

OUTDOORLIGHTING  
PERSPECTIVES®



**Outdoor Living Brands**

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**ADDITIONAL INFORMATION:**

[Outdoor Lighting Perspectives 'Available Territories'](#) (Effective: June 2009 / click on the link to view / download the document)

Outdoor Lighting Perspectives ['e-Brochure'](#) (Effective: May 2009)

[Outdoor Lighting Perspectives 'May 18, 2009 – Recorded BAI Launch Webinar'](#)

(Click on the Link to listen/ view the May 18, 2009 Webinar)

[Outdoor Lighting Perspectives 'May 18, 2009 – Webinar presentation slides'](#) (Effective: May 18, 2009 / click on the link to view or download the slides)

**FRANCHISE SALES**

Single Unit: Yes  
Multiple Units: Yes  
Area/Master Developer: Yes (on a case by case basis)  
Resale: Yes

## **DESCRIPTION OF FRANCHISE:**

As the category founder, Outdoor Lighting Perspectives (OLP) stands alone as the worlds oldest and largest outdoor lighting franchise company. OLP has custom-designed and installed eco-friendly low voltage exterior and landscape lighting at more than 70,000 homes and businesses since our inception in 1995. OLP provides rigorous training, proven sales, support and marketing systems that enable our franchisees to sell, design and install professional outdoor lighting systems – with unparalleled service and attention to detail. With an average sales of approximately \$4,500, gross profit margins of approximately 60% and a sales closing ratio of over 65%, OLP is a strong choice for franchise candidates seeking a home-based business with few employees, low overhead, recurring revenue and great growth potential.

## **BACKGROUND**

Established: 1995

First Franchised: 1995

Franchised Units: Approximately 75

Company Owned Units: 1

Projected New Units: 10

Registered In: Entire U.S.

Availability in Canada: There is an existing Master Franchisee in Canada States, from which Broker Referrals **ARE NOT** being accepted: N/A

## **FINANCIAL/TERMS – STANDARD TERRITORY**

Cash Investment: \$50k+

Total Investment: \$94.5k - \$146.5k

Minimum Net Worth: \$250k+

Franchise Fee: \$49k to \$69k depending on territory population

Discounts: VetFran

VetFran Program Participant: Yes, 15% discount off initial franchise fee

Royalty: 7.0% branding/sales royalty

Ad: 1.5% national advertising royalty

Average # of Employees: Three (Full-time office manager (1), installation crew (2) and commission-based design consultants)

Passive Ownership Allowed: Yes

Earnings Claims: Yes, see full Item 19 disclosure in FDD / [Outdoor Lighting Perspectives 'Item-19' Overview](#) (click on link to view / download)

## **FINANCIAL/TERMS – LIMITED MARKET TERRITORY**

Cash Investment: \$35k+

Total Investment: \$38.5k - \$72.5k

Minimum Net Worth: \$150k+

Franchise Fee: \$24.5k

Discounts: VetFran

VetFran Program Participant: Yes, 15% discount off initial franchise fee.

Royalty: Fixed monthly branding fee of \$700/month in year one; \$900/month in year two; and \$1,100/month in year three and beyond

Ad: Fixed monthly national advertising fee of \$150/month in year one; \$250/month in year two; and \$350/month in year three and beyond

Average # of Employees: Three (Part-time office manager (1), installation crew (2) and commission-based design consultants)

Passive Ownership Allowed: Yes

Earnings Claims: Yes, see full Item 19 disclosure in FDD / [Outdoor Lighting Perspectives 'Item-19' Overview](#) (click on link to view / download)

## **INTERNATIONAL EXPANSION**

International Opportunities: While we are focused primarily on North America, we have locations in Ireland, Kuwait and Bermuda. We are interested in the United Kingdom, but plan to hold off on additional international expansion for now.

Countries, outside of United States, where the concept is currently available or plans to expand: United Kingdom

Single Unit Availability: Yes

Multiple Unit Availability: Yes

Area Development or Master Availability: Yes

Cash Investment: TBD

Total Investment: TBD

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: Outdoor Living Brands will finance 50% of franchise fee for qualified applicants

Site Selection Assistance: N/A (home based)

Lease Negotiation Assistance: N/A (home based)

Co-operative Advertising: Yes (also have co-marketing opportunities with other Outdoor Living Brands franchise concepts)

### **Training:**

New franchisees attend two week classroom and field training program including one week at our Richmond, Virginia, Training Center and one week in Nashville, Tennessee, at the largest OLP franchise location and headquarters of B&B Manufacturing, our exclusive supplier of lighting fixtures. Training is led by our COO, who previously owned a large and successful OLP franchise. Training is provided in all aspects of the business including (1) marketing and advertising; (2) sales methodology; (3) lighting design; (4) technology – CRM and QuickBooks; (5) business and office administration systems; (6) lighting system installation; and (7) LCA, Lighting Control Automation, installation and programming.

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