

From: [Scott Steele](#)
To: [NASAA Comments](#)
Cc: [Theresa Leets](#); bill.beatty@dfi.wa.gov; [Erin Houston](#)
Subject: [EXTERNAL]NASAA Seeks Public Comment on Proposed NASAA Model Franchise Broker Registration Act
Date: Wednesday, June 12, 2024 11:57:27 PM
Attachments: [Premier Martial Arts Unit Economics Presentation May2020_584368394_813340286.xlsx](#)
[Premier Martial Arts Intro Deck Spring_2019_963465858.pdf](#)

I am in full support of tighter regulations against franchise brokers like Franchise FastLane. Right now it is like the wild west. I was completely misled into purchasing four territories for Premier Martial Arts which ended up costing me well over \$600,000 in direct damages and indirect damages totaling in the millions. This is in addition to years of stress and financial anguish for myself and my family. I am one of about ~200 who was induced into signing franchising agreements over false information which totalled over 700 territories in less than two years. This has financially ruined hard working families across the country who were sold a bag of lies which include the following. A few attachments cover some of the lies including this video: https://www.youtube.com/watch?v=90JN7Os2y_0

- 1) Over 40%+ profit margins
- 2) Semi Absentee
- 3) Proven business model

Thanks,
Scott Steele
913-244-3429

**EMPOWERING LIVES
THROUGH MARTIAL ARTS**



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THE FRANCHISE OPPORTUNITY

01



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OUR VISION

POSITIVELY IMPACTING OUR COMMUNITIES BY ENRICHING & EMPOWERING LIVES

- Focused on teaching children lessons of success such as; focus, discipline, respect, confidence, goal setting and leadership.
- Help them become good citizens, achieve high grades in school, getting good physical exercise, and obtaining the goal of reaching Black Belt.
- Multiple revenue streams and curriculums – Premier is a simple, repeatable business that is a benefit to parents, the community, and provides a strong ROIs for the owners.





BUSINESS BENEFITS

- Low start up, small footprint, simple buildout
- Low overhead with a strong return on investment
- 1 instructor to 24 students at one time
- 1 full time and 1 part time employee is all you need
- Shortened working hours/days
- Backed by a franchisor with a proven track record of 30+ years and over 75 locations already in 24 states
- Many proven curriculums and multiple revenue streams
- All support and marketing systems are in place



BARRY VAN OVER

FRANCHISING THE MARTIAL ARTS

THE WAVE OF THE

FUTURE

Knoxville, Tennessee's Barry Van Over went from the hills of Appalachia to the forefront of the 21st-century martial arts revolution. Franchising is his dynamic vision for the future of martial arts.



BARRY VAN OVER STARTED IN MARTIAL ARTS WHEN HE WAS NINE!

Master Van Over, an 8th degree Black Belt and founder of Premier Martial Arts, has been in the martial arts industry for over 30 years.

- Opened his first martial arts school in Tennessee, and expanded to 5 schools statewide with over 1200 students.
- Before Premier was formed he owned and operated one of the most successful martial arts industry consulting companies ever, called Martial Arts Management Group.
- In 2004, Mr. Van Over founded Premier Martial Arts, and has since grown the company into one of the largest martial arts organizations.

We offer classes in a range of disciplines — from courses designed specifically for physical fitness to classes in Karate, Krav Maga, Kickboxing and Taekwondo — making it one of the most diverse martial arts training programs in the country.



As a school-owner and martial arts instructor, Mr. Van Over saw first-hand the value of creating education programs for young children.

- The ABC's of Success
- Bully Proof
- Kid Safe

Specifically for the martial arts industry to present in local public and private schools. Instructors around the country utilized these programs to educate teachers, parents and families about the value of the martial arts education and training.

The programs were a runaway success and resulted in martial arts studios around the country signing up record numbers of new students.



Mr. Van Over has been a keynote speaker and board of director member for many martial arts organizations like National Association of Professional Martial Artists (NAMPA) and the Martial Arts Industry Association (MAIA).

Today, Mr. Van Over spends all of his time mentoring and leading his Premier Martial Arts franchise owners, hosting business and system courses for PMA staff and instructors in the United States, Canada, and England.

