



Ground Round Independent Owners Cooperative, LLC
15 Main Street, Suite 210
Freeport, ME 04032

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Fast Facts & Frequently Asked Questions:

Why Choose A Ground Round Franchise?

- A Proven brand for more than 40 years
- Competitive fees with prime territories available for development
- A franchise led organization and voting rights for owners
- Two room concept with a full liquor license, bar and lounge
- A menu with over 80 items and value pricing
- Conversions welcome!

What are the fees and Candidate Requirements?

- The initial franchise fee is \$30,000
- Royalty Rate of 3.5% and a 2% Local Advertising obligation
- ***Investment options available for membership in the Cooperative, with voting rights and member preferred royalty rates and terms***
- All real estate and construction costs are the responsibility of the franchisee
- Grand Opening spending of \$5,000 also required
- Financial requirements include a minimum liquidity of \$500,000 and minimum net worth of \$1 million per restaurant to be open
- At least one partner must have prior satisfactory, full service restaurant operations experience

Support and Services Provided:

- Full participation in our Chain Purchasing and Distribution System
- Opening Training Support
- Prototypical plans, specifications and scope of work provided
- Ongoing business consulting and field support
- ***Menu*** and advertising materials and promotional support
- Ongoing communication, meetings and training

Development Specifications:

- Building size: 4,600 to 6,000 square feet
- Land: Minimum of 1 acre. (Unless part of a shopping center)
- Purchase/Lease: Land may be purchased or leased
- Conversion of existing restaurant with approved scope of work committed to
- Number of Seats: Ideal range of 185 – 215 with a two-room layout preferred

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Fast Facts / Questions....Page 2 of 2

What are the Site Selection Guidelines?

Although not a comprehensive list, the following will contribute to a favorable site selection:

- Population Density: Typically 50,000 to 75,000 people living within primary trade area
- Parking to accommodate a minimum of 100 vehicles
- Accessibility and Visibility: Prominent visibility as well as convenient and adequate points of access. Corner locations with a traffic light are preferred
- Traffic Generators: The presence of one or more traffic generators is advisable. These include shopping malls, a multi-screen movie theatre, a large office complex and hotels
- Liquor License Availability: A full service, 7/day liquor license is required. Availability should be determined prior to site selection
- Demographics: We will provide and review current demographics
- Signage Ordinances: Review and recommendations of proposed signage plan
- Traffic/Car Count: A minimum of 25,000 vehicles daily; ideal is over 35,000
- Competitors within Trading Area: Strong results from other casual dining restaurants within a prospective restaurant trading area can be a barometer of market potential

What are my Likely Investment and Start-up Costs?

Investment & Start-up costs will vary depending on the type of development (new build, conversion, or in-line facility) and the cost of real estate or rent for leased premises. Our Franchise Disclosure Document provides detailed estimates and ranges of likely costs for each type of development. Likely minimum expectations are provided below:

New Build Prototype:	\$1.8 – \$2.3 million, including equipment, fit-up and pre-open expenses but excluding land costs
In-Line Construction:	\$1.0 – \$1.8 million, including equipment, fit-up and pre-open expenses, and depending on present space and facility provided
Conversions:	\$500 thousand - \$800 thousand, including equipment, fit-up and pre-open, but excluding acquisition/real-estate costs. Conversion costs can vary up or down depending on condition of facility, mechanicals and existing FF&E

Note: **All such development projects are unique, will vary in cost and these estimates are provided for information purposes only. More diligence is required by you the operator, in order to fully estimate and define an exact budget and likely investment for your project**