

# OWN ONE OF THE FASTEST GROWING RENT-TO-OWN FRANCHISES



# ABOUT **BUDDY'S**

Buddy's Home Furnishings has offered customers affordable payments on home necessities including **name-brand furniture, electronics, appliances and home accessories** for more than 60 years. The company is one of the fastest growing rent-to-own franchises in America and sits prominently in the \$12.2 billion rent-to-own industry.

**WELL-ESTABLISHED. BUILT TO GROW. TERRITORIES AVAILABLE.**



## WHAT IS **RENT-TO-OWN?**



Rent-to-own (RTO) is an essential and recession-resistant industry offering customers affordable payments on everyday necessities, which is why **RTO annual revenue has steadily increased for decades** despite good and bad economies.

The cornerstone of RTO, and a point of differentiation from traditional retail, is that it **reaches more customers** by providing interest-free purchasing without credit checks and allows customers to return merchandise at any time without penalty.

**Franchise owners earn from any product multiple times!**

# 10 REASONS WHY BUDDY'S IS BETTER

- 1 86% of Buddy's franchisees are multi-unit owners
- 2 Semi-absentee investment
- 3 \$12.2 billion RTO industry, powered by recurring monthly revenue
- 4 Recession-resistant model with 60+ years of proven success
- 5 World-class operational support with bulk buying power
- 6 Franchisees average 10 units each
- 7 Quick 4-6 month ramp-up
- 8 0% royalty fee first 6 months
- 9 Buddy's Footprint: Only 4k square feet and 5 full-time employees needed
- 10 Investor-friendly economics

## LET'S CUT TO THE **BOTTOM LINE**

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

**\$1,452,318**

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

**\$348,878**

\*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 2023 fiscal year. Of the 34 retail businesses that were in operation for all of 2023, 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 2024 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. ©2024 Buddy's Home Furnishings®. All rights reserved.



# FAST FACTS



**Company Founded:** 1961

**Franchising Since:** 2009

**Headquarters:** Orlando, FL

**Minimum Liquid Capital:** \$200,00

**Minimum Net Worth:** \$750,000

**Total Investment:** \$375,650 to \$797,540

**Franchise Fee:** \$39,900

**Royalty Fee:** 6%

**Multi-Unit Franchisee Operating Units:** 86%

**Build-Out Options:** Freestanding, inline, endcap and conversions

**Available Territories:** All states excluding California, Hawaii, Minnesota and Wisconsin



2022 APRO Rental Dealer of the Year



## READY TO GROW WITH US?



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**SCAN FOR MORE INFORMATION**