



BUDDY'S HOME FURNISHINGS

FRANCHISING BROCHURE

BUDDY'S
HOME FURNISHINGS

LOWEST
COST OF
LEASE
OWNERSHIP

NO
CREDIT
NEEDED



WHY FRANCHISE WITH BUDDY'S?

- ⓑ We have a 60-year, recession-resistant business model
- ⓑ We're as essential as ever, with families doing more at home with tighter budgets
- ⓑ Our leadership team has more than 170+ years of industry experience to provide ongoing support and training
- ⓑ We have a cash flow business with tremendous ROI potential

A FEW WORDS FROM FRANCHISEES



Jerry Marshall,
Buddy's Franchisee since 2016

"I've been in RTO for the past 22 years and with Buddy's as an owner for 5. Buddy's Home Furnishings is the best partnership I've incurred, and it has been the best growth experience for me and my company. Their leadership team is unbelievably supportive, accessible and driven to help us be successful. We are so pleased with our partnership that we are growing with Buddy's by increasing our store count."



Patrick Greene, Franchisee

"My journey with Buddy's started around 2009, and since then, my business partner and I have grown our market share from 3 to 81 franchised stores. There couldn't be a better time in history to get into a Buddy's franchise. I started when the brand was really young, and I've witnessed a tremendous amount of positive growth along the way. There are a lot of great territories available – believe me, I'm even considering buying more – so get in here and get the one that's right for you before I do!"

WHAT'S IN IT FOR YOU?



BRAND RECOGNITION



LOCALIZED MARKETING RESOURCES



GROWTH POTENTIAL



WORLD-CLASS OPERATIONAL SUPPORT

FINANCIAL INVESTMENT

- ⓑ \$750,000 minimum net worth
- ⓑ \$150,000 minimum liquidity
- ⓑ \$39,900 franchise fee
- ⓑ \$349,570-\$839,690 estimated total investment
- ⓑ 6% royalty fee



LET'S CUT TO THE BOTTOM LINE

AVERAGE GROSS SALES PER STORE FOR TOP 25% OF STORES*

\$1,501,500

AVERAGE CASH FLOW PER STORE FOR TOP 25% OF STORES*

\$369,627

- FIRST 6 MONTHS 0% ROYALTY FEE
- QUICK 4-6 MONTH RAMP UP
- 25% AVERAGE FREE CASH FLOW
- INVESTOR-FRIENDLY
- RECURRING MONTHLY REVENUE
- RECESSION-RESISTANT



Single and multi-unit territories are available and in high demand!



CURRENT LOCATIONS



BUDDY'S HEADQUARTERS

*This information reflects the Average Gross Sales and Average Free Cash Flow for the Top 25% of Buddy's Home Furnishings company-owned retail businesses which were in operation for the entirety of the 2021 fiscal year. Of the 37 retail businesses that were in operation for all of 2021, 9 were included in the Top 25% sample set and 3 attained or surpassed the Average Gross Sales and 4 attained or surpassed the Average Free Cash Flow as described above. We refer you to Item 19 of our 2022 Franchise Disclosure Document for additional information. A NEW FRANCHISEE'S RESULTS MAY DIFFER FROM THE REPRESENTED PERFORMANCE. This advertisement is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. Offerings made by prospectus only and in compliance with the applicable pre-sale registration and disclosure requirements in your state.

BUDDY'S AT A GLANCE

Buddy's Home Furnishings is backed by more than 60 years of proven success. Buddy's has built its business one satisfied customer at a time and is in the people business because it believes there's something to be said for relationships with customers that aren't built on transactions, but rather, trust.

NATIONWIDE FOOTPRINT:

