..	..	..	..	..	..

<u>SC</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>SD</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>TN</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>TX</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>UT</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>VT</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>VA</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>WA</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>WV</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>WI</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>WY</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-
<u>TOTAL</u>	<u>2021</u>	-	-	-	-	-	-
	<u>2022</u>	-	-	-	-	-	-
	<u>2023</u>	-	-	-	-	-	-

Table No. 5: Projected Openings as of ~~Issuance Date~~ December 31, 2023 for the 2024 Fiscal Year

State	Franchise Agreements	Projected New Franchised	Projected New Affiliate-Owned	Projected New Company-Owned
-------	----------------------	--------------------------	-------------------------------	-----------------------------

	Signed but Outlet Not Opened	Outlets in the Next Fiscal Year	Outlets in the Next Fiscal Year	Outlet in the Next Fiscal Year
AL	-	-	-	-
AK	-	-	-	-
AR	-	-	-	-
AZ	-	1	-	-
CA	-	-	-	-
CO	-1	-	-	-
CT	-	-	-	-
DE	-	-	-	-
FL	-	2	-	-
GA	-2	1	-	-
HI	-	-	-	-
ID	-	1	-	-
IL	-	-	-	-
IN	-	1	-	-
IA	-	-	-	-
KS	-1	1	-	-
KY	-	1	-	-
LA	-	-	-	-
ME	-	-	-	-
MD	-	-	-	-
MA	-	1	-	-
MI	-	1	-	-
MN	-	1	-	-
MS	-	-	-	-
MO	-	1	-	-
MT	-	-	-	-
NE	-	-	-	-
NV	-	-	-	-
NH	-	-	-	-
NJ	-	-	-	-
NM	-	-	-	-
NY	-	-	-	-
NC	-1	-	-	-
ND	-	-	-	-
OH	-	1	-	-
OK	-	-	-	-
OR	-	-	-	-
PA	-	-	-	-
RI	-	-	-	-
SC	-	1	-	-
SD	-	-	-	-
TN	-	1	-	-

Deleted Cells

<b>TX</b>	<b>-5</b>	<b>2</b>	-	-
<b>UT</b>	-	-	-	-
<b>VA</b>	-	-	-	-
<b>VT</b>	-	-	-	-
<b>WA</b>	-	-	-	-
<b>WV</b>	-	-	-	-
<b>WI</b>	-	<b>1</b>	-	-
<b>WY</b>	-	-	-	-
<b>Totals</b>	<b>-10</b>	<b>18</b>	-	-

Attached as Exhibit I are the names, addresses and telephone numbers of all franchisees as of the issuance date of this Disclosure Document. Except as provided herein, we have not had any franchisees who had a franchise terminated, cancelled and not renewed or who otherwise voluntarily or involuntarily ceased to do business under the Franchise Agreement as of the issuance date, or who has not communicated with us within 10 weeks of the issuance date of this Disclosure Document. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

During the last three fiscal years, we have not had franchisees sign confidentiality provisions that would restrict their ability to speak openly about their experience with our System. There are no trademark-specific organizations formed by our franchisees that are associated with our System.

**ITEM 21**  
**FINANCIAL STATEMENTS**

Attached as Exhibit E to this Disclosure Document is our audited financial statements as of ~~July 12~~December 31, 2023, and for the period from inception (June 9, 2023) to ~~July 12~~December 31, 2023. As we are a newly formed entity, we do not have three years of audited financial statements. Our fiscal year end is December 31.

**ITEM 22**  
**CONTRACTS**

Attached to this Disclosure Document are the following contracts and their attachments:

- Exhibit B: Franchise Agreement and Exhibits
- Exhibit C: Multi-Unit Addendum
- Exhibit D: State Specific Addenda
- Exhibit F: Sample Termination and Release Agreement
- Exhibit H: Confidentiality and Non-Disclosure Agreement
- Exhibit J: Franchisee Questionnaire/Compliance Certification

**ITEM 23**  
**RECEIPTS**

Exhibit L of this Franchise Disclosure Document contains a detachable document, in duplicate, acknowledging receipt of this Franchise Disclosure Document by a prospective franchisee. You should sign both copies of the Receipt. You should retain one signed copy for your records and return the other signed copy to HPB Fencing LLC at 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164.



**Exhibit A  
to  
HPB Fencing LLC  
Franchise Disclosure Document**

**List of State Administrators and Agents for Service of Process**

**List of State Administrators and Agents for Service of Process**

---

**LIST OF STATE ADMINISTRATORS**

**CONNECTICUT**

The Banking Commissioner  
The Department of Banking  
Securities and Business Investment Division  
260 Constitution Plaza  
Hartford, CT 06103-1800  
(860) 240-8299

**ILLINOIS**

Illinois Office of the Attorney General Franchise  
Division  
500 South Second Street  
Springfield, Illinois 62706  
(217) 782-4465

**INDIANA**

Secretary of State Franchise Section  
302 West Washington, Room E-111  
Indianapolis, Indiana 46204  
(317) 232-6681

**MICHIGAN**

Consumer Protection Division  
Attn: Franchise Section  
525 W. Ottawa Street  
G. Mennen Williams Building, 1<sup>st</sup> Floor  
Lansing, MI 48933  
(517) 373-7117

**MINNESOTA**

Minnesota Department of Commerce 857<sup>th</sup> Place  
East,  
Suite 280  
St. Paul, Minnesota 55101  
(651) 539-1500

**NORTH DAKOTA**

North Dakota Securities Department  
600 Boulevard Avenue,  
State Capitol Fifth Floor, Dept. 414  
Bismarck, North Dakota 58505-0510  
(701) 328-4712

**RHODE ISLAND**

Department of Labor and Regulation Securities  
Division  
Bldg. 69, First Floor John O. Pastore Center  
1511 Pontiac Avenue  
Cranston, Rhode Island 02920  
(401) 462-9527

**SOUTH DAKOTA**

Department of Labor and Regulation Director of  
Division of Securities  
124 E. Euclid, Suite 104  
Pierre, South Dakota 57501  
(605) 773-4823

**VIRGINIA**

Clerk of the State  
Corporation Commission  
1300 East Main Street, 1st Floor  
Richmond, Virginia 23219

**WISCONSIN**

Office of the Commissioner of Securities  
345 West Washington Avenue, Fourth Floor  
Madison, Wisconsin 53703  
(608) 261-9555

**AGENTS ~~OFF~~ SERVICE OF PROCESS**

**NORTH DAKOTA**

North Dakota Securities Department  
600 Boulevard Avenue,  
State Capitol Fifth Floor, Dept. 414  
Bismarck, North Dakota 58505-0510  
(701) 328-4712

**ILLINOIS**

Illinois Office of the Attorney General Franchise  
Division  
500 South Second Street  
Springfield, Illinois 62706  
(217) 782-4465

**INDIANA**

Secretary of State Franchise Section  
302 West Washington, Room E-111  
G. Mennen Williams Building, 1 Lansing, MI  
48933  
(517) 373-7117

**MINNESOTA**

Minnesota Department of Commerce 857<sup>th</sup> Place  
East, Suite 280  
St. Paul, Minnesota 55101  
(651) 539-1500

**CONNECTICUT**

The Banking Commissioner  
The Department of Banking  
Securities and Business Investment Division  
260 Constitution Plaza  
Hartford, CT 06103-1800  
(860) 240-8299

**VIRGINIA**

State Corporation Commission Division of  
Securities and Retail Franchising  
1300 East Main Street, 9th Floor Richmond,  
Virginia 23219  
(804) 371-9051

**RHODE ISLAND**

Department of Labor and Regulation Securities  
Division  
Bldg. 69, First Floor John O. Pastore Center  
1511 Pontiac Avenue  
Cranston, Rhode Island 02920  
(401) 462-9527