AWARDS & RECOGNITION

19x in a row recipient of Martial Arts Industry Association's Mark of Excellence the top martial arts studios in the US issued by the Martial Arts



KEY SUCCESSSES

- Currently owns 5 martial arts schools
- 30+ years professionally teaching martial arts
- Has coached well over 1,000 martial arts schools and tens of thousands of students since 2002
- If you call 10 martial arts schools in the U.S. 7 of them will know of Barry and his consulting
- Premier Martial Arts has more successful locations in the martial arts industry than any other concept available
- Barry is most proud of the success his school owners have had and the lives they can live



LEADERSHIP AND FRANCHISE DEVELOPMENT TEAM

BARRY VAN OVER

Founder and CEO



MYLES BAKER

Vice President



BOBBY BRENNAN

Vice President of
Franchise Development



BRENT SEEBOHM

Director of Franchise
Development



EVERY GENERATION RENEWS THE POPULARITY OF MARTIAL ARTS

1970s

Bruce Lee & Kung Fu culture emerges as mainstream

1990s

Teenage Mutant Ninja Turtles & Power Rangers win large audiences

2010s

UFC rises as one of the fastest-growing and most popular sports

1980s

The Karate Kid and Chuck Norris become a cultural phenomenon

2000s

Superhero movies featuring martial arts emerge as popular Hollywood films



OUR HISTORY

1st commercial martial arts school, quickly grew to 600 students

1989

Barry became a guest speaker & columnist for the Martial Arts Industry Assoc. He has been a keynote speaker at their MAIA event for 20 straight years

1999

Premier Martial Arts International was formed and started selling the license opportunity

32 PMA schools were awarded the first month.

2004

Barry formed his own Martial Arts Consulting company & has consulted over 1,000 martial arts schools

2006

Converted nearly 70 U.S. locations from a license to a franchise 100% of licensees agreed to convert to a franchise!

2018

Began offering Premier Martial Arts through the U.S. as a franchise and plans on growing to several hundred United States and International locations

2019



1998

Designed educational programs of the ABC of success, Kids Safe, Bully Proof, etc. and began teaching them in Public Schools.

2002

Barry hired as the VP for United Professionals Inc. - Consulting other schools on how to grow their businesses

2005

Premier opens it first international schools in England and Canada

2012

Grew Premier license program to over 50 licensed locations.



TOP REASONS TO BE AN OWNER

We Emphasize Financial Performance

A unique in the \$4 billion industry with focus on maximizing profitability, with ongoing coaching to help our franchisees meet their goals.



Empower More Students Of All Ages

We teach thousands of students on a daily basis, beginning at the age of 3 and all the way up to senior citizens. Our curriculum emphasizes life-lessons, as well as self defense and fitness, providing a well-rounded approach to martial arts.

A Franchise Serious About Branding And Marketing

One of the only martial arts franchise systems that has developed the professional branding necessary to build brand awareness. Our expertise in branding allows us to help our franchisees market effectively in their communities.

Premier Martial Arts Is In Rapid Growth Mode

In 2018, 100% of Premier Martial Arts owners agreed to convert from a license model to a franchise model. Showing the franchisees have full confidence in home office. Now, with 90 franchise locations worldwide, PMA is poised for fast growth and long-term success.



COMMITMENT TO
EXCELLENCE
AND CONTINUED
IMPROVEMENT &
EDUCATION



WHAT MAKES US DIFFERENT?

- Fully-automated customer recruitment program
- Proven marketing and sales system
- Multiple revenue streams
- Fully-integrated CRM software with billing, POS, management and marketing capabilities
- Regional owner and staff training events to support your growth in all areas
- PMA operations website with complete business systems, marketing, curriculum and member management training modules
- Two weekly Q&A teleconferences, one for marketing and one for management
- Bi-weekly management meetings
- Private Facebook networking group for owners and instructors
- Ongoing continuous FREE consulting on demand



WHERE WE FIT IN / WHAT WE OFFER

ENRICHING AND EMPOWERING THE LIVES OF CHILDREN AND FAMILIES THROUGH MARTIAL ARTS

Imagine if a child learned respect, courtesy and discipline martial arts teaches. The world would be a different place.

- Complete an ongoing training for owners and staff to ensure quality operations
- Our marketing and enrollment procedures produce continuous cashflow
- Financed memberships provide strong monthly A/R
- Upgrade membership sales allow for continuing membership sales within current client base
- Built-in merchandise sales with every program purchase
- Belt testing, events, and birthday parties allow for great add-on revenue



OUR BRAND POSITIONING

**CHARACTER
DEVELOPMENT**



FITNESS



**SELF
DEFENSE**



LEADERSHIP



OUR STUDENTS' NEEDS

Adults for themselves:


Self Defense | Fitness | Social Connection

Parents for kids:

Physical Activity | Character Development | Skills for Self Defense

Kids want:

