



### **What is included with the initial training?**

Our new owner training program offers a comprehensive 23-day course that includes hands-on experience in a franchise owned store and 5 days of class training in our Support Center in Vancouver, WA. Our training & development team also offers continuous training sessions and online guides for owners, managers and store crew members.

### **After I open, will there be additional support?**

Absolutely! We have field-based operations teams around the country to assist you with operations, financial analysis, strategic planning and the implementation of new ideas. Our field-based marketing teams also assist with local store marketing plans and coordinate co-op meetings with owner groups for efficiency in market planning.

### **Do I need to run my business full-time?**

Yes, we do require that at least one individual on the franchise agreement is dedicated to being the day-to-day, hands-on operator. It's important to keep in mind that this responsibility can range from running the critical tasks in-store to getting out into the community and promoting the brand through local store marketing efforts.

### **What are the minimum financial requirements to qualify?**

A minimum net worth of \$275,000 and at least \$80,000 in liquid capital is needed to get started on a path to owning a single Papa Murphy's franchise. Assets that qualify as liquid include cash and investments that can be accessed (stocks, bank accounts, eligible retirement, etc). Less common assets such as jewelry, art, and collectibles would require a professional appraisal to qualify as net worth.

### **How much does it cost to build a Papa Murphy's?**

Costs vary greatly due to store size, age of the building and regional restrictions. However, average initial investments range from \$279,070 to \$518,780 as stated in our Franchise Disclosure Document (FDD).

### **Does Papa Murphy's offer financing?**

Papa Murphy's works with a number of lenders who offer a variety of financing options to provide franchisees with the funds they need to open their first location or expand their existing network of stores.

### **How much money can I expect to make?**

Papa Murphy's provides a Financial Performance Representation in our FDD based on historical data (Item 19). Your results will depend considerably on your ability to manage the day-to-day operations, finances, occupancy, local store marketing, labor and the potential for sales of your business. During your due diligence as a potential franchisee, you will receive the FDD to review in detail as well as interview existing owners to gain the research you will need in making your decision to move forward.

**What is the Royalty Fee?**

5% of weekly net sales.

**What is the Marketing Fee?**

The Brand Marketing Fee is 2% of weekly net sales.

**What is a typical Papa Murphy's store size?**

A typical store size is approximately 1,200-1,400 square feet.

**How does the site selection process work?**

Once you purchase an identified target intersection, you are responsible for finding a location that meets the site criteria of Papa Murphy's. Our experienced real estate team and network of local brokers will work closely with you in the site selection process.

NOTE: Please refer to Papa Murphy's April 2018 Franchise Disclosure Document for more detail. We do not provide in-house financing but we can offer a list of preferred third party finance lenders.