**SOUTH DAKOTA**

Department of Labor and Regulation Director of  
Division of Securities  
124 E. Euclid, Suite 104  
Pierre, South Dakota 57501  
(605) 773-4823

**WISCONSIN**

Office of the Commissioner of Securities  
345 West Washington Avenue, Fourth Floor  
Madison, Wisconsin 53703  
(608) 261-9555

**Exhibit B**  
**to**  
**HPB Fencing LLC**  
**Franchise Disclosure Document**  
**Franchise Agreement**

**Exhibit C**  
**to**  
**HPB Fencing LLC**  
**Franchise Disclosure Document**  
**Multi-Unit Addendum**

**Exhibit D**  
**to**  
**HPB Fencing LLC**  
**Franchise Disclosure Document**  
**State Specific Addenda**

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE AGREEMENT  
REQUIRED BY THE STATE OF MINNESOTA**

**The Franchise Agreement is specifically amended as follows:**

In recognition of the Minnesota Franchise Law, Minn. Stat., Chapter 80C, Sections 80C.01 through 80C.22, and the Rules and Regulations promulgated pursuant thereto by the Minnesota Commission of Securities, Minnesota Rule 2860.4400, et seq., the parties to the attached Franchise Agreement (“Agreement”) agree as follows:

With respect to franchises governed by Minnesota law, Franchisor will comply with Minn. Stat. Sec. 80C.14, Subds. 3, 4 and 5 which require, except in certain specified cases, that Franchisee be given 90 days’ notice of termination (with 60 days to cure) and 180 days’ notice of non- renewal of the Agreement.

As required by Minnesota Franchise Act, Minn. Stat. Sec. 80C.12(g), Franchisor will reimburse Franchisee for any costs incurred by Franchisee in the defense of Franchisee’s right to use the Marks, so long as Franchisee was using the Marks in the manner authorized by Franchisor, and so long as Franchisor is timely notified of the claim and is given the right to manage the defense of the claim including the right to compromise, settle or otherwise resolve the claim, and to determine whether to appeal a final determination of the claim.

With respect to franchises governed by Minnesota law, Franchisor will comply with Minn. Stat. Sec. 80C.14, Subds. 3, 4 and 5 which require, except in certain specified cases, that Franchisee be given 90 days’ notice of termination (with 60 days to cure) and 180 days’ notice of non- renewal of the Agreement.

A general release shall not relieve any person from liability imposed by the Minnesota Franchise Law, Minn. Stat., Chapter 80C, Section 80C.22.

The franchisee cannot consent to franchisor obtaining injunctive relief. The franchisor may seek injunctive relief. *See* Minn. Rule 2860.4400J. A court will determine if a bond is required.

Nothing in the Disclosure Document or Agreement can abrogate or reduce any of your rights as provided for in Minnesota Statutes 1984, Chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.

Any claims brought pursuant to the Minnesota Franchises Act, § 80C.01 et seq. must be brought within 3 years after the cause of action accrues. To the extent that any provision of the Franchise Agreement imposes a different limitations period, the provision of the Act shall control.

Any checks that are dishonored due to insufficient funds are governed by Minnesota Statute 604.113, which limits the service charge imposed on the payee of the dishonored check to a \$30 service charge. To the extent that any provision of the Franchise Agreement imposes a different service charge, Minnesota Statute 604.113 shall control.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any

other term of any document executed in connection with the franchise.

**IN WITNESS WHEREOF**, each of the undersigned hereby acknowledges having read this Amendment, understands and consents to be bound by all of its terms.

**HPB Fencing LLC**

Franchisee: \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE AGREEMENT  
REQUIRED BY THE STATE OF NORTH DAKOTA**

For franchises and franchisees subject to the North Dakota Franchise Investment Law, the following information supersedes or supplements, as the case maybe, the corresponding disclosures in the main body of the text of the HPB Fencing LLC Franchise Agreement.

1. Section 2.2.8 of the Franchise Agreement is hereby amended to provide that any provision requiring a franchisee to sign a general release upon renewal of a franchise agreement is deleted in its entirety.
2. Section 3.1 is amended as follows:

Based on our financial statements and our duties to furnish goods and services, the North Dakota Securities Commissioner requires that we defer all initial franchise fees until we have fulfilled all of our pre-opening obligations to you under the Franchise Agreement and the franchisee has commenced during business pursuant to the franchise agreement.

3. Section 17.2 of the Franchise Agreement is hereby amended to add the following language:

“Covenants not to compete such as those mentioned above are generally considered unenforceable in the State of North Dakota.”

4. Section 18.1 of the Franchise Agreement is hereby amended to add the following language:

Any provision requiring that the Franchise Agreement be construed according to the laws of a state other than North Dakota is unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law and is void. These provisions are hereby amended to provide that the Franchise Agreement is to be construed according to the laws of North Dakota.

5. Section 18.2 of the Franchise Agreement is hereby amended to add the following language:

Any provision requiring a franchisee to agree to mediation or courts outside of North Dakota has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. These provisions are amended to provide the site of mediation or litigation must be agreeable to all parties and may not be remote from the franchisee’s place of business.

6. Section 18.3 of the Franchise Agreement is hereby amended to add the following language:

Any provision requiring a franchisee to agree that arbitration or mediation disputes are to be held in Nebraska has been determined to be unfair, unjust, and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. This provision is hereby amended to provide that the site of arbitration or mediation must be agreeable to all parties and may not be remote from the franchisee’s place of business.

7. Section 18.4 of the Franchise Agreement is hereby amended to add the following language:

Any provision which designates jurisdiction or venue or requires the franchisee to agree to jurisdiction or venue in a forum outside of North Dakota is void with respect to any cause of action which is otherwise enforceable in North Dakota.

8. Section 18.9 of the Franchise Agreement is hereby amended to provide that the statute of limitations under North Dakota law will apply.

9. Section 18.10 of the Franchise Agreement are hereby amended to provide that any provision requiring a franchisee to consent to a waiver of exemplary and punitive damages is unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law and is void.
10. Section 18.11 of the Franchise Agreement is hereby amended to provide that any provision requiring a franchisee to waive his or her right to a jury trial has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law and is void.
11. Section 16.4 is hereby deleted in its entirety.
12. Section 22.8 of the Franchise Agreement is hereby amended to provide that any provision requiring a franchisee to pay all costs and expenses incurred by the franchisor in enforcing the Franchise Agreement is unfair, unjust, and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. This provision is amended to provide that the prevailing party in any enforcement action is entitled to recover all costs and expenses including attorney's fees.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

\_\_\_\_\_  
 \_\_\_\_\_  
 Franchisee Initials/Date \_\_\_\_\_ Franchisor's \_\_\_\_\_  
 \_\_\_\_\_ Franchisor's Initials/Date \_\_\_\_\_

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF INDIANA**

To the extent the Indiana Franchise Registration and Disclosure Law applies, the terms of this Addendum apply. Item 17, Additional Disclosures. The following statements are added to Item 17:

The laws of the State of Indiana supersede any provisions of the Franchise Agreement/ the other agreements or Nebraska law if such provisions are in conflict with Indiana law.

Any provision in the Franchise Agreement which designates jurisdiction or venue, or requires the Franchisee to agree to jurisdiction or venue, in a forum outside of Indiana, is deleted from any Franchise Agreement issued in the State of Indiana.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF MAINE**

**NOTICE**

1. As required by Maine law, we have secured a bond in the amount of \$30,000 issued by SureTec Insurance Company, 2103 City West Boulevard, Suite 1300, Houston, Texas 77042. Before signing a contract to purchase a business opportunity, you should check with the surety company to determine the current status of the bond.
2. Pursuant to Maine statute you have the right to avoid the contract for purchase of this business opportunity within 3 business days following the signing of the contract. You should obtain and study a copy of the law regulating the sale of business opportunities before you attempt to avoid the contract. This law is found in the Maine Revised Statutes, Title 32, section 4698.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF MINNESOTA**

In accordance with the requirements of the state of Minnesota the following disclosure should be read in conjunction with the Disclosure Document. Any inconsistency with the information contained in the Disclosure Document will be resolved in favor of this Minnesota Addendum.

