

Special Risks to Consider About *This Franchise*

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

1. **Out-of-State Dispute Resolution.** The Area Representative Agreement requires you to resolve disputes with the franchisor by mediation, arbitration and/or litigation only in Virginia. 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 Virginia than in your own state.

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. **Limited-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.

4. **Financial Condition.** The franchisor's financial condition, as reflected in its financial statements (see Item 21), calls into question the franchisor's financial ability to provide services and support to you.

5. **Minimum Development Schedule.** The Area Representative Agreement requires an area representative to ensure that a minimum number of franchises are opened and continue operating in the franchised territory according to a schedule that is part of the Area Representative Agreement. Failure to open or maintain the minimum number of franchises required under the development schedule may result in termination of your development of unsold units.

6. **Unregistered Trademark.** The primary trademark that you will use in your business is not federally registered. If the franchisor's right to use this trademark in your area is challenged, you may have to identify your business and its products or services with a name that differs from that used by other franchisees or the franchisor. This change can be expensive and may reduce brand recognition of the products or services you offer.

Certain states may require other risks to be highlighted. Check the "State Specific Addenda" (if any) to see whether your state requires other risks to be highlighted.

account, or obtain or use any domain name for your Area Representative Business, without first obtaining our written approval. You are also not allowed to utilize any other email other than the email provided by us in the provision of services under the Area Representative Agreement or to facilitate any efforts to find, solicit, and recruit Candidates. (Area Representative Agreement, Section 12.5)

Advertising Council. We do not have an advertising council.

Advertising Cooperative. You are not required to participate in a local or regional advertising cooperative.

Computer Systems:

Computer Equipment and Software. You will need internet access and a computer with video conference capabilities. We may also require you to purchase software such as Microsoft Office, sales lead management software (HubSpot), a Zoom Professional Account, Sales Msg (messaging platform), calendaring software, or other software we may specify in the future. Your costs will vary depending on whether you already have these items and the type of computer you purchase. Depending on what you already have, these items can typically be purchased for \$21,000 - \$21,500. Software subscriptions will be approximately \$300 a month.

Neither we nor our affiliates or any third party have any obligation to provide ongoing maintenance, repairs, upgrades or updates. You must maintain your computer systems in good working order and must replace, update or upgrade your hardware systems as we require. The estimated annual cost of optional or required maintenance, updating, upgrading, or support contracts to your computer systems is \$500 - \$1,000.

Independent Access to Information. We ~~reserve the right to~~ can have independent access to the information that will be generated or stored in your computer system. You will store prospect, financial, and operational information in your computer systems. There are no contractual limitations on our right to access the information. (Area Representative Agreement, Section 14.4).

Area Representative Operations Manual:

Exhibit H contains the Table of Contents to the Area Representative Operations Manual (“AR Manual”). The AR Manual contains 15 pages.

TRAINING PROGRAM

Area Representative Training

Subject	Hours of Classroom Training	Hours of on-the-job Training	Location
The Area Representative Mission & Guardrails	1	0	(Note 1)

Subject	Hours of Classroom Training	Hours of on-the-job Training	Location
The WholePM System: Non-Negotiables	1	0	
Franchisee Onboarding Oversight	1	0	
Performance Monitoring & Core KPIs	1	0	
Coaching Franchisees (Not Managing Them)	1	0	
Brand Standards & Compliance Enforcement	1	0	
Owner Experience & Reputation Protection	1	0	
Conflict Resolution & Escalation Management	1	0	
Growth Enablement Without Operational Breakdown	1	0	
Territory & Franchisee Portfolio Management	1	0	
Total	10	0	-


Subject	Hours of Classroom Training	Hours of on-the-job Training	Location
Introduction	.5	0	(Note 1)
Area Representative Role & Responsibilities	1	0	
Top 10 Guide	1		
Territory Development & Market Management	1	0	
Franchise Development & Recruitment	1	0	
Training, Launch, and Field Support	1	0	
Operational Oversight & Compliance	1	0	
Financial Management & Performance Review	1	0	
Post-Training Action Plan	.5		
Total	8	0	-

Unit Training

Except as disclosed above, neither we nor an affiliate operates, franchises, or has plans to operate or franchise a business under a different trademark in which such business sells or will sell goods or services similar to those you will offer, but we can do so.

ITEM 13. TRADEMARKS

The Area Representative Agreement licenses to you the right to use the following principal trademarks (“Marks”) registered or applied for with the U.S. Patent and Trademark Office (“USPTO”):

Mark	Principal or Supplemental Register of the USPTO	Serial/Registration Number	Registration Date
<p align="center">WHOLE PROPERTY MANAGEMENT</p>	<p align="center">Principal</p>	<p align="center">8093635</p>	<p align="center">January 6, 2026</p>
	<p align="center"><u>N/A</u></p>	<p align="center"><u>N/A</u></p>	<p align="center"><u>N/A</u></p>

We do not have a federal registration for our principal trademark. Therefore, our trademark does not have 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 have filed all required affidavits and renewals for registered Marks.

There are currently no effective determinations of the USPTO, the Trademark Trial and Appeal Board, or any state trademark administrator or any court; or any pending infringement, opposition, or cancellation proceeding in which we unsuccessfully sought to prevent registration of a trademark in order to protect a trademark licensed by us. There is no pending material federal or state court litigation regarding our use or ownership rights in the Marks.

There are no currently effective agreements that significantly limit our rights to use or license the use of our trademarks listed in this section.

If you learn of any claim against you for alleged infringement, unfair competition, or similar claims about the Marks, you must promptly notify us in writing. We are not required to take affirmative action when notified of these uses or claims.