****

**SAFARI NATION FRANCHISE FAQs**

**WHAT IS THE IDEAL PROFILE FOR A NEW SAFARI NATION FRANCHISEE?**

We are looking for people who have been very successful in their careers and now looking to be a part of a new and exciting system! We also look for great communicators and people who understand the value in engaging with their local communities.

**HOW MUCH DOES IT COST TO OPEN A SAFARI NATION FAMILY FUN CENTER?**

While most of our franchisees lease their real estate, in these cases we are finding that you should expect to spend between $285,550.00 and $806,500.00 in total costs to open a new park.

**DOES SAFARI NATION OFFER FINANCING?**

Our franchisees fund their businesses in many ways. We can connect you with experienced third-party lenders that will assist and guide you through the funding process. If you are financing the business you should expect a liquid up-front investment of $1000,000-$250,000 in opening the Family Fun Center.

**WHAT ARE THE INITIAL FRANCHISE FEES AND ONGOING ROYALTY FEES?**

The initial franchisee fee is $30,000. You will pay ongoing royalties on gross sales of 5%. We also require you to spend a minimum of 1% of your gross sales for marketing programs in your territory.

**HOW LONG WILL THE PROCESS TAKE FROM INTRODUCTION TO OPENING?**

We have found that it normally takes from 1-2 months of research and analysis prior to signing a franchise agreement. We are dedicated to assisting you through the process. While there are many variables that are out of our control, after officially becoming a franchisee we will target a development schedule of between 6-8 months.

**DOES SAFARI NATION OFFER A MULTI-UNIT FRANCHISE OPPORTUNITY?**

Absolutely! We understand that you may want the flexibility to reserve valuable territory and open multiple locations. We offer Single and Multi-Unit development agreements. There are financial incentives in committing to more than one Family Fun Center.

**WHERE SHOULD I LOCATE MY SAFARI NATION FAMILY FUN CENTER?**

We search for locations of 12,000-15,000 square feet with high ceiling clearance (16’ Minimum) located in high visibility retail or mixed-use areas with significant parking.

 **WILL YOU ASSIST ME WITH DEVELOPMENT AND SETUP OF THE PARK?**

Yes! We will begin working with you immediately on-site selection for a building that will provide you with a great opportunity for success. Then after signing a lease you will have a professional Project Manager assigned to coordinate the site development and opening of your park.

**WILL YOU HELP ME WITH MY INITIAL MARKETING STRATEGY AND GRAND OPENING?**

Yes. A well planned grand opening marketing campaign is critical to the success of the park. You will be required to spend approximately $25,000 with a third-party marketing firm to effectively plan and execute your grand opening campaign.

**HOW LONG WILL I BE AT TRAINING AND WHAT CAN I EXPECT TO LEARN?**

Our initial training program consists of approximately 15 Hours of classroom and 15 Hours on-site training at a company-owned location in Greensboro, NC and Winston Salem, NC. Even if you do not plan on being an owner-operator, we request that you attend training and that you bring your general manager and another key employee.

Your training program will include:

* Administration & Management
* Online Info & Booking
* IT Systems
* Guest Experience
* Birthday Party Management
* Operational & Cabana Procedures
* Marketing Strategies and Programs

**A PLACE WHERE MOVEMENT BECOMES MORE THAN EXERCISE**

We are as passionate about the Family Fun Center as we are about what we believe is truly a premiere business opportunity. As a SAFARI NATION franchise owner, you will enjoy a proven business model that is fun to own. With a sophisticated software system, the business can be monitored from anywhere in the world, and you can be part of one of the fastest-growing segments of the amusement industry.

SAFARI NATION has combined a great business opportunity, family time, fitness and technology into a franchise model that perfectly positions you for success. On top of our initial criteria for starting SAFARI NATION we have added:

* Extensive safety-training program
* Online booking to point-of-sale system
* Real-time management that provides you the opportunity to operate the business from where you are and allows you to be at home, spending time with your family or enjoying other leisure activities
* A simplified operational plan that allows those with limited experience to own and operate a franchise business
* Complete setup of all digital marketing, including website and social media
* Ongoing, continual monitoring of all social media channels and posting

We look forward to speaking with you soon!

Please feel free to call me for more information.

**John Romney**
**VP of Franchise Development & Sales**
**Office: 305-592-9229**
**Cell: 305-222-2201**
**Franchise@thesafarination.com**