1. Item 13 **Trademarks** is amended by adding the following:

As required by the Minnesota Franchise Act, Minn. Stat. Sec. 80C.12(g), we will reimburse you for any of your costs incurred in the defense of your right to use the Marks, so long as you were using the Marks in the manner authorized by us, and so long as we are timely notified of the claim and are given the right to manage the defense of the claim including the right to compromise, settle or otherwise resolve the claim, and to determine whether to appeal a final determination of the claim.

2. Item 17 **Renewal, Termination, Transfer and Dispute Resolution** is amended by adding the following:

- A. **Renewal and Termination**

With respect to franchises governed by Minnesota law, we will comply with Minn. Stat. Sec. 80C.14, Subds. 3, 4 and 5 which require, except in certain specified cases, that you be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the Agreement.

- B. **Choice of Forum**

Nothing in the Disclosure Document or Agreement can abrogate or reduce any of your rights as provided for in Minnesota Statutes 1984, Chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.

- C. **Releases**

A general release shall not relieve any person from liability imposed by the Minnesota Franchise Law, Minn. Stat., Chapter 80C, Sections 80C.22.

Any checks that are dishonored due to insufficient funds are governed by Minnesota Statute 604.113, which limits the service charge imposed on the payee of the dishonored check to a \$30 service charge. To the extent that any provision of the Franchise Disclosure Document imposes a different service charge, Minnesota Statute 604.113 shall control.

These franchises have been registered under the Minnesota Franchise Act, registration does not constitute approval, recommendation, or endorsement by the Commissioner of Commerce of Minnesota or a finding by the Commissioner that the information provided herein is true, complete, and not misleading.

The Minnesota Franchise Act makes it unlawful to offer or sell any franchise in this state which is subject to registration without first providing to the franchisee, at least 7 days prior to the execution by the prospective franchisee of any binding franchise or other agreement, or at least 7 days prior to the payment of any consideration, by the franchisee, whichever occurs first, a copy of this Disclosure Document, together with a copy of all proposed agreements relating to the franchise. This Disclosure Document contains a summary only of certain material provisions of the Franchise Agreement. The contract or agreement should be referred to for an understanding of all rights and obligations of both the franchisor and the franchisee.

© 2023 HPB FencingFoam LLC

Franchise Disclosure Document

Exhibit F to FDD

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF NORTH CAROLINA**

The State of North Carolina has not reviewed and does not approve, recommend, endorse or sponsor any business opportunity. The information contained in this disclosure has not been verified by the State. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

If the seller fails to deliver the product(s), equipment or supplies necessary to begin substantial operation of the business within 45 days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF NORTH DAKOTA**

In recognition of the requirements of the North Dakota Franchise Investment Law, N.D. Cent. Code, §§ 51-19-01 through 51-19-17, and the policies of the office of the State of North Dakota Securities Commission, the Franchise Disclosure Document for HPB Fencing LLC shall be amended by the addition of the following language:

1. Item 5 is amended by the following:

Based on our financial statements and our duties to furnish goods and services, the North Dakota Securities Commissioner requires that we defer all initial franchise fees until we have fulfilled all of our pre-opening obligations to you under the Franchise Agreement and the franchisee has commenced during business pursuant to the franchise agreement.

2. Item 17: The North Dakota Securities Commissioner has held the following to be unfair, unjust, or inequitable to North Dakota franchisees (Section 51-19-09, North Dakota Century Code (“N.D.C.C.”)):

- A. Restrictive Covenants: Franchise Disclosure Documents which disclose the existence of covenants restricting competition contrary to Section 9-08-06 N.D.C.C., without further disclosing that such covenants will be subject to this statute.
- B. Situs of Arbitration Proceedings: Franchise agreements providing that the parties must agree to mediate or arbitrate disputes at a location that is remote from the site of the franchisee's business.
- C. Restriction on Forum: Requiring North Dakota franchisees to consent to the jurisdiction of courts outside of North Dakota.
- D. Liquidated Damages and Termination Penalties: Requiring North Dakota franchisees to consent to liquidated damages or termination penalties.
- E. Applicable Laws: Franchise agreements which specify that any claims arising under the North Dakota franchise law will be governed by the laws of a state other than North Dakota.
- F. Waiver of Trial by Jury: Requiring North Dakota franchisees to consent to the waiver of a trial by jury.
- G. Waiver of Exemplary and Punitive Damages: Requiring North Dakota franchisees to consent to a waiver of exemplary and punitive damages.
- H. General Release: Requiring North Dakota franchisees to execute a general release of claims as a condition of renewal or transfer of a franchise.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This

provision supersedes any other term of any document executed in connection with the franchise.

\_\_\_\_\_  
Franchisee Initials/Date

\_\_\_\_\_  
Franchisor's Initials/Date

**ADDENDUM TO HPB FENCING LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF SOUTH CAROLINA**

The State of South Carolina has not reviewed and does not approve, recommend, endorse or sponsor any business opportunity. The information contained in this disclosure has not been verified by the State. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

If the seller fails to deliver the product, equipment or supplies necessary to begin substantial operation of the business within forty-five (45) days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**Exhibit E**  
**to**  
**HPB Fencing LLC**  
**Franchise Disclosure Document**  
**Financial Statements**

**Exhibit F**  
**to**  
**HPB Fencing LLC**  
**Franchise Disclosure Document**  
**Sample Termination and Release Agreement**

**SAMPLE TERMINATION OF FRANCHISE AGREEMENT AND RELEASE UPON TRANSFER  
TO AN AUTHORIZED FRANCHISEE**

This Termination of Franchise Agreement and Release (the "Agreement") is made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, by and between HPB Fencing LLC, a Pennsylvania limited liability company, with its principal place of business at 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164 ("Franchisor") and \_\_\_\_\_, a \_\_\_\_\_ with its principal place of business at \_\_\_\_\_ ("Transferor").

**BACKGROUND**

- A. On \_\_\_\_\_, Transferor entered into a franchise agreement (the "Franchise Agreement") with Franchisor for the right to operate a Stand Strong Fencing Business under Franchisor's proprietary marks and system (the "System") at the following approved location: \_\_\_\_\_ (the "Stand Strong Fencing Business"). Transferor has satisfied all conditions of transfer as specified in the Franchise Agreement and now desires to sell the business to \_\_\_\_\_, who has been approved by Franchisor as an authorized transferee.
- B. In order to complete Transferor's sale of the business, Transferor now desires to terminate the Franchise Agreement and all rights and obligations between the parties relating to the Franchise Agreement, and Franchisor desires to accept such termination, pursuant to the terms of this Agreement.

