



FRANCHISE

With

MYCITY SOCIAL

About MyCity SOCIAL

MyCity SOCIAL is a company that prides itself on learning, growing, nurturing, and staying one step ahead of the game. Its core centers on using technology to our advantage.

Why Own A

MyCity SOCIAL Franchise?

From 24 digital marketing clients to over

500 and five offices in four years

makes one of the top digital marketing

companies in Florida.

**Now we are looking for other like-minded individuals
that will join us in our next phase of growth.**

YOUR ESTIMATED INITIAL INVESTMENT

NATURE OF INVESTMENT	LOW AMOUNT	HIGH AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAID
Initial Franchise Fee ¹	\$40,000	\$40,000	Lump Sum	At signing of Franchise Agreement	MyCity Social
Training Fee	\$3,000	\$3,000	Lump Sum	At signing of Franchise Agreement	MyCity Social
Traveling and living expenses while training	\$0	\$5,000	As Incurred	As incurred, while Franchisee conducts training in Orlando, FL	Vendors, such as airlines, hotels, and restaurants
Real Estate ²	(Note 2)	(Note 2)	(Note 2)	(Note 2)	(Note 2)
Equipment ³ (2-3 computers; 1 laptop)	\$2,000	\$3,500	Lump Sum	Prior to Opening	Various vendors
Office supplies and third-party software subscriptions	\$1,500	\$3,000	Lump Sum	Prior to Opening	Various vendors
Printed presentation and marketing materials	\$0	\$2,000	As Incurred	As incurred	MyCity Social
Wages for Staff (3 months)	\$7,500 (Estimate assumes one additional employee paid \$30,000 annually)	\$15,000 (Estimate assumes one additional employee paid \$30,000 annually)	As Incurred)	As Incurred)	Employees (Neither estimate includes any salary to Franchisee.)
Miscellaneous ⁴ Opening costs (3 months)	\$1,000	\$2,000	As Incurred	As incurred (Security deposits, utilities, business licenses, etc.)	Various vendors

NATURE OF INVESTMENT	LOW AMOUNT	HIGH AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAID
Additional Funds – 6 months ⁵	\$55,000	\$55,000	As Incurred	As incurred (Security deposits, utilities, business licenses, etc.)	Various vendors
Total⁶	T\$110,000 ⁷ (Does not include real estate costs)	\$128,500 ⁷ (Does not include real estate costs)	As Incurred	At signing of Franchise Agreement	Franchisee is required to have this working capital available to pay for initial start-up expenses.

- 1 We do not finance any fee. All fees are non-refundable.
- 2 If you do not own adequate office space, you must lease office space. Typical locations are in a shared spaced. The typical location is large enough for 3-4 desks and must have 1 private office. Rent is estimated to be between \$800-\$1500/month depending on factors such as size, condition and location of the leased premises.
- 3 This payment is fully refundable before equipment is ordered. After order is placed, all fees are nonrefundable.
- 4 This includes security deposits, utility costs and incorporation fees.
- 5 This estimates your start-up expenses. These figures are estimates and we cannot guarantee that you will not have additional expenses starting the business. Your costs will depend on factors such as: how much you follow our methods and procedures; your management skill, experience and business acumen local economic conditions; the local market for our services; the prevailing wage rate competition and the sales level reached during the initial period.
- 6 We do not offer direct or indirect financing to franchisees for any items. Except as indicated, all fees are non-refundable.
- 7 We have relied on our 9-years of experience in the digital marketing business to compile these estimates. You should review these figures carefully with a business advisor before making any decision to purchase the franchise.

