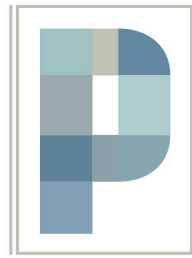




PERKINS



LAW
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FRANCHISING START-UP PACKAGE

The process of starting a franchised business can be an exciting experience, but the process also involves significant legal and business issues and documentation. For many entrepreneurs, a franchise agreement is the most important contract they will ever sign. Let Perkins Law help you navigate the franchising process by providing the following services and assistance on a flat fee basis:

1. Review and analysis of the Franchise Disclosure Document and Franchise Agreement.
2. Confirmation of franchisor's registration status with Virginia State Corporation Commission.
3. Identifying "red flags" and other disclosure issues or franchise terms that either deviate from industry norms or should otherwise be given careful consideration.
4. Preparing suggested revisions to the Franchise Agreement and ancillary agreements.
5. Providing advice on conducting effective franchise system due diligence.
6. Providing advice on maximizing the "Discovery Day" experience.
7. Identifying useful resources for franchising information, including a free copy of Perkins Law's "Fundamentals of Franchising".
8. Upon request, assisting with business entity formation, loan closing, and lease review matters.¹
9. Telephone and e-mail consultations during the franchise review, selection, and closing process.

Eric C. Perkins, Esq. has over 18 years of franchise law experience and is active in the local franchise community through the following groups:

- American Bar Association Forum on Franchising
- Virginia Franchise Forum

¹ Separate flat fees apply.

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