**AGREEMENT**

In consideration of the mutual promises and covenants contained in this Agreement, and for other good and valuable consideration, the receipt and sufficiency of which is acknowledged, and intending to be legally bound, the parties agree as follows:

1. Subject to the terms and conditions contained in this Agreement, the Franchise Agreement and all rights and obligations between Franchisor and Transferor arising from or related to the Franchise Agreement are terminated, effective as of the date of this Agreement.
2. Notwithstanding anything in this Agreement to the contrary, the parties agree that Transferor shall remain bound by all of the post-term covenants and obligations contained in the Franchise Agreement including, without limitation, those relating to Confidential Information and Non-competition.
3. Transferor represents and warrants that all of Transferor's monetary obligations to Franchisor and its subsidiaries and affiliates have been satisfied in full as of the date of this Agreement.
4. Transferor, for itself and all persons and entities claiming by, through or under it, release, acquit and forever discharge Franchisor and its present and former officers, employees, shareholders, directors, agents, servants, representatives, affiliates, successors and assigns (the "Franchisor Releasees") from all obligations, claims, debts, demands, covenants, contracts, promises, agreements, liabilities, costs, attorney's fees, actions or causes of action whatsoever, whether known or unknown, which Transferor, by itself, on behalf of, or in conjunction with any other person, persons, partnership or corporation, have, had or claim to have against the Franchisor Releasees arising out of or related to the offer, sale and operation of the business, and the parties' rights or obligations under the Franchise Agreement.
5. Excluding the indemnification obligations in the Franchise Agreement, and Transferor's obligations as in Section 2 of this Agreement, Franchisor, for itself and all persons and entities claiming by,

through or under it, releases, acquits and forever discharges Transferor and Transferor's employees, agents, servants, representatives, affiliates, successors and assigns (the "Transferor Releasees") from all obligations, claims, debts, demands, covenants, contracts, promises, agreements, liabilities, costs, attorney's fees, actions or causes of action whatsoever, whether known or unknown, which it, by itself, on behalf of, or in conjunction with any other person, persons, partnership or corporation, have, had or claim to have against the Transferor Releasees arising out of or related to the offer, sale and operation of the business, and the parties' rights or obligations under the Franchise Agreement. Specifically excepted from this release are any claims asserted against Franchisor or any of its present and former officers, employees, members, directors, agents, servants, representatives, affiliates, successors or assigns (the "Indemnified Parties") by any third party, which claims arise out of or relate to the Franchise Agreement prior to the Effective Date of this Agreement. Transferor agrees to indemnify and hold the Indemnified Parties harmless from all losses, damages, liabilities, claims, costs, expenses, or judgments, including reasonable attorneys' fees incurred in connection with such claims (in the manner prescribed in the Franchise Agreement).

6. This Agreement constitutes the entire integrated agreement of the parties with respect to the subject matter contained in this Agreement and may not be subject to any modification without the written consent of the parties.
7. This Agreement shall be construed under the laws of the Commonwealth of Pennsylvania, which laws shall control in the event of any conflict of law.
8. This Agreement shall be for the benefit of and binding upon the parties and their respective representatives, successors and assigns.
9. Each party acknowledges that the terms of this Agreement have been completely read and are fully understood and voluntarily accepted by each party, after having a reasonable opportunity to retain and confer with counsel. This Agreement is entered into after a full investigation by the parties, and the parties are not relying upon any statements or representations not embodied in this Agreement.
10. In the event that Franchisor retains the services of legal counsel to enforce the terms of this Agreement, it shall be entitled to recover all costs and expenses, including reasonable attorney's fees, incurred in enforcing the terms of this Agreement.
11. Transferor agrees that Transferor has and had a relationship with Franchisor at its offices in the State of Nebraska and that, with the exception of Franchisor's right to seek injunctive relief in any appropriate jurisdiction, any action by or against Franchisor arising out of or relating to this Agreement shall be commenced and concluded in the Commonwealth of Pennsylvania pursuant to the mediation, arbitration, venue, and jurisdiction provisions of the Franchise Agreement.
12. This Agreement may be executed in multiple counterparts by the various parties and the failure to have the signatures of all parties on a single Agreement shall not affect the validity or enforceability of any part of this Agreement against any party who executes any counterpart of the Agreement. Executed facsimile copies of this Agreement shall be deemed to be effective as original signatures.

**I HAVE READ THE ABOVE AGREEMENT AND UNDERSTAND ITS TERMS. I WOULD NOT SIGN THIS AGREEMENT IF I DID NOT UNDERSTAND AND AGREE TO BE BOUND BY ITS TERMS.**

**HPB FENCING LLC**

By: \_\_\_\_\_

**FRANCHISEE**

By: \_\_\_\_\_

**Exhibit G**  
**to**  
**HPB Fencing LLC**  
**Franchise Disclosure Document**  
**Operations Manual Table of Contents**

Stand Strong Fencing TOC: ~~09/22/2023~~–~~29503/27/2024~~ 412 pages

**Section A: Introduction # Pages: 1840**

WELCOME LETTER

STAND STRONG FENCING MISSION STATEMENT

HISTORY OF STAND STRONG FENCING

FRANCHISE ONBOARDING PROCESS

SERVICES PROVIDED TO STAND STRONG FENCING FRANCHISEES

- Advertising Materials & Sales Aids
- Approved Suppliers
- Corporate Website
- Sample Form Agreements
- Franchise Advisory Council
- Ongoing Training & Support
- On-Site Assistance
- Operations Manual
- Pre-Launch Training
- Protected Marketing Territory
- Use of Trademarks

RESPONSIBILITIES AS AN STAND STRONG FENCING FRANCHISEE

- Responsibilities to Customers
- Responsibilities to Your Crews
- Responsibilities to Your Fellow Franchisees
- Responsibilities to the Franchisor

PAYING OTHER FEES

- Accounting Service Fee
- Administrative Fee
- Audit
- Annual Conference Fee
- Attorney's Fees & Cost
- ~~Brand Fund Contribution~~
- Call Center Fee
- CRM Fee
- Creative Media Fund Fee
- Digital Management Fee
- Indemnification
- Initial Training
- Late Payment
- Local Brand Optimization Fee (First Year)
- Local Advertising Deficiency
- Microsoft License Fee
- Outstanding Account Receivable Fee
- Post-Termination or Post-Expiration Expenses
- Renewal
- Royalty Fee
- Software Updates
- Technology Fee
- ~~Microsoft License Fee~~

- Transfer Fee

**Section B: Pre-Launch Procedures # Pages: ~~688~~5**

PRE-LAUNCH CHECKLIST

ESTABLISHMENT OF BUSINESS

- Business Structure
  - Traction
    - ~~VTO~~
    - ~~Level 10~~
    - ~~Proven Process~~
      - EOS
- Overview of Entity Choices
- Org Charts
- Naming the Entity
- Obtaining your Employer Identification Number
- Obtaining your Business License

SECURING A LOCATION

- Site Criteria
  - Home-Based Business
  - Physical Location Requirements
- Market Analysis
- Gaining Site Acceptance

REQUIRED EQUIPMENT & SUPPLIES LIST

VEHICLE SPECIFICATIONS

SIGNAGE & LOGO SPECIFICATIONS

- Business Cards
- Letterhead
- Signage Requirements
  - Door Hangers
  - Yard Signs

ACCOUNTING/BOOKKEEPING

OPENING BANK ACCOUNTS

~~ACCOUNTING/BOOKKEEPING~~

~~OPENING BANK ACCOUNTS~~

CALL CENTER

FENCE FLOW

~~ZEE RECRUIT~~

~~ZEE RECRUIT~~

OPERATIONAL ACCOUNT SET-UPS

- ~~Whip Around (optional)~~
- ~~Nice Job~~
- ~~GoGPS (Optional)~~

SUPPLIER/~~VENDOR~~ ACCOUNT SET-UP

SUBCONTRACTOR HIRING ~~TOOLS/RECRUITING~~

SUBCONTRACTOR INSURANCE REQUIREMENTS

PRE-LAUNCH MARKET ~~RESOURCES-RESEARCH~~

LICENSING/PERMITS

OFFICE SET-UP

- Business Phone Number

- Email Set-Up
- Ordering Business Cards/Promo Materials/Apparel
- Utilities
- Office Furniture/Supplies

PROCURING REQUIRED INSURANCE

MARKETING SET-UP

- Pre-Launch Marketing
- Website Set-Up
- ~~Paid Lead Services Account~~ [Google Business Profile \(GBP\)](#) Set-Up
- Online Directories Account Set-Up
- Organic Social Media Account Set-Up
- ~~Google Business Profile (GBP)~~ [Paid Lead Services Account](#) Set-Up
- Local Search Set-Up

PAYING TAXES

- Federal Taxes
- State Taxes
- Sales & Usage Tax

OSHA COMPLIANCE

- OSHA Requirements
- Small Business Employers
- Contact Information

STAND STRONG FENCING UNIVERSITY

SCHEDULE INITIAL TRAINING

- Initial Training Outlines
- On-Site Training Outlines
- Alternate Training Outline
- [On-Site Training Post Launch](#)