To Have Fun



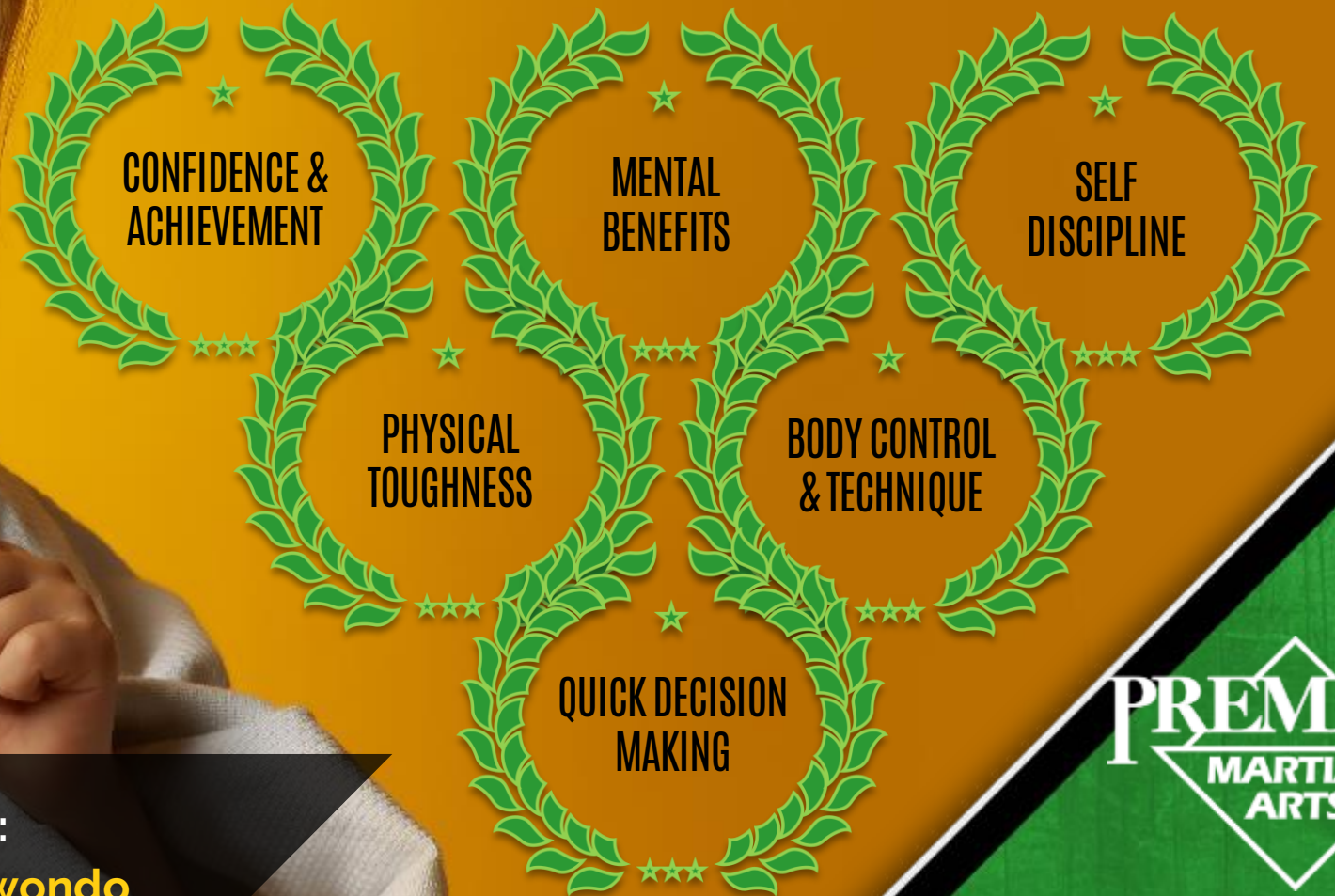
“Parents will let kids quit sports, but they are reluctant to allow their kids to quit martial arts that build character and teach life skills.”





BUILDING CHARACTER IN KIDS

Kids Gain



Premier Martial Arts teaches through:
Kickboxing, Krav Maga, Karate, Taekwondo



BUILDING CHARACTER IN KIDS

Secondary Curriculums

BULLY PROOF

KARATE THROUGH
CONCENTRATION

KIDS SAFE &
STRANGER DANGER

SUMMER CAMPS

Progress through: **Belt Achievement**



WHY DO PARENTS ENROLL THEIR CHILDREN
IN MARTIAL ARTS SCHOOLS?

SELF DEFENSE Self Confidence
SELF DISCIPLINE
Respect **FITNESS**



BUILDING CHARACTER IN KIDS



STUDENT CREED

I will develop myself in a positive manner and avoid anything that would reduce my mental growth or my physical health.



YOU'RE INVITED!


CHILDREN'S BEGINNER MARTIAL ARTS WORKSHOP

PREMIER MARTIAL ARTS INVITES YOU TO:

- Take your first lesson!
- Receive a FREE official martial arts uniform!
- Earn your first karate belt!
- Break real boards in front of your parents!

CALL OR TEXT CODE TO 95577 TO CONFIRM YOUR CHILD'S ATTENDANCE!

