

Christmas Decor, Inc. (CDI) Franchise Awarding Process



We are pleased to introduce you to the Christmas Decor Franchise System. This overview is meant to provide you with a better understanding of the franchise awarding process. Once your “*Request for Consideration*” is submitted, the awarding process will take approximately **four weeks**. Your Franchise Recruitment Specialist will be available to any questions you may have regarding the process. Thank you for your interest in **Christmas Decor!**



STEP 1. Complete a “**Request For Franchise Consideration**”

This will help us to determine what resources and experience you have available to apply to the Christmas Decor business. This will provide insight on possible location and size of a protected residential service territory that will be designed for you. Once you have submitted your “*Request for Consideration*” your Recruitment Specialist may call you for clarification. Projected market potential and production capabilities will be assessed. Your Franchise Recruitment Specialist will then evaluate your resources and the geographic region of interest. Some market areas may already have an existing franchisee and are, therefore, not available. An authorized credit check will take place at this time.

We must have your completed credit application to further evaluate your request for a Christmas Decor Franchise



STEP 2. Once the Request For Consideration is received and you have consulted with your Franchise Recruitment Specialist, you will be sent the following items:

A. The **Christmas Decor Information Packet/DVD** which includes:

- An Earnings Claim
- What the Franchise System Includes
- Testimonials from Existing Franchises
- Brochure detailing franchise system benefits
- A list of all Franchises

B. The Franchise Disclosure Document (FDD). This document outlines, in detail, the responsibilities and requirements for both Christmas Decor and you. The franchise agreement included at the back of the FDD is the contract that will initiate our business relationship when and if that decision is made by both parties. FTC regulations require that this be in your possession for a minimum of fourteen (14) calendar days (Ten (10) business days in select states) prior to your signing.



STEP 3. A “Decision Day” will be established.

A specific date will be established to finalize the Franchise Agreement. The Franchise will be either paid in full or an “Option” agreement will be established to hold the territory. This gives you a pre-determined timetable on the length of the process and expectations.



STEP 4. Formal Territory Design and a Business Model will be created by your Franchise Recruitment Specialist. A protected residential service area that matches your applicable resources will be presented. Once this is completed, the Franchise Recruiter will contact you to go over the Business Model and designed territory map.



STEP 5. Once the formal territory is agreed upon, you will have the first of two interviews. The first will be Glenn Lewis, Executive Vice President of Franchise Operations. The second interview will be conducted by one of the three principals of the company, Blake Smith, Kevin York or Curtis Hogan. A face-to-face interview may take place at a “Discovery Day” event in lieu of the phone interview with one of the principal owners. This gives both of us an opportunity to get to know one another and find common

goals and values important for building a strong long-term business relationship. This process may take from a few days to over a week depending on the time of the year, the volume of requests, and the complexity of the information.



STEP 6. Once the interviews are completed and you have been awarded a Christmas Decor franchise, your Franchise Recruitment Specialist will work with you to fill out any additional paperwork and take care of any necessary fees to complete the transaction. **Fees are collected either by ACH, Certified Check, or Wire Transfer.**



STEP 7. You will be introduced to the Franchise Relations Manager, who will outline your “Sure Start” program, and assign your Quick Start Training date.



STEP 8. When the process is complete, you will be contacted by the Franchise Operations Team to welcome you to the Christmas Decor Inc. franchise system and confirm the initial “Quick Start Training.”



Final note. In order for Christmas Decor Inc. to make final evaluations before awarding a Christmas Decor franchise, we must have the following items:

 **Forms provided by CDI & Returned by you:**

- The Signed and dated FDD receipt
- Owner's Current Financial Statements/Net Worth
- Current Ownership Pledge
- Christmas Decor Franchise Awarding Final Checklist
- Authorization for ACH Debit
- Option Agreement, if necessary.
- Signed Map
- Signed Development Schedule
- Signed Franchise Closing Questionnaire

 **Additional Paperwork or Information needed from you:**

- Last two (2) Tax Returns from your current business, if applicable
- Proof of Liability Insurance
- Articles of Incorporation/Certificate of Partnership
- Bank name, address, phone number, routing number and account number to process ACH

We thank you for your interest in our exciting business – **Christmas Decor!**



Blake Smith, President
Christmas Decor, Inc.