**Section C: Human Resources # Pages: ~~69~~35**

HELPFUL LINKS/RESOURCES

EEOC GUIDELINES FOR HIRING EMPLOYEES

WAGE AND LABOR LAWS

- Fair Labor Standards Act
- What the FLSA Requires
- FLSA Minimum Wage Poster
- Other Mandatory Labor Law Posters

LAWS REGARDING HARRASSMENT

- Sexual Harassment
- Racial and Ethnic Harassment
- Pregnancy Discrimination
- Religious Accommodation

IMMIGRATION REFORM/CONTROL ACT

AMERICANS WITH DISABILITIES ACT

PROFILE OF THE IDEAL STAND STRONG FENCING CREW MEMBER

JOB DESCRIPTIONS

- General Manager
- Office Coordinator
- Finance Manager

- Operations Manager
- Sales Consultant
- Bookkeeper/AR Specialist

#### **JOB DESCRIPTIONS**

- ~~General Manager~~
- ~~Office Coordinator~~
- ~~A/R Specialist~~
- ~~Finance Manager~~
- ~~Sales Manager~~
- ~~Project Manager~~
- ~~Operations Manager~~
- ~~Quality Assurance Manager~~

#### **RECRUITING EMPLOYEES**

- Generating Applicants
- Screening Applicants

#### **THE INTERVIEW PROCESS**

- Interview Overview
  - EEOC Pre-Employment
  - Do's & Don'ts
- Reference Check Procedure
- Job Offer

#### **NEW EMPLOYEE ORIENTATION & TRAINING**

- New Hire Paperwork
- Orientation Process
- Training
- Ongoing Training
- Performance Management
- Onboarding Process
- Offboarding Process

#### **TRAINING OUTLINES**

#### **PAYROLL**

- Subcontractor
- Commissions Payments

#### **TRAINING OUTLINES**

#### **UNIFORM/DRESS CODE**

#### **EXPENSES**

### **Section D: Estimating & Sales Procedures # Pages: ~~40~~125**

#### **PREPARING FOR SALES ACTIVITIES**

- ~~Stand Strong Fencing's Competitive Advantage~~
- Prepare for the Customer
- ~~THE Approaching the Jobsite~~
- ~~Stand Strong Fencing Competitive Advantage~~

#### **SALES PLAN**

#### **ORGANIC LEAD GENERATION STRATEGY**

- B2B: Realtors, Builders, & Pool Companies
- Networking

#### **CANVASSING**

#### **NETWORK BUILDER**

PRICING JOBS  
FINANCING  
QUALITY CONTROL CHECKS

**QUALITY CONTROL CHECKS**

**Section E: Office Procedures: # Pages: 4079**

SUGGESTED HOURS OF OPERATION  
CUSTOMER SERVICE

- Customer Service Philosophy
- Gathering Feedback
- Handling Customer Complaints
- Workmanship Warranty
- Product Warranty

CRM TRAINING DECKS

- Managing Customer Files & Estimates
  - How to locate customer files
  - Creating a customer profile
  - Editing a customer profile
  - Converting an estimate to a job
  - Confirming Appointments
  - Scheduling a home consultation
  - Scheduling a job/install
  - Scheduling a repair/service call
  - Rescheduling a cancelled appointment
  - Rescheduling multiple jobs at once
  - Booking a follow-up visit
  - Placing a job on hold
  - Cancelling a job
  - Setting up business for SMS or MMS
- Invoicing Procedures
  - Accepting Payments
  - Offering a discount or adding a fee
  - Processing a refund
  - Sending individual invoices
  - Setting up your state/local tax structure

INVENTORY MANAGEMENT

- Using Approved Suppliers
- Changing Approved Suppliers
- Ordering Procedures
- Receiving Procedures
- Physical Inventory Counts
- Bookkeeping
- Collections

OPERATIONAL FRANCHISE REPORTING

FRANCHISE REPORTING REQUIREMENTS

- Royalty Payments
- Required Reports
- Electronic Funds Transfer (EFT)

OFFICE MAINTENANCE  
VEHICLE MAINTENANCE  
VEHICLE SET-UP  
JOB SITE SAFETY  
SAFETY PROCEDURES

- Safety Rules
- Accident Reporting & Investigation
- Worker's Compensation Issues
- Fire Safety
- Chemical Safety
- Safe Lifting
- Ladder Safety
- Fall Protection
- PPE (Personal Protective Equipment)

**Section G: Product Knowledge # Pages: 3015**

PRODUCT KNOWLEDGE

- ~~Vendor Partnerships~~
- Fence Hardware
- Wood Fence
- Ornamental (Aluminum or Steel)
- Vinyl
- Staining & Restoration

EQUIPMENT BASICS

~~SAFETY EQUIPMENT (PPE)~~

TROUBLESHOOTING

**Section H: Marketing # Pages: 3015**

ESTABLISH & DEVELOP A MARKETING PLAN

- 14/30/60/90/120

INSIDER

MARKETING WITHIN YOUR TERRITORY

- Home Shows
- Direct Mail
- Door Hangers
- Print
- Building Referral Relationships

LEAD GENERATION

- Paid Leads
- Local Search Leads
- ~~Organic Leads~~
- ~~BBB: Better Business Bureau~~

SOCIAL MEDIA

PUBLIC RELATIONS/COMMUNITY INVOLVEMENT

REQUIRED ADVERTISING EXPENSES

- ~~Initial Launch Advertising Plan~~
- ~~Brand Development Fund~~
- ~~Local Marketing Requirement~~

OBTAINING ADVERTISING APPROVAL

**APPENDIX # Pages: 12**

Forms and Samples

- Accident-Incident Reporting Form
- Site Acceptance Form
- Change of Supplier Request Form
- Employee Warning Sample
- Interview Report Sample
- Drug testing Consent Sample
- Employee Corrective Action Sample
- Employee Emergency Contact Sample
- Employee Status Change Sample
- Performance Review Sample

**Exhibit H  
to  
HPB Fencing LLC  
Franchise Disclosure Document  
Confidentiality and Non-Disclosure Agreement**

**CONFIDENTIALITY AND NONDISCLOSURE AGREEMENT**

I \_\_\_\_\_, in consideration of the approval by HPB FENCING LLC (“Franchisor”) to review certain confidential information including, without limitation, certain price lists, manuals and/or other information relating to the operation of a Stand Strong Fencing franchise (“Confidential Information”) before completing my contemplated purchase of such franchise, hereby agree to maintain the confidentiality of all such Confidential Information in recognition that such information is confidential and is divulged only to Stand Strong Fencing franchisees. If I am unable to consummate the contemplated purchase of the Stand Strong Fencing franchise or to otherwise become a Stand Strong Fencing franchisee, I shall not disclose any of this information to any other person. I further represent and warrant that I shall not use such information in any other capacity except as an authorized Stand Strong Fencing franchisee. I hereby acknowledge that I shall not reproduce any of the Confidential Information being entrusted to me today, nor shall I make any oral or written notes regarding any of the information contained therein.

I acknowledge and agree that disclosure or unauthorized use of any of the Confidential Information presented to me is likely to cause Franchisor or an affiliate of Franchisor immediate and irreparable harm, which is not compensable in money damages. I hereby consent, in the event of my unauthorized use or disclosure of such Confidential Information, to the entry of injunctive relief in favor of Franchisor or an affiliate of Franchisor, including temporary restraining orders and preliminary injunctions, without the requirement of bond, under the usual equity rules.