DATE & TIME



(123) 456-7890
123 Your Street | Your City, State & Zip
www.YourWebsite.com

YOU'RE INVITED! **CHILDREN'S BEGINNER MARTIAL ARTS WORKSHOP** **FREE EVENT!**



PREMIER MARTIAL ARTS INVITES YOU TO:

- ◆ Take your first lesson
- ◆ Receive a FREE official martial arts uniform
- ◆ Earn your first karate belt
- ◆ Break real boards in front of your parents




ATTITUDE IS A LITTLE THING THAT MAKES A BIG DIFFERENCE BETWEEN SUCCESS AND FAILURE



www.PremierMartialArts.com





THE GREATEST RETENTION TOOL OF ANY SPORT OR ACTIVITY

- **White belt** – Begin with a white belt
- **Yellow belt** – 3 months
- **Orange belt** – 3 months
- **Purple belt** – 3 months
- **Blue belt** – 3 months
- **Green belt** – 3 months
- **Brown 1** – 3 months
- **Brown 2** – 3 months
- **Red 1** – 3 months
- **Red 2** – 3 months
- **Black belt candidate belt** – 6 months
- **1st degree black belt** – 2 years
- **2nd degree black belt** – 3 years
- **3rd degree black belt** – 4 years
- **4th degree black belt** – 5 years

IT TAKES 3 YEARS TO
GET A BLACK BELT



HOW IT WORKS

TYPES OF CLASSES

Broken down by age rank

- 3-4 years old
- 5-7 years old
- 8-12 years old
- Teens
- Adults

All learning the same curriculum broken down by what class they are in.



We Sell Programs In:

- 6 or 12 month Basic Memberships:
- Teaches the basic skills of martial arts
- Requires minimal time and equipment

Black Belt Training Program:

- 36 month curriculum/commitment

Premier Training Program Advanced Curriculum

(not included in the Item 19):

- 36 month curriculum/commitment
- Higher-level training
- Demo competition teams – traveling to competitions

Leadership Program (not included in the Item 19):

- 18 month curriculum/commitment
- Once a week above and beyond regular curriculum
- Teaching leadership skills

Certified Instructor Training (CIT)

(not included in the Item 19):

- Anyone who wants to become an instructor



STANDARD SCHEDULE

	Mon	Tue	Wed	Thu	Fri	Sat
Lil Champs All Ranks . 5 - 7 yrs	3:30 pm 6:15 pm	3:30 pm 5:15 pm	3:30 pm 6:15 pm	3:30 pm 5:15 pm		
PMA KIDZ All Ranks . 8 - 12 yrs	4:15 pm 7:00 pm	4:15 pm 7:00 pm	4:15 pm 7:00 pm	4:15 pm 7:00 pm	Added Classes Birthday Parties Other Events	
Teens and Adults	8:00pm	8:00pm	8:00pm	8:00pm		

There will be a **1 hour break every day** with no classes either 5pm-6pm or 6p-7pm for the manager to do **introductory procedures and upgrade conferences**

REMINDERS

- Arrive 5 minutes before class and enter class on time!
- Pick up attendance cards!
- Place gear bag with your clothes and shoes in it neatly under your parents' chair in the lobby.



REVENUE

All year long:

- Memberships
- Merchandise
- Equipment/Gear

Summer Camps

Continue your regular schedule and you also offer additional summer camps if you choose. These are week-long day camps from 10am – 3pm with themed weeks.

5 Income Generator Programs

- Cash Payment
- Account Receivables
- Merchandise Payments
- Events: Birthdays, Guest Instructors, etc.
- Testing



EXAMPLE CLASS COSTS & REVENUE

	Down Payment	Monthly Payment	If Paid In Full		Equipment Package
Basic Program	\$195	\$137	\$850 6 months	\$1,495 12 months	\$129
Black Belt Training Program	\$295	\$165	\$4,995		\$295
Premier Training Program	\$395	\$192	\$5,995		\$349



ITEM 7 & ITEM 19

TOTAL INVESTMENT FOR ONE LOCATION: \$143,048 – \$209,448

RANGE	LOW	BASELINE	HIGH
Annual Gross Revenue	\$ 218,106	\$ 317,723	\$ 455,377
Operating Expenses	\$ 141,367	\$ 165,451	\$ 239,559
Selected Net Profit	\$ 76,739	\$ 152,272	\$ 215,818
Selected Net Profit Percentage	35.2%	47.9%	48.0%

HIGHLIGHTS

- Above based upon open just 4 partial days weekly
- Several additional revenue streams for Fri-Sun & mornings
- Simple, quick buildout – 1,200 to 1,600 square feet
- Just 1 ½ employees needed



GROWTH OPPORTUNITY & TRENDS



THE MARTIAL ARTS
INDUSTRY
IS VALUED AT
\$4 BILLION



KEY METRICS FOR SUCCESS

- Online marketing
- Student retention
- Paid In Fulls
- Following the process and executing the system
- Local Store Marketing (LSM)
- Community involvement
- Continuing education
- Plugging into regular owner support network
- Internal/External marketing



FRANCHISE SUPPORT

05



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John Liles

March 30 at 4:17 PM

PMA off the chain! Today's Grad, pack house and started and finished in 1:10 hours

PMA Owners and Operators

Closed group

About

Discussion

Chats

Announcements

Members

Events

Videos

Photos

Files

Recommendations

Search this group



Myles Baker

Admin · 5 hrs

Dial-in Number: United States (515) 739-1020

Access Code: 519495

After our QandA we will discuss potential adjustments for your 2nd Quarter!



