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CONTACT:

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ADDITIONAL INFORMATION:

[Wild Bird Center 'Summary Overview'](#) (Effective: September 2008)

DESCRIPTION:

A Wild Bird Center franchise is a specialty retail shop offering a complete line of products catering to those that love wild birds and nature. The stores sell top-quality, private-label bird seed scientifically formulated to attract the widest variety of birds in any yard. In addition, our franchises sell an extensive selection of private label feeders, birdbaths, nest boxes and other bird feeding products, including an exciting variety of backyard and nature-oriented items and gifts. A Wild Bird Center thrives on providing the best shopping experience possible coupled with the expert advice and quality products; all designed to enhance and attract the natural world around any home or business.

BACKGROUND

Established: 1985

1st Franchised: 1989

Franchised Units: 83

Company Owned Units: 0

Projected New Units (12 Months): 10

Registered: All except HI, SD, ND

FINANCIAL/TERMS

Cash Investment: \$50K

Total Investment: \$125K average. WBCA recommends having \$75K in additional working capital.

Target Net Worth: 400K+

Franchise Fee: \$23K

Training Fee: \$2K

Royalty: Royalty: 3.5% 1st 24 months then 5.5%

Average Number of Employees: 3

Passive Ownership: Yes, with strong manager

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: SBA Partner

Site Selection Assistance: Yes, including an on-site visit

Lease Negotiation Assistance: Yes

Co-Operative Advertising: No

Training:

5 Days Training at Home Office + 1 on site

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