**I HAVE READ THE ABOVE CONFIDENTIALITY AGREEMENT AND UNDERSTAND ITS TERMS. I WOULD NOT SIGN THIS AGREEMENT IF I DID NOT UNDERSTAND IT AND AGREE TO BE BOUND BY ITS TERMS.**

Dated: \_\_\_\_\_  
Signature \_\_\_\_\_

\_\_\_\_\_  
Printed Name \_\_\_\_\_

**Exhibit I**  
to  
**HPB Fencing LLC**  
**Franchise Disclosure Document**

~~**List of Franchisees and Franchisees That Have Left the System in the Past Fiscal Year**~~

**LIST OF CURRENT FRANCHISED LOCATIONS OF THE ISSUANCE DATE**

The names of all current operational franchisees and the address and telephone number of each of their locations as of the issuance date of this disclosure document.

Name	Address	Location	Territories	Phone
Eli Orenstein	242 W. Main Street, #383, Hendersonville, TN 37075	Nashville, TN	499	615-431-1511
<u>Megan York</u>	<u>Granbury, TX</u>	<u>Fort Worth, TX</u>	<u>3</u>	<u>817-612-4688</u>
<u>Jason Falco</u>	<u>Morrison, CO</u>	<u>Denver, CO</u>	<u>3</u>	<u>720-523-1233</u>

**LIST OF FRANCHISES WHO HAVE SIGNED FRANCHISE AGREEMENTS BUT ARE NOT OPEN AS OF THE ISSUANCE DATE**

Name	Location	Territories	Email
<u>Jesse Seay &amp; James Seay</u>	<u>Dallas, TX</u>	<u>3</u>	<u>JeSeay@standstrongfencing.com</u> <u>JSeay@standstrongfencing.com</u>
<u>Patrick McMillin &amp; Kelley McMillin</u>	<u>Kansas City, KS</u>	<u>3</u>	<u>PMcMillin@standstrongfencing.com;</u> <u>KMcMillin@standstrongfencing.com</u>
<u>Puneet Gulati</u>	<u>Raleigh, NC</u>	<u>3</u>	<u>PGulati@standstrongfencing.com</u>
<u>Donald Rarick &amp; Kelly Rarick</u>	<u>Austin, TX</u>	<u>3</u>	<u>DRarick@standstrongfencing.com;</u> <u>KRarick@standstrongfencing.com</u>
<u>Benjamin Fogler</u>	<u>Dallas, TX</u>	<u>4</u>	<u>BFogler@standstrongfencing.com</u>
<u>Kennon Keiser &amp; Ansley Weatherford-Keiser</u>	<u>Hartwell, GA</u>	<u>5</u>	<u>KKeiser@standstrongfencing.com</u> <u>AKeiser@standstrongfencing.com</u>
<u>Saul Reyes &amp; Liz Reyes</u>	<u>Frisco, TX</u>	<u>3</u>	<u>SReyes@standstrongfencing.com;</u> <u>LReyes@standstrongfencing.com</u>
<u>Zachary Hunter &amp; Mallory Hunter</u>	<u>Atlanta, GA</u>	<u>5</u>	<u>ZHunter@standstrongfencing.com;</u> <u>MHunter@standstrongfencing.com</u>

<a href="#">Warren Clark</a>	<a href="#">Atlanta, GA</a>	<a href="#">4</a>	<a href="#">WClark@standstrongfencing.com</a>
<a href="#">Steven Mills</a>	<a href="#">The Woodlands, TX</a>	<a href="#">4</a>	<a href="#">SMills@standstrongfencing.com</a>
<a href="#">Geoffrey &amp; Gina Campbell</a>	<a href="#">Argyle, TX</a>	<a href="#">3</a>	<a href="#">GeCampbell@standstrongfencing.com</a> <a href="#">GCampbell@standstrongfencing.com</a>
<a href="#">Christian &amp; Sanela Joest</a>	<a href="#">Mendham, NJ</a>	<a href="#">4</a>	<a href="#">CJoest@standstrongfencing.com</a> <a href="#">SJoest@standstrongfencing.com</a>
<a href="#">Preston &amp; Jennica Hicks</a>	<a href="#">Provo, UT</a>	<a href="#">3</a>	<a href="#">PHicks@standstrongfencing.com</a> <a href="#">JHicks@standstrongfencing.com</a>
<a href="#">Justin Whittaker</a>	<a href="#">Salt Lake City, UT</a>	<a href="#">3</a>	<a href="#">JWhittaker@standstrongfencing.com</a>
<a href="#">Pete Pitsikoulis &amp; Matthew Halbreich</a>	<a href="#">Lake Norman, NC</a>	<a href="#">4</a>	<a href="#">PPitsikoulis@standstrongfencing.com</a> <a href="#">MHalbreich@standstrongfencing.com</a>
<a href="#">Tanner Kay</a>	<a href="#">Layton, UT</a>	<a href="#">3</a>	<a href="#">TKay@standstrongfencing.com</a>
<a href="#">Joseph &amp; Amanda Chapman</a>	<a href="#">South Fort Worth, TX</a>	<a href="#">4</a>	<a href="#">JChapman@standstrongfencing.com</a> <a href="#">AChapman@standstrongfencing.com</a>
<a href="#">Brennan Coburn</a>	<a href="#">Salt Lake City, UT</a>	<a href="#">3</a>	<a href="#">BCoburn@standstrongfencing.com</a>
<a href="#">Manoj &amp; Sheetal Kokle</a>	<a href="#">Plano, TX</a>	<a href="#">4</a>	<a href="#">MKokle@standstrongfencing.com</a> <a href="#">SKokle@standstrongfencing.com</a>
<a href="#">Paul Kwiatkowski</a>	<a href="#">Charlotte, NC</a>	<a href="#">4</a>	<a href="#">PKwiatkowski@standstrongfencing.com</a>
<a href="#">Douglas Smiions</a>	<a href="#">Houston, TX</a>	<a href="#">5</a>	<a href="#">DSimmons@standstrongfencing.com</a>
<a href="#">Mark Herbic</a>	<a href="#">Highlands Ranch, CO</a>	<a href="#">4</a>	<a href="#">Mherbic@standstrongfencing.com</a>

**No franchisees have signed a franchise agreement but are not open as of the issuance date of this disclosure document.**

**Franchisees That Have Left the System in the Past Fiscal Year**

**FRANCHISEES THAT HAVE LEFT THE SYSTEM IN THE PAST FISCAL YEAR**

**No franchisees have left the system as of the issuance date of this disclosure document.**

-  
**Exhibit J**  
to  
**HPB Fencing LLC**  
**Franchise Disclosure Document**  
**Franchisee Questionnaire/Compliance Certification**

---

**HPB FENCING LLC**

**FRANCHISEE AFFIRMATIONS AND ACKNOWLEDGEMENTS QUESTIONNAIRE**

As you know, HPB Fencing LLC (“we”, “us”, “Stand Strong Fencing” or “Franchisor”), and you are preparing to enter into a Franchise Agreement for the operation of a Stand Strong Fencing franchise (a “Franchised Business”). The purposes of this Questionnaire are to: (i) fact find for internal purposes; (ii) confirm you are making an informed investment decision; (iii) determine whether any statements or promises were made to you that we have not authorized or that may be untrue, inaccurate, or misleading. Please review each of the following questions carefully and provide honest and complete responses to each question. You cannot sign or date this Questionnaire the same day as the Receipt for the Franchise Disclosure Document, but you must sign and date it the same day you sign the Franchise Agreement and pay your franchise fee.

1. Have you received and personally reviewed the Franchise Agreement and each exhibit or schedule attached to the Franchise Agreement you intend to enter into with us?

Yes/No: \_\_\_\_\_

2. Do you understand that this Questionnaire pertains and relates to each and every Franchise Agreement you intend to enter into with us?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Have you received and personally reviewed the Franchise Disclosure Document we provided?

Yes/No: \_\_\_\_\_

4. Did you sign a receipt for the Disclosure Document indicating the date you received it?

Yes/No: \_\_\_\_\_

5. Did you read and do you understand the information contained in the Disclosure Document?

Yes/No: \_\_\_\_\_

If “No,” what parts of the Disclosure Document do you not understand?