12

Seen by 94

Like

Comment

PMA OWNERS & OPERATORS FACEBOOK PAGE

PMA has the most collaborative group of franchisees I've ever seen.

Myles Baker,
Vice President of Operations

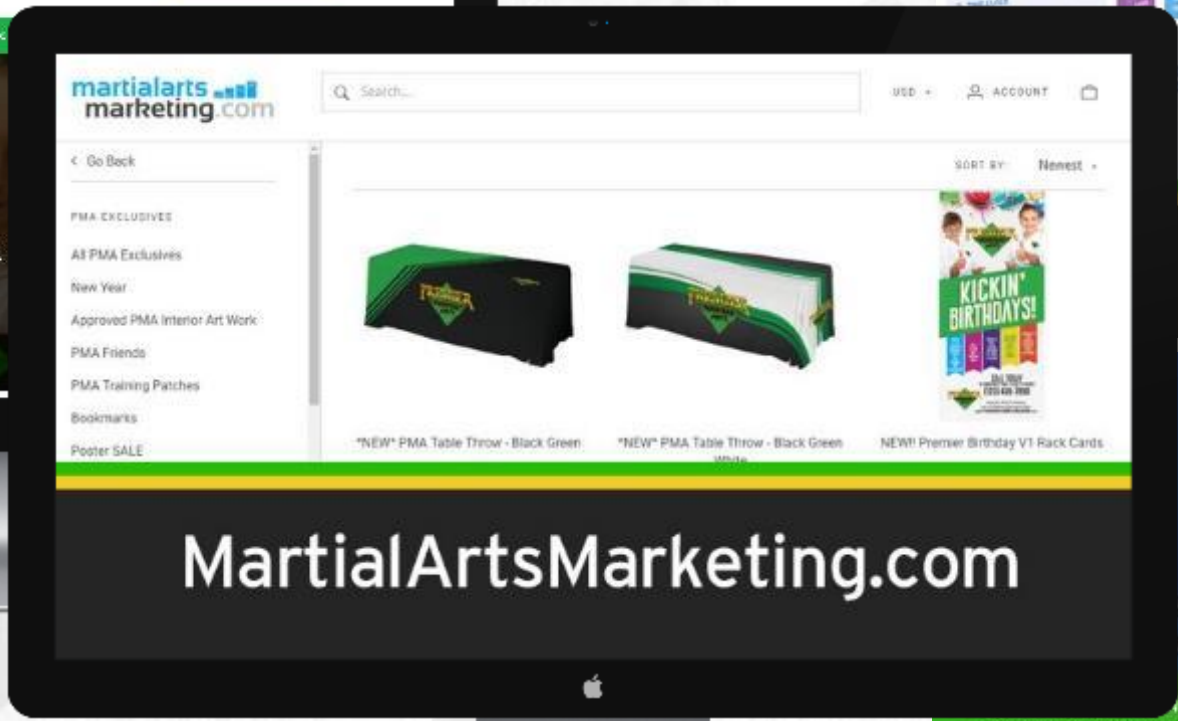


Barry Van Over and 37 others

PREMIER

PREMIER

SEVERAL WEBSITES TO SUPPORT FRANCHISEES

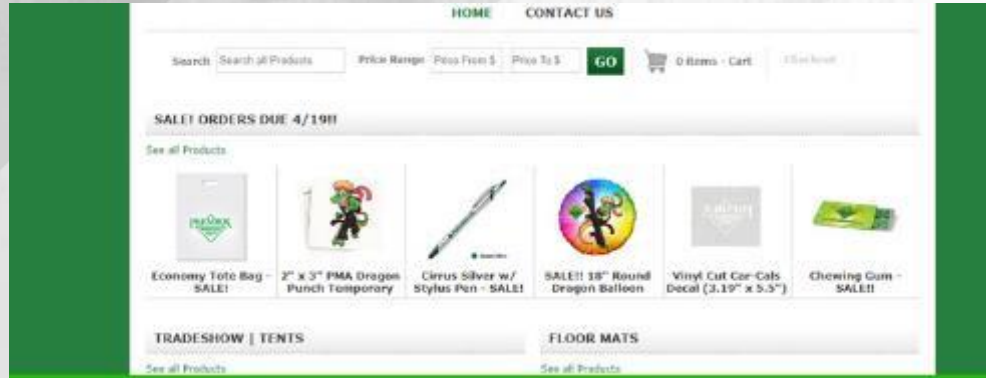


StudioPro



PremierKidzFoundation

SEVERAL WEBSITES TO SUPPORT FRANCHISEES



PmaPromo.com



PmaFriends.com



PmaGrandOpening.com



PmaFreeGift.com

TIMELINE TO OPEN

60-90 days from lease execution

5



GRAND
OPENING

3

12 weeks prior to opening, begin pre-opening marketing

1

Start opening checklist

Set up a schedule of follow-up consulting calls

4

14-12 weeks from opening, attend staff training

2



BLACK BELT MARKETING

The more you use our complete marketing systems, the more successful you will be.

