



Frequently Asked Questions

Becoming an East of Chicago franchisee involves a serious commitment. Obviously, you should expect to have many questions before making that commitment. It will require a face-to-face meeting with an East of Chicago representative to answer all your questions. As a starting point, here are answers to some basic questions we are typically asked.

Q: What makes an East of Chicago franchise different?

A: Our proven business model, fresh innovative brand positioning, outstanding franchise support and major market availability in the U.S.

Q: Do I need prior restaurant experience?

A: No, you don't necessarily need experience in the restaurant industry. We look for franchisees that have business management experience, people skills and a desire to help people. We can help you identify an experienced operator if necessary.

Q: What are the steps in becoming a franchisee?

A: After you have reviewed the franchise information, complete the "Request for Consideration" form. A member of our Development Team will contact you and, once approved, you will receive your legal documents and territory options. After you have completed your due diligence your next step would be to sign your development agreement.

Q: What is the term of the franchise agreement?

A: The initial term of your East of Chicago franchise agreement is 10 years, with an option for one additional term of ten years.

Q: How much does the franchise cost?

A: To enter into a franchise agreement with East of Chicago you will need to pay an initial fee of \$20,000 for each franchised store. The franchise fee will cover the cost of training for you, your designated operators and your initial staff at opening time. It also secures your use of the East of Chicago logo and trademarked items.

Q: Are there on-going fees paid to East of Chicago?

A: Franchisees will be required to pay a 5% royalty based on gross revenue. The royalty fee allows you to continue to operate and market in your territory. Also, it helps to fund our on-going support services and the continued development of our franchise.



To Submit a Request for Consideration:

Email: franchise@eastofchicago.com

Fax: (419) 225-7138

Q: Is there a Marketing Fund Contribution?

A: Franchisees will be required to pay a 3% marketing fee based on gross revenue. These fees are placed into an escrow account. The funds are used for system-wide advertising and marketing, such as print programs, radio and television as well as other promotions.

Q: Does East of Chicago arrange financing or recommend investors?

A: East of Chicago will direct you to different financing institutions that understand the restaurant industry and are aware of our success in this industry.

Q: What capital is required?

A: Depending on the size and type of store, capital of at least \$75K to \$125K is required to finance an East of Chicago franchise location

Q: What training will I receive?

A: In addition to the Development process of your store, East of Chicago requires a three week training program for the new franchisee and their designated operator or manager. The training program offers top quality assistance in preparing, opening and operation of your store.

Q: Is my territory protected?

A: A protected market area is established for each location as long as the franchisee is in good standing. Other East of Chicago franchisees are prohibited from opening a location in your protected area during the term of your franchise agreement.

Q: Can I continue my present career and hire others to operate the franchise for me?

A: You must make a commitment to being an East of Chicago franchisee. However, we understand that many sophisticated business people can operate multiple concepts with the appropriate support.

Q: Can I purchase more than one franchise?

A: Yes, you can enter into a one-Franchise store agreement, Master Franchise License or an Area Development Agreement.

Q: May I talk with some current East of Chicago franchisees about their experience?

A: Yes, in fact, we encourage it. Our franchise disclosure document contains a list of all current franchisees, their location and phone numbers.

Q: Do you assist in site selection?

A: Yes, our Development Staff will approve your final site and assist you, if necessary, in the negotiation of the lease.

Q: What kind of ongoing support can I expect?

A: We will continue to provide ongoing support services to you by phone, e-mail, and periodic on-site visits to your location. We will also provide you with access to our online support website. Also, we regularly update our operations manual with new

For more information on owning an East of Chicago franchise, contact us at (419) 225-7116 or franchise@eastofchicago.com or visit us online at www.eastofchicago.com