\_\_\_\_\_  
\_\_\_\_\_

---

6. Did you read and do you understand the Franchise Agreement and your obligations under the Franchise Agreement?

Yes/No: \_\_\_\_\_

If “No,” what parts of the Franchise Agreement do you not understand?

---

---

---

7. Have you reviewed the Disclosure Document and Franchise Agreement with a lawyer, accountant or other professional advisor and discussed the benefits and risks of operating a Franchised Business with these professional advisor(s)?

Yes/No: \_\_\_\_\_

8. Do you understand the success or failure of your Franchised Business will depend in large part upon your skills, abilities and efforts and those of the persons you employ, as well as many factors beyond your control such as weather, competition, interest rates, the economy, inflation, labor and supply costs, lease terms and the marketplace?

Yes/No: \_\_\_\_\_

If “No,” what parts of this do you not understand?

---

---

---

9. Do you understand that the territory protection you are granted under the Franchise Agreement is limited and that we have reserved certain rights to engage in certain activities in your Protected Territory under the Franchise Agreement?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

---

---

---

10. Do you understand we and our affiliates retain the exclusive unrestricted right to engage, directly or through others, in the providing of services under our mark or other marks, at any location outside your Protected Territory, regardless of how close these activities are to your Protected Territory?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. Do you understand that the Franchisor first began offering franchises in 2023 and that the Stand Strong Fencing franchise system is a newly launched franchise system with limited operating history?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12. Do you understand all disputes or claims you may have arising out of or relating to the Franchise Agreement must be mediated and arbitrated in Bucks County, Pennsylvania?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13. Do you understand the Franchise Agreement limits the amount and type of damages you can recover, and that you are not entitled to any punitive, consequential or other special damages?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

\_\_\_\_\_

---

---

14. Do you understand the sole entity or person against whom you may bring a claim under the Franchise Agreement is HPB Fencing LLC?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

---

---

---

15. Do you understand all persons whose names appear on the Franchise Agreement must successfully complete the appropriate initial training program(s) before we will allow the Franchised Business to open or consent to a transfer of that Franchised Business?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

---

---

---

16. Do you understand that we require you to successfully complete certain initial training program(s) and if you do not successfully complete the applicable training program(s) to our satisfaction, we may terminate your Franchise Agreement?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

---

---

---

17. Do you understand we do not have to sell you a franchise or additional franchises or consent to your purchase of existing franchises?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

---

---

---

18. Do you understand that we will send written notices, as required by your Franchise Agreement, to either your Franchised Business or home address until you designate a different address by sending written notice to us?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

---

---

---

19. Do you understand that we will not approve your purchase of a Franchised Business, or we may immediately terminate your Franchise Agreement, if we are prohibited from doing business with you under any anti-terrorism law enacted by the United States Government?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

---

---

---

20. Is it true that no broker, employee or other person speaking on our behalf made any statement or promise regarding the costs involved in operating a Franchised Business that is not contained in the Disclosure Document or that is contrary to, or different from, the information contained in the Disclosure Document?

Yes/No: \_\_\_\_\_

If “No,” please describe the nature of the statements and by whom they were made by?

---

---

---

21. Is it true that no broker, employee or other person speaking on our behalf made any statement or promise regarding the actual, average or projected profits or earnings, the likelihood of success, the amount of money you may earn, or the total amount of revenue a Franchised Business will generate, that is not contained in the Disclosure Document or that is contrary to, or different from, the information contained in the Disclosure Document?

Yes/No: \_\_\_\_\_

If "No," please describe the nature of the statements and by whom they were made by?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

22. Is it true that no broker, employee or other person speaking on our behalf made any statement or promise or agreement, other than those matters addressed in your Franchise Agreement concerning advertising, marketing, media support, marketing penetration, training, support service or assistance that is contrary to, or different from, the information contained in the Disclosure Document?

Yes/No: \_\_\_\_\_

If "No," please describe the nature of the statements and by whom they were made by?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

23. Is it true that no broker, employee or other person providing services to you on our behalf has solicited or accepted any loan, gratuity, bribe, gift or any other payment in money, property or services from you in connection with a Franchised Business purchase with exception of those payments or loans provided in the Disclosure Document?

Yes/No: \_\_\_\_\_

If "No," please describe the nature of the statements and by whom they were made by?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

24. Do you understand that the Item 19 financial performance disclosure contained in Item 19 of the Disclosure Document is not a representation of what you can expect to achieve in connection with the operation of a Franchised Business?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

---

---

---

25. Do you understand that you will control and are entirely responsible for all employment related matters in connection with the operation of your Franchised Business and that we are not responsible for, and do not control, directly or indirectly, your employment practices or your employees?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

---

---

---

26. Did you receive the Franchise Disclosure Document at least fourteen (14) days before you completed and signed this Questionnaire?

Yes/No: \_\_\_\_\_

27. Did you receive the Franchise Agreement at least seven (7) days before you completed and signed this Questionnaire?

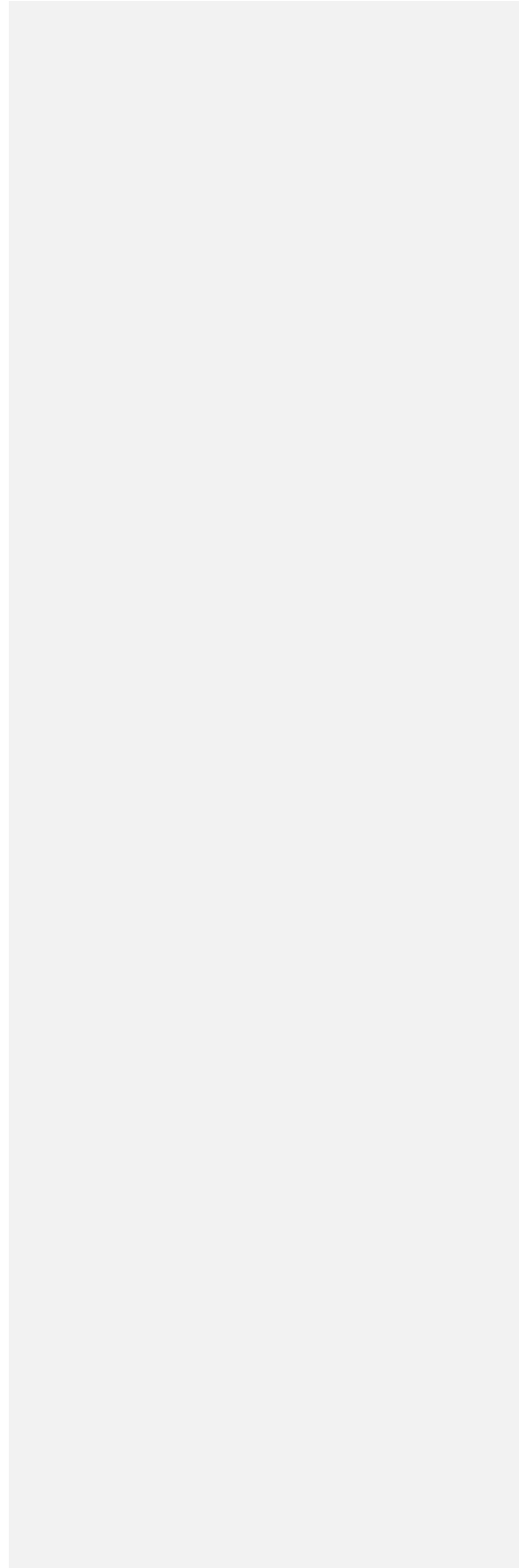
Yes/No: \_\_\_\_\_

**If any Illinois, Indiana, Michigan, Minnesota, North Dakota, Rhode Island, South Dakota, Virginia or Wisconsin franchisee completes this Questionnaire, it is adjusted or determined to be against the public policy of Illinois, Indiana, Michigan, Minnesota, North Dakota, Rhode Island, South Dakota, Virginia or Wisconsin, such Questionnaire will be considered void and unenforceable, and HPB FENCING LLC will disregard and will not rely on this Questionnaire as a disclaimer, release, or otherwise defense, in any claim made pursuant to or under the relevant state anti-fraud or anti-waiver statutes, rules, regulations, or similar applicable laws.**

