



**"NEW" Franchise Partner / Effective: August 14, 2009**

### **Contact:**

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### **Referrals / Leads:**

Send leads to: [pflick@monitorclosely.com](mailto:pflick@monitorclosely.com)

### **Additional Information:**

Monitor Closely '[2-Minute Drill](#)' (Effective: August 2009 / click on link to view / download the drill)  
Monitor Closely '[Broker-Brochure](#)' (Effective: August 2009 / click on link to view / download the brochure)

### **Franchise Sales:**

Single Unit: Yes  
Multiple Units: Yes  
Area/Master Developer: N/A  
Resales: N/A

### **Description of Franchise:**

Our world has changed. There is a heightened awareness for security concerns today. Business owners and private residents are spending billions of dollars annually on protecting personal property, customers, employees, and loved ones. MonitorClosely.com is the Nation's leading Digital Surveillance Franchise within the Industry. We offer Digital Surveillance (DS) solutions to both residential and commercial customers (all Industries, from gov't – schools, construction, hotels, day care centers, etc) The DS industry is over 20 billion dollars and is growing at over 40% a year. MonitorClosely.com is the fastest growing company within the DS Industry and in a few short years has been recognized on the following Entrepreneur Magazine lists

- **Franchise 500® rank:** #386 (2009); #442 (2008);
- **Fastest-Growing Franchises:** #57 (2009); #84 (2008);
- **Low-Cost Franchises:** #86 (2009);
- **Top New Ranking:** #26 (2009); #39 (2008);

### **Background:**

Year Established: 2006  
Year First Franchised: 2006  
Franchised Units: 54  
Company Owned Units: 0  
Projected New Units (12 months): 25  
States/Countries Registered In: All  
Availability in Canada: Masters / Area Developer Yes  
States, from which Broker Referrals are not being accepted: None

### **Financial/Terms:**

Cash Investment: \$20,000

Total Investment: \$60,000  
Minimum Net Worth: \$125,000  
Franchise Fee: \$39,500  
Discounts: VetFran, Women, Minorities? Yes  
VetFran Program Participant: (Yes)  
Royalty: 8%  
Ad: 2%  
Average # of Employees: 0  
Passive Ownership Allowed: Yes, as long as certain qualifications are met  
Earnings Claims: No

**International Expansion:**

International Opportunities: Yes  
Countries, outside of United States, where the concept is currently available or plans to expand: Asia, Middle East, Africa and Europe  
Single Unit Availability: Yes  
Multiple Unit Availability: Yes  
Area Development or Master Availability: Yes  
Cash Investment: \$50,000  
Total Investment: \$150,000

**Support & Training Provided:**

Financial Assistance Provided: No  
Site Selection Assistance: N/A  
Lease Negotiation Assistance: N/A  
Co-operative Advertising: Yes

**Training:**

10 days in total. % of Days at corporate and 5 days in field.

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