



Franchise Awarding Process

We are pleased to introduce you to the Christmas Decor Franchise System. This overview is meant to provide you with a better understanding of the franchise awarding process. Once your “*Request for Consideration*” is submitted, the awarding process will take approximately **four to six weeks**. Your Franchise Recruitment Specialist will be available to any questions you may have regarding the process. Thank you for your interest in **Christmas Decor!**



STEP 1. Complete a “**Request For Franchise Consideration**”

This will help us to determine what resources and experience you have available to apply to the Christmas Decor business. This will provide insight on possible location and size of a protected residential franchise license territory that will be designed for you. Once you have submitted your “*Request for Consideration*” your Recruitment Specialist will call you. Projected market potential and production capabilities will be assessed. Your Franchise Recruitment Specialist will then evaluate your resources and the geographic region of interest. Some market areas may already have an existing franchisee and are, therefore, not available. An authorized credit check will take place at this time.

We must have your completed credit application to further evaluate your request for a Christmas Décor Franchise



STEP 2. Once the Request For Consideration is received and you have consulted with your Franchise Recruitment Specialist, you will be sent the following items:

A. The Christmas Decor Information Packet which includes:

- An Earnings Claim
- What the Franchise System Includes
- Testimonials of existing Franchises
- Brochure detailing franchise system benefits

B. The Franchise Disclosure Document (FDD). This document outlines, in detail, the responsibilities and requirements for both Christmas Decor and you. The Franchise Agreement included at the back of the FDD is the contract that will initiate our business relationship when and if that decision is made by both parties. FTC regulations require that this be in your possession for a minimum of 14 days prior to your signing.



STEP 3. A “Decision Day” will be established.

A specific date will be established to finalize the Franchise Agreement. The Franchise will be either paid in full or an “Option” agreement will be established to hold the territory. This gives you a pre-determined timetable on the length of the process and expectations.



STEP 4. Formal Territory Design and a Business Model will be created by your Franchise Recruitment Specialist. A protected residential service area that matches your applicable resources will be designed using the demographics of the area. Once this is completed, the Franchise Recruiter will contact you to go over the Business Model and designed territory map for your approval and input.



STEP 5. Once the formal territory is agreed upon, you will have a phone call with one of the principals of the company to discuss or clarify any questions that the Recruitment Specialist may have missed.

A face-to-face interview may take place at a “Discovery Day” event in lieu of the phone interview with one of the principals. This gives both of us an opportunity to get to know one another and find common goals and values important for building a strong long-term business relationship. This process may take from a few days to over a week depending on the time of the year, the volume of requests, and the complexity of the information.



STEP 8. Discovery Day.

You may want to attend a “Discovery Day” at the Christmas Décor Corporate Office. We will pay ½ of the total roundtrip airfare to Lubbock, Texas. As our guest, we will take care of your hotel expense. You will spend a day at the corporate office meeting our staff and learning more about our support staff and proprietary products. This is the time to ask any additional questions you may have regarding the Franchise Agreement and any other pertinent information regarding our system.

STEP 9. Once the interviews are completed and you have been awarded a Christmas Decor franchise, your Franchise Recruitment Specialist will work with you to fill out any additional paperwork and take care of any necessary fees to complete the transaction.



STEP 10. You will be sent a list of upcoming training dates



STEP 11. When the process is complete, you will be contacted by the Franchise Operations Team to welcome you to the Christmas Décor Inc. family and confirm the initial “Quick Start Training.”



Final note. In order for Christmas Décor Inc. to make final evaluations before awarding a Christmas Decor franchise, we must have the following items:

 **Forms provided by CDI & Returned by you:**

- The Signed and dated FDD receipt, then later, the FDD and its related documents
- Credit check completed and approved
- Authorization for payment of ongoing royalties, whether by credit card, or bank draft
- Option Agreement, if necessary, to hold the area until closer to the Christmas season
- Signed Map and its written description
- Signed sales and marketing benchmarks plan

 **Additional Paperwork or Information needed from you:**

- Proof of Liability Insurance and insurance showing Christmas Décor as additionally insured
- Articles of Incorporation/Certificate of Partnership
- Bank name, address, phone number, routing number and account number to process ACH

We thank you for your interest in our exciting business – **Christmas Decor!**

Brandon Stephens, President