Pre-sales Through Grand Opening

Introductory Offer

9 of 9 Marketing Strategy



12 TO 8 WEEKS OUT **GRAND OPENING**

ENJOY A MONTH-TO-MONTH MEMBERSHIP

Stop anytime—No commitment to continue!

~~\$195.00~~ **\$0 DOWN PAYMENT**

~~9.8%~~ **0% SERVICE CHARGE**

~~\$137.50~~ **ONLY \$99 PER MONTH**

Begin your membership with one month of tuition, a one-time \$17 rate reservation fee & receive a FREE EQUIPMENT PACKAGE!

TODAY, SAVE \$806.00

PROVEN GRAND OPENING CAMPAIGN
Early Cash Flow!



INTRODUCTORY COURSE SPECIAL

\$39 INTRODUCTORY OFFER

Two private one-on-one lessons and a FREE official uniform valued at \$69.

Continuous Marketing:

- The web lead gives their name, phone number and interest.
- That information is sent to the local franchisee.
- While the digital marketing continues to market to the lead.
- Franchisee can continue to call the prospect and if they sell the introductory offer to the lead then the revenue is kept by the franchisee.

PREMIER
MARTIAL ARTS

KARATE
KRAV MAGA
KICKBOXING
BRAZILIAN
JIU-JITSU

INTRODUCTORY SPECIAL! ONLY \$39.99

INCLUDES
2 PRIVATE
LESSONS AND
OFFICIAL
MARTIAL ARTS
UNIFORM!

CALL TODAY
TO SCHEDULE YOUR FIRST LESSON
(123) 456-7890

Maryville
2020 W. Broadway
Next to the Bedstore/Sylvan Learning Center
www.PremierMartialArtsMaryville.com

PREMIER
MARTIAL ARTS



PREMIER
MARTIAL ARTS

DIGITAL MARKETING FLOWCHART

You Tube



Instagram

WEBSITE

90F9

STUDIO PRO

EMAIL FUNNEL

GIVE

GIVE

ASK

SALES PAGE WITH DISCOUNT



90F9

The **nine marketing actions** a franchisee should spend 90% of their time and money on to get 90% of their results.

- 1 Website – SEO
- 2 Google Ad Words
- 3 Email Marketing
- 4 Social Media
- 5 Community Presentations
- 6 Promotional Booths
- 7 Birthday Parties
- 8 B2B
- 9 PMA Referral Program

Managed by the PMA home office. A franchise partner currently pays \$1,000 - \$1,500 a month for this as part of the required local marketing spend.

Schools, Boy Scouts, Church, Gyms, Businesses, Sports Groups anywhere you can be in front of a group of people



MARKETING COLLATERAL

- Online Digital Marketing Program complete with website, ad words, social media, re-targeting and automated email marketing
- Structured professional direct mail campaigns
- Community outreach methods
- Lead generation processes

- B2B Program
- Community events and birthday parties
- Referral programs



WISHING YOU A
SPEEDY RECOVERY!



DON'T WAIT TO SEE
KICKING AGAIN!

PREMIER
MARTIAL
ARTS

REFERRALS

PMA FRIENDS

REFER FRIENDS / GET REWARDS

SHOUT IT OUT LOUD!

REVIEW & RECEIVE!

NEW YEAR NEW YOU!

PREMIER MARTIAL ARTS

INTRODUCTORY SPECIAL!

INCLUDES 2 PRIVATE LESSONS AND OFFICIAL MARTIAL ARTS UNIFORM!

KARATE
KRAV MAGA
KICKBOXING
BRAZILIAN JIU JITSU

CALL TODAY!
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123 Your Street | Your City, State & Zip
www.YourWebsite.com

PREMIER MARTIAL ARTS



PROMOTIONAL EVENTS

PREMIER
MARTIAL ARTS

BACK TO SCHOOL SPECIAL!

MARTIAL ARTS
IS THE
NUMBER ONE
ACTIVITY TO
TEACH KIDS
FOCUS
CONCENTRATION
DISCIPLINE

2 PRIVATE LESSONS & OFFICIAL MARTIAL ARTS UNIFORM!
ONLY \$29.95 FREE BACKPACK TO THE FIRST 30 RESPONDENTS!

CALL TODAY
TO SCHEDULE YOUR FIRST LESSON!
(123) 456-7890
123 YOUR STREET, YOUR CITY, STATE & ZIP
WWW.YOURWEBSITE.COM

PREMIER
MARTIAL ARTS





BIRTHDAY PARTIES

KICKIN' BIRTHDAYS!