More than 300 locations throughout the U.S. and Guam

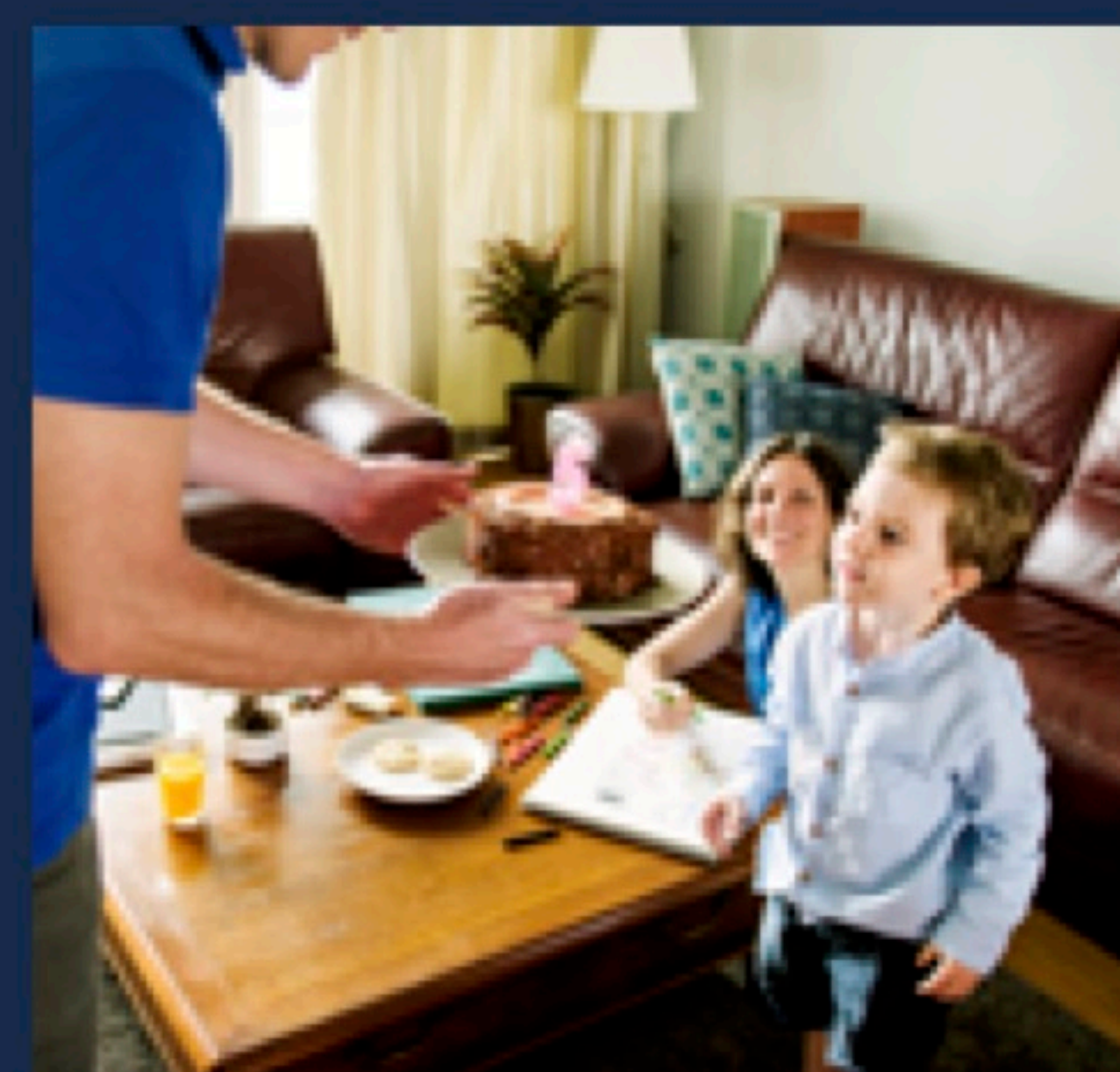
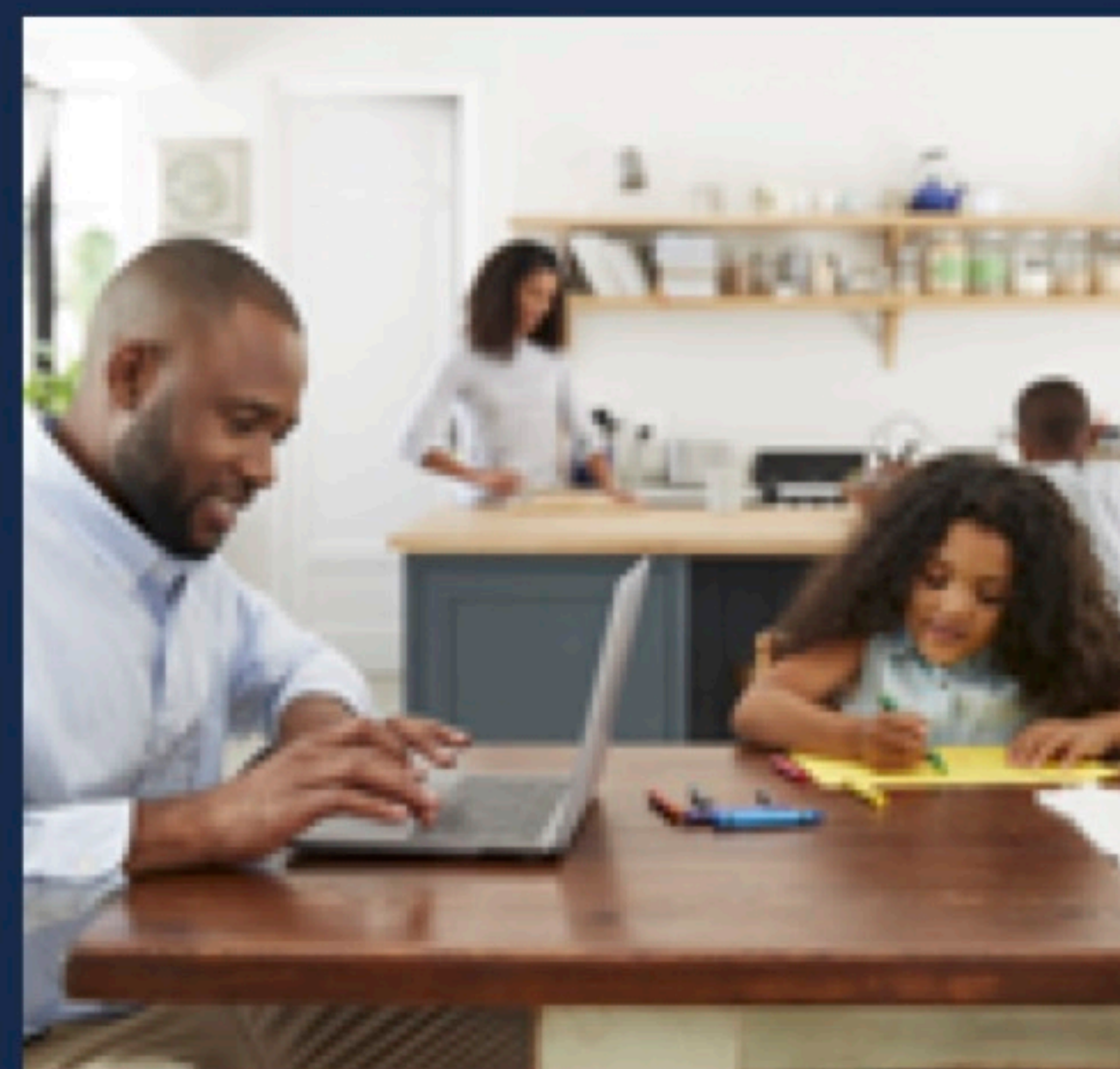
CUSTOMER:

