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DESCRIPTION: Deck the Walls is the nation's largest retailer specializing in art and custom framing. Deck The Walls has tailored the art gallery concept to meet the needs of mall shoppers. Stores feature prints, posters, and frames that compliment current decorating styles. Inviting décor and emphasis on skilled personal service make shopping at Deck The Walls a quality experience. **Single Units, Multiple Units, and AD**

BACKGROUND

Established: 1979

1st Franchised: 1981

Franchised Units: 70

Company Owned Units: 0

Projected New Units (12 Months): 8

Registered: All States

FINANCIAL/TERMS

Cash Investment: \$45K - \$80K

Total Investment: \$180,900-245,200

Minimum Net Worth: \$250K

Franchise Fee: \$30K

Royalty: 7%

Ad: 2%

Average Number Of Employees: 3 FT, 2 PT

Passive Ownership: Allowed

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Yes, Third Party

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Yes

Training: 2 weeks

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