- ENJOY 1-1/2 HOURS OF MARTIAL ARTS FUN, ENERGY, AND EXCITEMENT!
- BE A BLACK BELT FOR THE DAY!
- BREAK A REAL BOARD IN FRONT OF YOUR FRIENDS!
- CUT YOUR BIRTHDAY CAKE WITH A REAL SWORD!
- RECEIVE A FREE OFFICIAL MARTIAL ARTS UNIFORM!

CALL TODAY TO SCHEDULE YOUR CHILD'S PARTY!
(123) 456-7890

Maryville | 2020 W. Broadway
 Next to the Bedstore/Sylvan Learning Center
www.PremierMartialArtsMaryville.com

KICK-TASTICI!

YOU ARE



MARKETING AT YOUR FINGERTIPS



3:30

Search Groups

James Cox PMA Owners and Operators
Yesterday at 10:32 PM

Look what we just got all from the new digital marketing and all in just the last 2 days!!!
SO READY TO CRUSH IT!
7 leads with 2 purchases and 2 scheduled

10:16

All Inboxes

- PREMIER MARTIAL ARTS (NO R... 3:16 PM) New Hot Lead - PremierMartialArts.com Name: Donald Taylor Lesson Type: Kids Martial Arts Phone Number: (325) 864-7...
- Premier Martial Arts (NO R... 3:16 PM) New submission from Schedule Your 1st... Choose Your Lesson Time Lesson ID: c4a0193b5-ec2-e811-8104-000d3a136...
- James Cox 3:16 PM Appointment Confirmation Thank you for scheduling! Thank you for scheduling! We look forward to seeing yo...
- Premier Martial Arts (NO R... 3:16 PM) New submission from Child Purchase Off... Choose Your Preferred Location Location: 7 Location Name: PREMIER MARTIAL AR...
- PREMIER MARTIAL ARTS (NO R... 3:14 PM) New Hot Lead - PremierMartialArts.com Name: Melanie Rangel Lesson Type: Kids Martial Arts Phone Number: (325) 514-3...
- PREMIER MARTIAL ARTS... 3:06 PM New Hot Lead - PremierMartialArts.com Name: Melanie Rangel Lesson Type: Kids Martial Arts Phone Number: (325) 514-3...

6 Comments Seen by 88

Like Comment

PMA Owners and Operators

Closed group

About Discussion Chats Announcements Members Events Videos Photos Files Recommendations

Myles Baker Admin - March 29 at 11:44 AM

Our Digital Marketing program is getting better and better! If you average a lead a day from digits marketing and are not hitting your new member numbers you need to look at your sales process!

Barry Van Over and 14 others

2 Comments Seen by 119

FRANCHISE DETAILS

08



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PREMIER MARTIAL ARTS STAFF

A new school will only need one full-time manager and one part-time manager in training.

Recommended compensation for staff:

Owner or Manager (of semi-absentee school):

- \$4,000 a month + profit sharing % of net profits (40+ hours a week)

Part-time (Manager in training):

- \$1,200 - \$1,500 a month (30 hours a week)





