TRUE FLOW FRANCHISE · STRAIGHT TALK

Our Franchise Fee

Why it's lower, and why that's on purpose.

A simple, honest look at what our fee covers, why we keep it low, and where we want your money to go instead.

INSIDE

- What the fee covers
- Worth less? Nope.
- Invest in growth
- We grow when you grow



FOR FUTURE TRUE FLOW OWNERS

A STRAIGHT ANSWER

Let's talk about the fee.

Hey there! If you're looking at franchises, one of the first things you'll notice about True Flow is our initial franchise fee. It's lower than a lot of people expect.

That usually brings up a fair question: **"If it costs less, is it worth less?"** We love that question, and we want to answer it head-on.

The short answer is no. We keep the fee low on purpose. We'd much rather you put your money into growing your business than hand a big check to us up front. That's where you win, and honestly, that's where we win too.

In the next few pages we'll walk through what the fee covers, why we think about it this way, how we help you spend your marketing dollars wisely, and why we're in this for the long haul with you.

Talk soon,

Bow & the True Flow team



> ***You just have to look for the best in everyone.***
>
> BOW

01

THE NUMBER

Our initial franchise fee

INITIAL FRANCHISE FEE

$10,000

That's the starting point to join the True Flow family.

We want to be clear and upfront about what this number is, and what it isn't.

The $10,000 initial franchise fee is not the total amount it takes to open or operate a location. Like any business, there are other startup and operating costs.

The current disclosure documents lay out the estimated investment, fees, required purchases, and other terms, so you can see the full picture before you decide anything.

The quick version

- The initial franchise fee is $10,000.
- It is not the complete investment to open or run a location.
- We keep it low so more of your money can go toward growing your business.
- The FDD spells out every fee and term. Read it, and ask us anything.

The Franchise Disclosure Document (FDD) and signed franchise agreement govern all fees and terms.

THE BIG QUESTION

02 Is it worth less because it costs less?

Nope.

A lower fee isn't a sign of a smaller vision. It's a sign of where we want your money to go.

What we believe

You and we win the most when you spend more on advertising your business and less on an upfront franchise fee.

What we're after

Growth and a long-term strategy, not collecting a lot of money up front.

The value of a True Flow franchise is in the team, the systems, the values, and the support behind you, not in the size of the first check.

WHAT THE FEE COVERS

03 Simple and straightforward

Our initial franchise fee basically covers two things: getting you started and getting the paperwork right.

01

Initial onboarding

The costs of bringing you into the True Flow family and getting you set up to start.

02

Legal fees

The legal work that goes into setting up a franchise the right way.

What it's not

It's not the total cost of opening your business. Equipment, operating costs, and marketing are all part of the bigger picture.

That's exactly why we keep the fee lean. Every dollar you don't spend on a big upfront fee is a dollar you can put to work growing your business.

> ***Our focus is growth, not collecting a lot of money up front.***
>
> BOW'S TAKE ON THE FEE

We don't break the fee into dollar amounts here. For the official details on the fee and the estimated total investment, see the current FDD. The Franchise Disclosure Document (FDD) and signed franchise agreement govern all fees and terms.

04

TWO WAYS TO THINK ABOUT IT

Big fee vs. big growth

There are two general ways a franchise can approach its fee. Here's how we see the difference.

	"Big upfront fee" mindset	"Invest in growth" mindset • True Flow
Where money goes first	A large check to the franchisor	Into growing your own business
What gets prioritized	Collecting up front	Long-term growth for owner and brand
Marketing budget	Whatever is left over	As much as you possibly can
How the franchisor wins	Mostly at signing	When you grow, year after year
The relationship	A transaction	A partnership

Neither column is about any specific company. It's simply about priorities. We chose the right-hand column because we believe a franchise brand is only as strong as the owners growing it.

> ***Building a future, one drop at a time.***
>
> THE TRUE FLOW TAGLINE

INVESTING IN GROWTH

05 We help you spend it wisely

Once you're in, we want you to invest everything you possibly can into marketing and advertising to grow your brand.

But we're not going to just say "go advertise" and leave you to figure it out. Marketing money can disappear fast if it goes to the wrong places. So we guide you through the process, so you spend your money where it makes sense.

Think of us as your partner in the passenger seat. You're driving your business, and we're helping you read the map.

> ***Many hands make light work.***
>
> BOW

01 Plan together

We sit down with you and talk through your area, your goals, and where to start.

02 Spend in wise places

We help you focus your dollars where they're most likely to do you good, instead of guessing.

03 Watch what works

Keep an eye on what's bringing in customers, and do more of that.

04 Adjust and grow

As your business grows, we keep guiding you so your marketing grows with it.

Marketing results vary by market, effort, and many other factors. We don't promise specific results from any marketing spend.

06

A LONG-TERM PARTNERSHIP

We grow when you grow

A low upfront fee only makes sense if you're playing the long game. We are.

Our success is tied to yours. When your business grows, the True Flow brand grows. When you win, we win. That's why we'd rather invest in your growth than collect a big check on day one.

We're building a family of owners around the world, one location at a time. True Flow got its start in eastern Idaho and along Utah's Wasatch Front, and the goal is the whole world. That only happens if every owner keeps growing.

Any ongoing fees after the initial fee are spelled out in the FDD, and we're always happy to walk through them with you.



BUILDING A FUTURE, FOR FAMILIES EVERYWHERE

Mentorship
People in your corner

Shared systems
Less guesswork

Marketing guidance
Money in wise places

07

DOING WHAT WE SAY

Transparent business

One of our core values is Transparent Business: building trust through integrity, openness, and clear communication, and doing what we say.

That's why we wrote this guide. We'd rather tell you straight up how our fee works and why, than leave you wondering. If something doesn't make sense, ask. We'll give you a real answer.

Good questions to ask us

- What does the total investment look like?
- Are there ongoing fees, and how do they work?
- How will you help me with marketing?
- What does support look like after I open?

Where to find the answers

- The current Franchise Disclosure Document
- Your conversations with the True Flow team
- trueflowsprinkler.com/franchise

> ***Be a buffalo and run towards the storm.***
>
> ONE OF BOW'S FAVORITE LINES

The Franchise Disclosure Document (FDD) and signed franchise agreement govern all fees and terms.

YOUR NEXT STEP

Let's talk.

Have questions about our fee or how we help owners grow? Wherever in the world you'd like to operate, tell us, and the True Flow team will reach out to talk through the area, the current franchise terms, and the full disclosure documents.

trueflowsprinkler.com/franchise

The Franchise Disclosure Document governs all fees and terms.

Building a future, one drop at a time.

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