Household income ranges from \$35,000-\$70,000

FOUNDED: 1961

FRANCHISING SINCE: 2009

HEADQUARTERS: Orlando, Florida

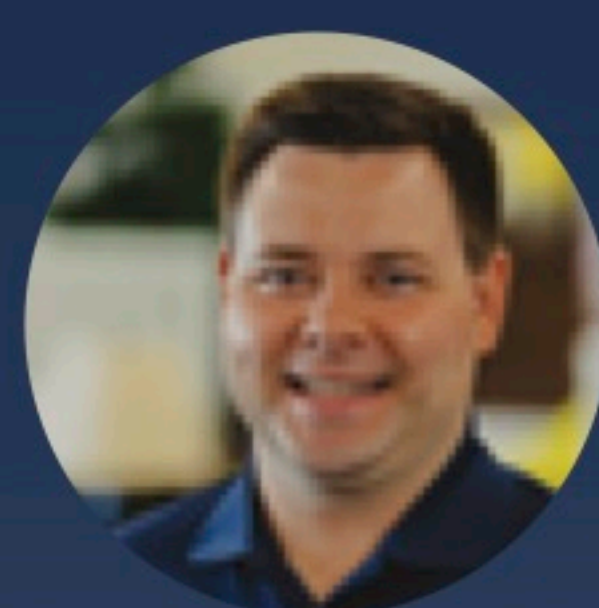


A LOOK AT THE INDUSTRY

Rent-to-own is an \$9.4 billion dollar industry that affords credit-challenged customers access to traditional, higher-ticket retail items through flexible terms of ownership. The industry was established in the 1950s and has since exhibited recession resilience and less susceptibility to online competition compared to traditional retail.

Over the past few years, expansion and acquisitions have made the RTO industry more concentrated. However, Buddy's continues to be an industry leader among competitors such as Rent-A-Center and Aaron's Inc.

CONTACT US



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SCAN FOR MORE INFORMATION