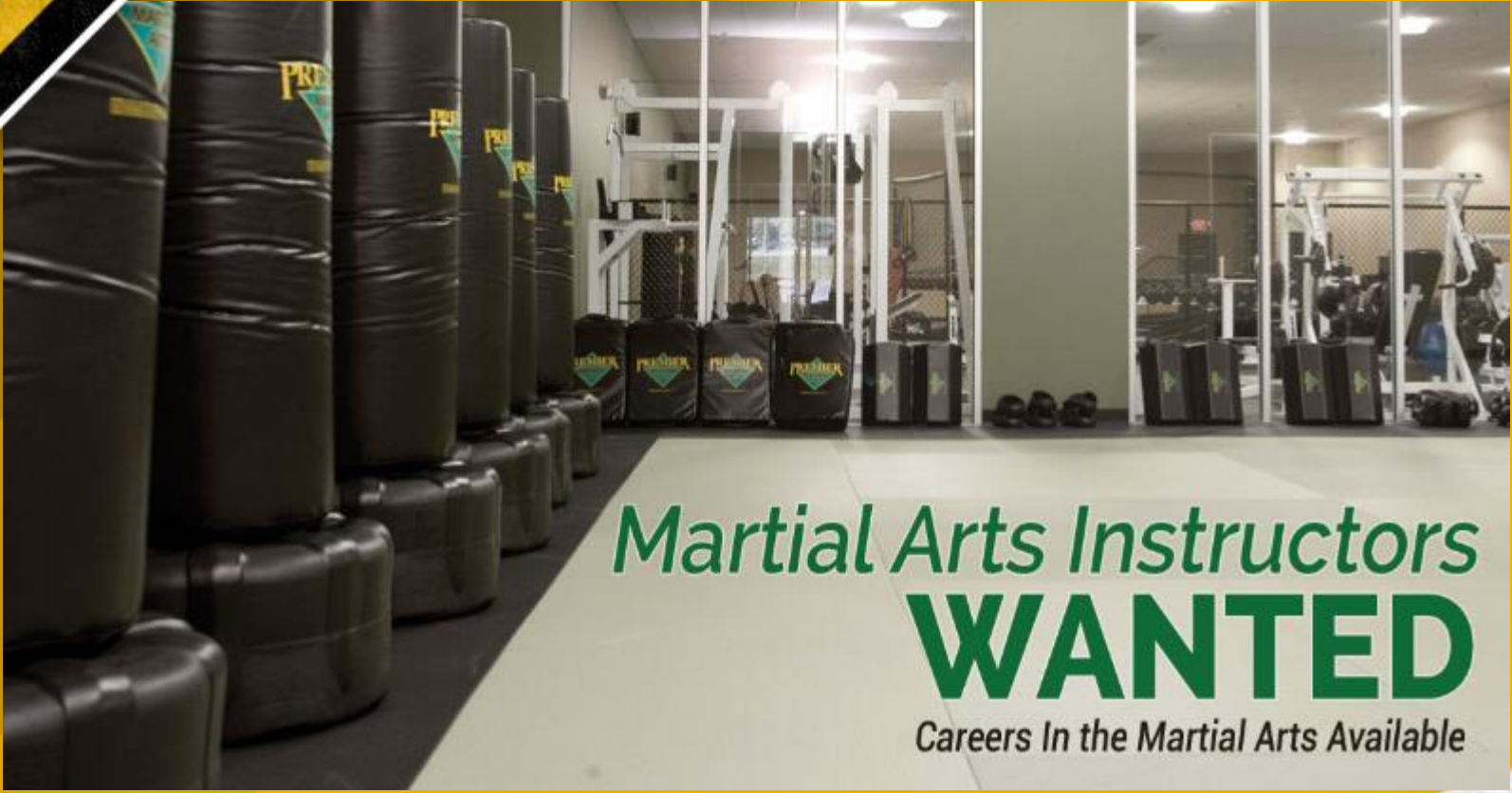
RECRUITING INSTRUCTORS

If the owner has no martial arts experience and you're hiring a manager to run the school, then the manager needs to have martial arts experience.

Methods to recruit instructors:

- Employment service sites (i.e. Indeed.com)
- Social Media
- InstructorFinder.com
- Franchise Instructor Recruitment
- PMA Certified Instructor Training Program





instructor
finder

indeed[™]
one search. all jobs.
FIND JOBS

facebook
Ads





FRANCHISEE PROFILE
ERIC ARRIAGA

YOU DON'T HAVE TO BE A BLACK BELT TO BE A FRANCHISE PARTNER

- No martial arts background required
- PMA will help you find managers and train them for success



FRANCHISEE PROFILE
MICHAEL REID



ARE YOU FIT TO BE A FRANCHISE PARTNER?

	Single Unit	Multi-Unit
NET WORTH:	\$150,000	\$300,000
AVAILABLE CAPITAL:	\$75,000	\$150,000

Owner Operators who are running the school every day generally will review new leads in software program, confirm appointments, oversee marketing and results, review owner FB page, oversee general business needs, manage KPI's.

Semi-Absentee owners will spend 10+ hours a week reviewing key financial metrics, checking in with the manager, participating on the Facebook owners page and ensuring there are no customer service issues.



ROLE OF FRANCHISEE

“SUCCESS IS THE RESULT OF SMALL, CONSISTENT EFFORTS DAY IN AND DAY OUT”

- Be engaged
- Lead by example – live the brand
- Manage P&Ls
- Motivate staff
- Execution of PMA standards
- Ensure marketing and sales goals are being met
- Attend and send staff to quarterly training events
- Community involvement



NEXT STEPS

“A JOURNEY OF 1000 MILES MUST BEGIN WITH A SINGLE STEP” LAO-TZU

FRANCHISE
FASTLANE
— — —

FRANCHISE AGREEMENT SIGNING



FRANCHISE AGREEMENT DELIVERY

weeks 5 - 6

DISCOVERY DAY

Meet the team in Knoxville TN

TERRITORY REVIEW AND CONFIRMATION CALLS

Mapping analysis review, CEO/VP & franchisee validation calls

weeks 3 - 4

FDD REVIEW AND CONFIRMATION INVITATION

FDD Q&A, sign FDD & book flights, receive DD agenda

FINANCE & REAL ESTATE WEBINAR

Unit Economics, startup & operating expenses

weeks 1 - 2

INTRODUCTORY CALL

Our history, concept & what makes us unique



PREMIER MARTIAL ARTS

At Premier – *“No Kid Sits The Bench!”*



FINANCIAL & REAL ESTATE WEBINAR



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