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Additional Information:

[Lapels Dry Cleaning 'September 22, 2009 – Conference Call presentation'](#) (Effective: September 22, 2009 / click on the link to view / download the slides)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes

Description of Franchise:

- **Retail Store** ~ As a Lapels Dry Cleaning Store Owner, all the work and worry of cleaning and processing garments is left to the experienced professionals. Your time will be devoted to providing the best in customer service while building long term relationships with your customers. Our corporate team will assist you in negotiating with professional Garment Care Specialists to do all of your processing off site.
- **Earth Friendly Plant** ~ Combine a retail store with your own plant to process your garments & those of other stores. In some areas we have Lapels stores anxiously awaiting your opening. And the best part is that you are operating an environmentally friendly dry cleaning plant. This is better for you, your employees, your customers and your landlord.
- **Area Developer** ~ The Lapels Area Developer Program is designed to enable the serious investor to dominate an exclusive geographic territory by building a main processing plant and a minimum of three additional satellite retail units and on delivery route. This program will guarantee consistency in quality and service throughout your territory beginning in the main processing plant. Additionally you will be able to offer a home delivery service throughout your territory, seek out major corporate accounts by offering an employee benefit and perform guest services for hotels.

All of our programs consist of territory configuration or site selection, layout and design, point of sale system with proprietary software, equipment, installation, signage, supplies, marketing and training.

Background:

Year Established: 2000

Year First Franchised: 2001

Franchised Units: 38 opened and operating and 11 being built

Company Owned Units: 0

Projected New Units (12 months): 15

States/Countries Registered in: of the 16 registered required states we are registered in N.Y, CA., WA, TX, R.I., and Michigan

Availability in Canada: Master

States, from which Broker Referrals **not** being accepted in the following states: Maryland, Virginia, Illinois, Indiana, Hawaii, Nebraska, Kentucky, Minnesota, North Dakota, South Dakota, and Wisconsin

Financial/Terms:

Programs:	Retail	Plant	Area Developer
Cash Investment	\$40,000	\$90,000	\$210,000
Total Investment	\$84,833 - \$115,467	\$274,363 - \$435,914	\$520,000
Minimum Net Worth	\$100k	\$250k	\$500k
Franchise Fee	\$20k	\$30k	\$78k

VetFran Program Participant: Yes

Discounts: VetFran / \$3000 off the franchise fee for Veterans

Royalty: 5%

Ad: 0

Average # of Employees: 2 - 8

Passive Ownership Allowed: Yes

Earnings Claims: No

Support & Training Provided:

Financial Assistance provided: 3rd Party

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: Yes

Training:

Training begins in our corporate offices in Hanover, Ma for 1 day, continues in a live store for 1 week and continues in the franchisee store for 3 days – 1 week. Training includes Lapels policies, customer service, marketing, employees and employee training, POS operations and store operations and managing your business. Plant training also includes one week on site dry cleaning and finishing operations.

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