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Contact:

Name: **David Asarnow**, CEO
Address: 501 Johnson Ferry Rd. Suite 250 Marietta, GA 30068
Phone: (678) 213-2549
Fax: (678) 298-7078
Website(s): www.GetYourClix.com or www.ClixFranchise.com
E-mail Address: david@getyourclix.com

Additional Information:

[CLIX 'Fact Sheet'](#) (Effective: June 2008)
[CLIX 'Frequently asked Questions'](#) (Effective: June 2008)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes **Multiple units=Area Developer for CLIX**

Description of Franchise:

CLIX is the innovative, award-winning franchise opportunity in the exciting world of digital portrait photography and imaging. We were the pioneer in the digital revolution and have been providing an all-digital, instant delivery product to customers since 1999! CLIX provides franchisees multiple, and interconnected and expanding revenue streams through one storefront location; including an all-digital instant delivery portrait studio, on-location and special event digital portrait photography, as well as Digital Design Centers located in the studio which allow customers to do digital scrap booking, printing of photos, making photo books/calendars, etc and creating special memories of their own through DVD's and novelty items. CLIX offers a range of high quality products and services with a rapid speed of turn-around that is changing the face of the portrait industry! With CLIX' multiple revenue streams and year-round marketing programs, we offer more opportunities to make money all year. CLIX was recently named one of the Top Franchises launched since 2000 for the 2nd year in a row by Franchise Market magazine.

Background:

Year Established: 1999
Year First Franchised: 2005
Franchised Units: 27 (Additional 40+ reserved via area development agreements)
Company Owned Units: 0
Projected New Units (12 months): 22
States/Countries Registered In: USA – All states
Availability in Canada: Masters / Area Developer NO
States, Countries or Geographical Areas from which Broker Referrals: Accepting referrals for all markets (**subject to availability**)
Check with us for specifics on any market.

Financial/Terms:

Cash Investment: Generally 20-30% of Total Investment
Total Investment: \$268,633 - \$340K
Minimum Net Worth: \$275K
Franchise Fee: \$29.5K or \$50K for Area Development agreement
Discounts: VetFran - \$500 discount
VetFran Program Participant: Yes

Royalty: 6%

Ad: 2%

Average # of Employees: 1-2 F/T (including owner), 3-4 P/T

Passive Ownership Allowed: No, not in the 1st year.

Support & Training Provided:

Financial Assistance Provided: Qualified prospective franchisees can work with third party lenders to finance their CL!X business. CL!X is also on the SBA National Registry, which enables SBA loan applications to be processed rapidly. CL!X has national bank lenders available.

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: Yes

Training:

The CLIX training program is designed to give franchisees the operational and managerial information (as well as plenty of hands-on experience!) they will need to launch their franchise successfully. Comprehensive three week (one week at a time) course will give franchisee and their staff the necessary training to ensure they are adept at the operational and marketing elements of their new business. We will also provide one week of onsite training for the entire staff at their physical location.

Training is not a one-time program; it is an ongoing process at CL!X. Each franchisee will be assigned a sales and operational training coach. These coaches will focus on the key operating elements of success for their franchisees and will be communicating with each franchisee on a regular basis, reviewing progress and providing support to the franchisee. All coaches have operated a CL!X location themselves, and this proactive approach to franchisee development is a tremendous support system.

CL!X also has an active internal intranet system which allows franchisees to receive support from staff online; as well as a large database of operational FAQ's, operating manuals, marketing resources, message boards, and sharing of best practices.

At CL!X we view training as our inventory, and put a lot of time and effort into supporting our franchisees. A well trained staff will ensure that their customers receive the best possible product and service, and that they are maximizing their sales opportunities.

[Back to Franchisor Listings](#)