**YOU UNDERSTAND THAT YOUR ANSWERS ARE IMPORTANT TO US AND THAT WE WILL RELY ON THEM. BY SIGNING THIS QUESTIONNAIRE, YOU ARE REPRESENTING THAT YOU HAVE CONSIDERED EACH QUESTION CAREFULLY AND RESPONDED TRUTHFULLY TO THE ABOVE QUESTIONS.**

\_\_\_\_\_  
Franchisee, individually

Dated: \_\_\_\_\_  
  
\_\_\_\_\_



**Exhibit K  
To  
HPB Fencing LLC  
Franchise Disclosure Document**

**STATE EFFECTIVE DATES**

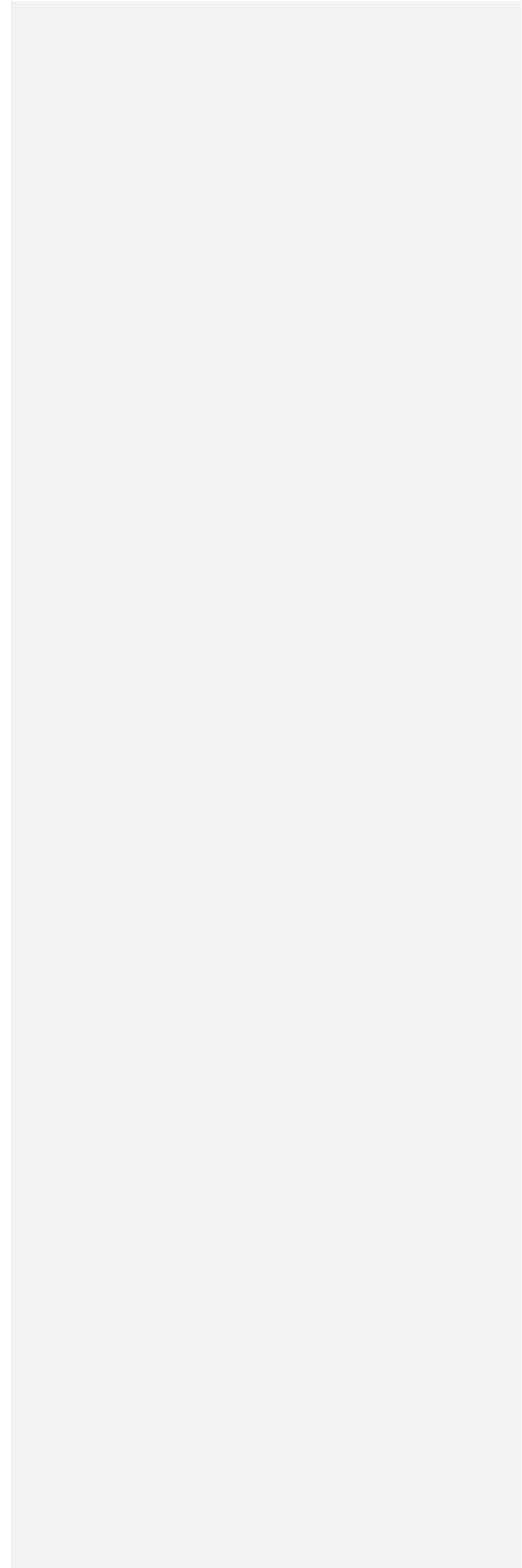
The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the states, or be exempt from registration: California, Florida, Hawaii, Illinois, Indiana, Kentucky, Maryland, Michigan, Minnesota, Nebraska, New York, North Dakota, Rhode Island, South Dakota, Texas, Utah, 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	STATUS
CALIFORNIA	Not Registered
FLORIDA	Exempt
HAWAII	Not Registered
ILLINOIS	Pending Registration
INDIANA	<del>Pending- Registration</del> Registered
KENTUCKY	<del>Pending-Registration</del> Registered
MARYLAND	Not Registered
MICHIGAN	<del>Pending- Registration</del> Registered
MINNESOTA	Pending Registration
NEBRASKA	Exempt
NEW YORK	Not Registered
NORTH DAKOTA	Pending Registration
RHODE ISLAND	Pending Registration
SOUTH DAKOTA	<del>Pending- Registration</del> Registered
TEXAS	<del>Pending- Registration</del> Registered
UTAH	<del>Pending- Registration</del> Registered
VIRGINIA	Pending Registration
WASHINGTON	Not Registered
WISCONSIN	Registered

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.

**Exhibit L**  
**to**  
**HPB Fencing LLC**  
**Franchise Disclosure Document**  
**Receipts**



### RECEIPTS (OUR COPY)

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 HPB Fencing LLC 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.

If HPB Fencing 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 law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the state administrator identified in Exhibit A of this Franchise Disclosure Document. A list of franchisor's agents registered to receive service of process is listed as Exhibit A to this Franchise Disclosure Document.

Issue date: ~~October 3, 2023~~ April 26, 2024

I have received a Franchise Disclosure Document with an issue date of ~~October 3, 2023~~ April 26, 2024, which included the following Exhibits:

- |  |  |
|--|--|
| A – List of State Administrators and Agents for Service of Process | G – Operations Manual Table of Contents  |
| B – Franchise Agreement  | H – Confidentiality and Non-Disclosure Agreement   |
| C – Multi-Unit Addendum  | I – List of Franchisees and Franchisees That Have <del>Left the System in the Past Fiscal Year</del>     |
| D – State Specific Addenda   | <del>Left the System in the Past Fiscal Year</del> J – Franchisee Questionnaire/Compliance Certification |
| E – Financial Statements   | K – State Effective Dates Page   |
| F – Sample Termination and Release Agreement                       | L -Receipt   |

The franchise seller(s) for this offering is/are as follows: Josh Skolnick, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164; Zachery Beutler, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164; SVHB Marketing LLC d/b/a Horsepower Brands, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164.

If an Individual:

By: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

If a Business Entity:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name of Entity: \_\_\_\_\_

Address: \_\_\_\_\_

**RECEIPTS (KEEP THIS COPY)**

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 HPB Fencing LLC 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.

If HPB Fencing 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 law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the state administrator identified in Exhibit A of this Franchise Disclosure Document. A list of franchisor’s agents registered to receive service of process is listed as Exhibit A to this Franchise Disclosure Document.

Issue date: ~~October 3, 2023~~ April 26, 2024

I have received a Franchise Disclosure Document with an issue date of ~~October 3, 2023~~ April 26, 2024, which included the following Exhibits:

- |  |  |
|--|--|
| A – List of State Administrators and Agents for Service of Process | G – Operations Manual Table of Contents  |
| B – Franchise Agreement  | H – Confidentiality and Non-Disclosure Agreement   |
| C – Multi-Unit Addendum  | I – List of Franchisees and Franchisees That Have <del>Left the System in the Past Fiscal Year</del>     |
| D – State Specific Addenda   | <del>Left the System in the Past Fiscal Year</del> J – Franchisee Questionnaire/Compliance Certification |
| E – Financial Statements   | K – State Effective Dates Page   |
| F – Sample Termination and Release Agreement                       | L -Receipt   |

The franchise seller(s) for this offering is/are as follows: Josh Skolnick, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164; Zachery Beutler, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164; SVHB Marketing LLC d/b/a Horsepower Brands, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164.

If an Individual:

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Date: \_\_\_\_\_

If a Business Entity:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Name of Entity: \_\_\_\_\_  
Address: \_\_\_\_\_