

SET YOUR **SIGHTS**
ON JOINING THE
LEADER



PINCH·A·PENNY
POOL·PATIO·SPA[®]
The Perfect People For A Perfect Pool

TAKE AIM FOR THE TOP!

Unlike some franchise opportunities you may have researched, Pinch A Penny has one simple offer. We invite you and your family to make a positive lifestyle change by joining the Pinch A Penny family. You'll have all the advantages of being a part of the world's largest retail pool and spa care franchise.

Our history speaks for itself. We've grown from one store in 1975 opened by Founder Fred Thomas, to an entire network of stores in Florida, Georgia, Alabama, Louisiana and Houston, TX which are now directed by Fred's son, John Thomas. And we're still growing in leaps and bounds due to our diligence in helping franchisees grow their sales and profits. As you'd expect from a family approach to business, we're there each and every step of the way. We train you. Encourage you. Advise you. And give you the resources you need to carry on the Pinch A Penny tradition of quality, reliability and expertise in a fun, family oriented atmosphere.

This brochure is designed to answer many of the questions you have before joining the successful Pinch A Penny family, and will help you identify if this opportunity is right for your family as well.

Is the Market Growing?

Consider this. The Gulf Coast states where we operate have some of the highest swimming pool concentrations in the U.S. Combine that with a strong population growth in those states, a climate ideal for poolside living, and you've got a strong potential for great returns on your investment.

How do we know? Because we've done our homework. It's also reassuring to consider that pools and spas need continual maintenance. So not only is our combined market growing, those pools and spas already in place provide a solid base for business.

Do Consumers Like Shopping At Pinch A Penny?

Pinch A Penny is based upon a unique and proven concept – provide an extensive line of pool and spa care products and the expertise to use them wisely. We don't just ring up purchases. Instead, we're a source of advice most pool owners quickly come to rely on.

Pinch A Penny stores offer one of the most complete lines of pool chemicals, maintenance equipment, and parts & accessories available anywhere, which gives franchisees a competitive advantage. Combine this with games, toys, floats, grills, above-ground pools and more that Pinch A Penny has available, and consumers have a one-stop resource for anything and everything they need for pools and spas.

During warmer months, business increases dramatically and so does our store owners efforts to properly service customers' needs. As in any well-run retail business, you must also attend to the demands of ordering, stocking inventory, and housekeeping.

How Much Support Do We Offer?

Remember when your parents told you to never swim alone? The same applies to our business.

We're founded on the belief that only together can we achieve the kind of unparalleled success we've enjoyed for more than 40 years. When you become a Pinch A Penny franchise owner, you become a part of the family. We'll support you in both opening your store, which includes sales training and merchandising, and training to give you an in-depth knowledge of the technical aspects of the business.

TAKE AIM FOR THE TOP!

An Education In Success.

We don't just run you through the basics, and leave you to learn on your own. You'll be required to undergo up to four weeks of training on virtually every aspect of pool care. Only then can you confidently and thoroughly serve your customers. Plus, we offer on-going training opportunities for you and your associates.

Our primary training courses are conducted at the Pinch A Penny Headquarters in Clearwater, Florida, by some of the industry's most knowledgeable experts. Our Training Coordinators are Certified Pool Operator Instructors recognized by the National Swimming Pool Foundation and Certified Aquatic Facility Operators.

Your Training Coordinator will leave no stone unturned. After all, the more you know about what you sell and why you sell it, the more valuable your business will be – for both you and your customers. In fact, we've found the key to any franchisee's success is the ability to develop a loyal customer base through extensive knowledge and customer service.

Advertising Designed To Get Results.

While referrals are important, we would never expect you to rely on just that or self-promotion to make your franchise work its hardest. We have an entire staff of advertising professionals who create national-caliber, targeted advertising campaigns to promote the Pinch A Penny brand.

Our advertising efforts have helped foster our "expert" reputation in the minds of our target audiences. And we have one of the most sophisticated pool owner databases to make sure we're getting our message to the right people.

Where Do I Get My Merchandise From?

Most of what you'll sell can be ordered through an affiliated central distribution facility in Clearwater, Florida. Stores receive deliveries on a regular scheduled basis. Even in transit, we're promoting the Pinch A Penny name through image advertising on our trucks that travel throughout select southeastern states.

What Will My Investment Be?

The cost of owning a Pinch A Penny store varies based on the location, market size, store size (square footage) and whether the store being purchased is already operational. Most new store franchises cost between \$275,000 and \$300,000, inclusive of inventory and building improvements.

What Do I Do Next?

Go to franchise.pinchapenny.com or call 727-531-8913 ext. 1237 for further information.



The Perfect People For A Perfect Pool

Although not limited to, and subject to change without notice, the following guidelines may prove useful as you decide whether or not to submit an Application for Franchise License.

1. Financial Criteria

Minimum Net Worth

\$350,000

Note: The above criteria is a minimum requirement. The actual criteria may increase subject to the anticipated specifics determined by the Business Plan. The above criteria will be increased to ensure that a franchisee has enough Liquid Assets to meet the anticipated expenditures outlined by the applicant in his/her Business Plan associated with opening/buying the store, working capital requirements, and personal living expenses.

2. Operational Criteria

Owners are required to devote their full-time and best efforts to the growth and development of their Pinch A Penny business. Therefore, applicants that have ownership interest in any other business are typically denied unless they are willing to sell and/or divest their interest in that business.

3. Background

Applicants with a history of bankruptcy, financial difficulty/poor credit management, or criminal activity generally are denied. If you have extenuating circumstances, please explain fully.

4. Ownership

Franchises are owner operated and while not required, many of our franchise locations are a husband/wife team. Partnerships are discouraged, but will be considered based on the circumstances.

5. Citizenship

It is our requirement that a candidate have permanent U.S. residency status (i.e. a green card) before beginning the process.

6. Education

Applicant(s) must have a High School Diploma or GED Equivalent. A college degree is preferred.



PINCH·A·PENNY
POOL·PATIO·SPA[®]
The Perfect People For A Perfect Pool