

**“Sniff” Out a  
Great Future**

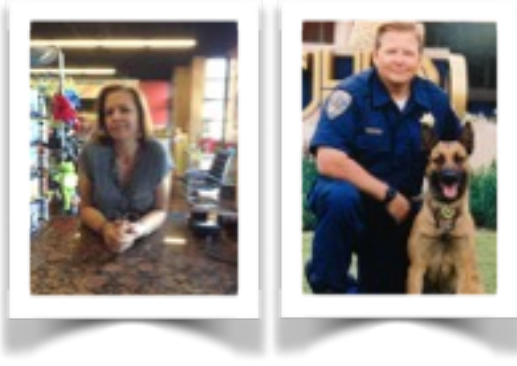


A **Ben's Barketplace**® franchise is a  
"Best In Show" business opportunity!



## Ben's Barketplace, Inc ®

701 Pleasant Grove Blvd., Suite 120  
Roseville, CA 95678  
844-321-DOGS (3647)



**"The Single Largest Contribution  
You Can Make to Your Pets' Health  
and Longevity is the Quality of  
Food You Provide for Them!"**

### **SALLY & BRAD ROMERO, CO-FOUNDERS**

**The Ben's Barketplace Concept-** More than just a pet supply store, Ben's Barketplace franchise owners embrace the opportunity to personally interact with customers to ensure their pets thrive through species correct nutrition. Ben's Barketplace differs from any other franchise competitors by offering:

**A Customer-Centric Business Model** - Dogs and cats are our passion! When our customers seek our knowledge and expertise for their pets' specific nutritional requirements, we've become a part of their family. This customer loyalty is what sets us apart from all other pet food stores!

**Recession-Proof Opportunities** - Even in times of economic downturn, pets play an important role in people's lives and require the best food and products available.

**Training and Support** - Ben's franchisees become well educated on the pet food supply industry and the nutritional needs of pets before the doors of a new store open, and are updated on industry and companywide changes throughout franchise ownership. Ben's Barketplace franchise support is never more than a phone call away. Experts on pet nutritional information, as well as pet food supplies and products, affiliates of Ben's Barketplace have an appreciation for pets of all kinds. New franchisees have the opportunity to join this rapidly growing, prosperous market by becoming part of the Ben's Barketplace family today.

Are you serious right now?  
You don't know why I  
scratch and lick my feet?



**IT'S MY FOOD!**

Shop at Ben's...



The Health Food Store  
for Dogs & Cats!

[BENSBARKETPLACE.COM](http://BENSBARKETPLACE.COM)

## ADDITIONAL INFORMATION

<b>Industry</b>	<b>Pet Health Food Store</b>	<b>Industry Size</b>	<b>\$60.5 Billion in 2015</b>
<b>Year Business Started</b>	<b>2005</b>	<b>Competition</b>	<b>We are a unique Pet Nutrition Consultation Business with little competition</b>
<b>Year Launched as a Franchisor</b>	<b>2015</b>	<b>Liquid Requirement</b>	<b>\$100,000</b>
<b>Company Locations</b>	<b>One</b>	<b>Net Worth</b>	<b>\$350,000</b>
<b>Franchise Locations</b>	<b>Coming Soon!</b>	<b>Operating Capital</b>	<b>\$100,000</b>
<b>State Approval</b>	<b>CA, WA, OR, NV, UT, CO, AZ, FL &amp; TX</b>	<b>Real Estate Assistance</b>	<b>Yes</b>
<b>International</b>	<b>No</b>	<b>Pet Skills</b>	<b>Not Necessary</b>
<b>IFA Member</b>	<b>Yes</b>	<b>Recruiting Guidance</b>	<b>Yes</b>
<b>SBA Registry</b>	<b>Not Yet</b>	<b>Passive Owner</b>	<b>Partially</b>
<b>Retail Location Size</b>	<b>1,500 - 3,000 Sq. Ft.</b>	<b>On-Going Training</b>	<b>Yes</b>
<b>Purchasing</b>	<b>Brand Threshold Pricing</b>	<b>Magnetic Customer Retention Tools</b>	<b>Frequent Buyer Programs and Cutting Edge App</b>

### BEN'S BARKETPLACE FRANCHISE BASICS, 2016 FDD:

<b>Franchise Fee</b>	<b>\$45,000</b>
<b>Investment</b>	<b>\$189,200 - \$352,050</b>
<b>Royalty</b>	<b>3% Gross Sales</b> (Drafted Weekly)
<b>Marketing Fee</b>	<b>2% of Gross Sales</b> (Drafted Weekly)
<b>Ad Fee</b>	<b>2% Gross Sales</b> (Local Ad Spend Monthly Drops to 1% @ \$750k)
<b>Territory</b>	<b>Territory Analysis based on demographics and consumer potentials.</b>

## Business Features:

### Average Growth:

15% sales growth year-over-year past 3 years

### Fast Track to Opening:

Timeline 3 to 5 months

### Cost Conscious Build Out:

Minimal build out

### Nutritional Products:

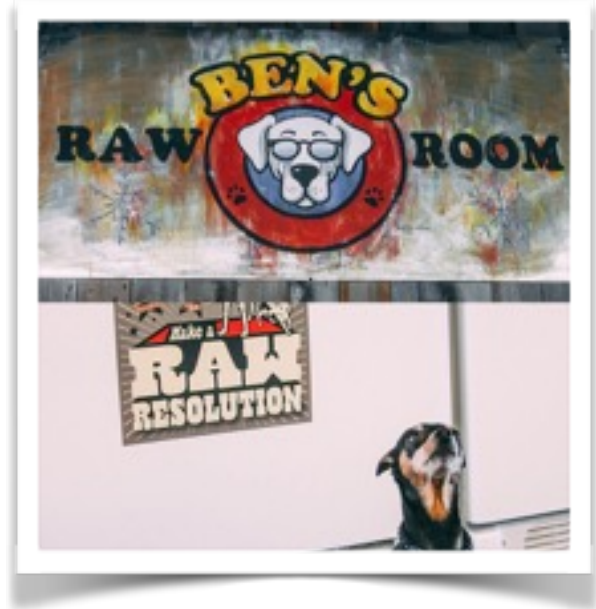
Highest nutritional thresholds

### Consistent Health:

Comprehensive nutritional guidance and products

### Magnetic Customer Retention Tools:

Frequent Buyer & State of the Art App



**Highest-Level Purchasing Power:** Significant purchasing discounts based upon our volume

**Average Employees:** 2 Full-time & 2 Part-time

**Real Estate:** Third party comprehensive real estate service.



## CONTACT INFORMATION FOR LEAD REFERRALS



### **BEN'S BARKETPLACE, FRANCHISE DEVELOPMENT**

#### **Dan Durney, CFE**

TEXT "BENS" to 90210

for my Mobile Business Card!

C: 480-331-3171

E: [dand@bensbarketplace.com](mailto:dand@bensbarketplace.com)

Franchise Website: [www.ownabens.com](http://www.ownabens.com)

Consumer Website: [www.bensbarketplace.com](http://www.bensbarketplace.com)



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