TOP 6 REASONS

Why you need to own a MyCity Social Franchise



High Demand
Industry



Total Training &
Support



Profitable &
Lucrative Market



Low
Overhead



Low cost
franchise



Rapid
On-Boarding

Estimated MyCity SOCIAL Investment Costs*

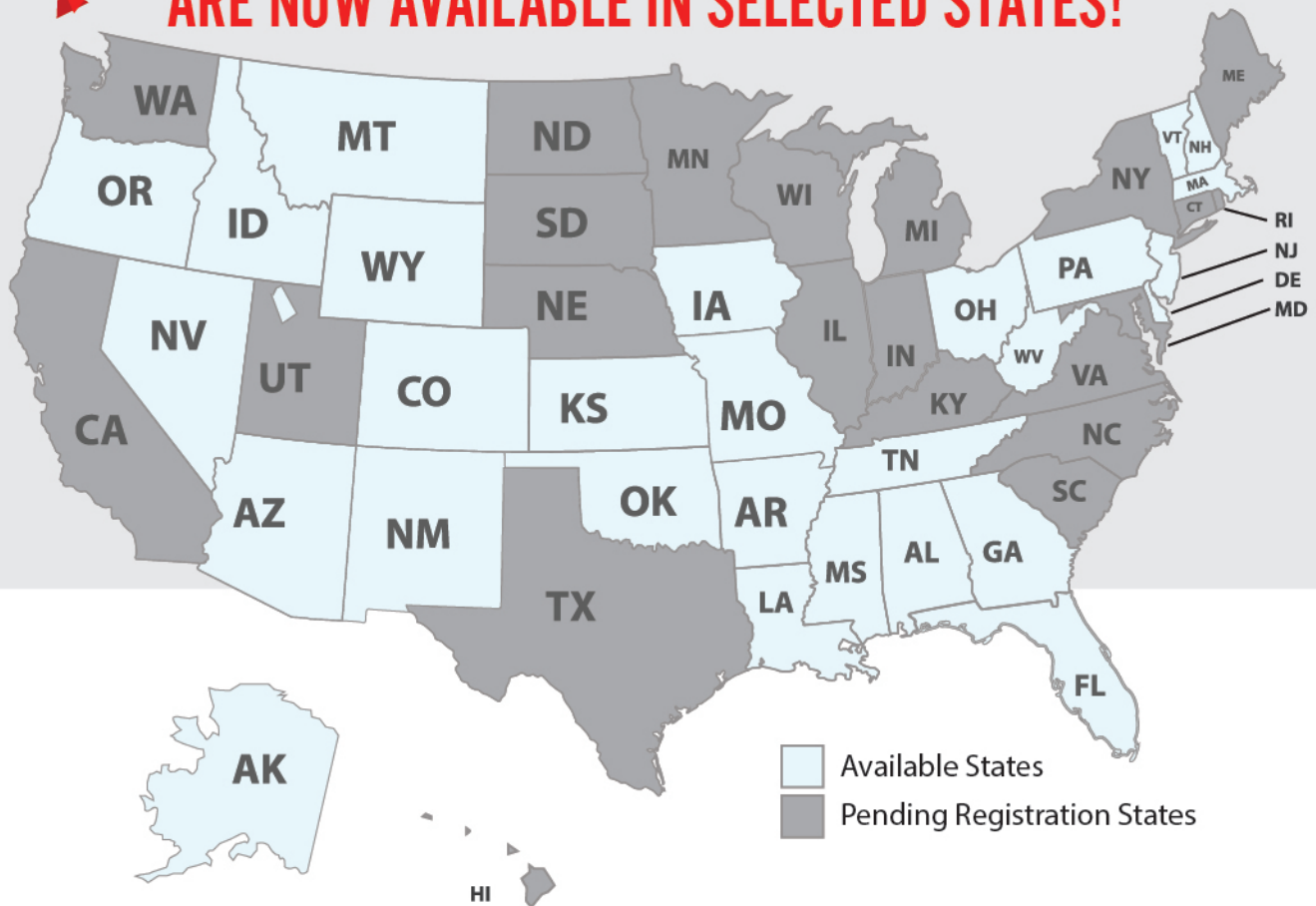
Franchise Fee
\$40,000

Total Investment
\$112,400 -
\$133,000

*Franchise costs may vary. Franchise details may vary and will be specified exactly in the Franchise Disclosure.

MYCITY SOCIAL FRANCHISES

ARE NOW AVAILABLE IN SELECTED STATES!



Territories are defined by County

THE PROCESS

01

Application

02

Business Plan

03

Financial Review

04

Approval

05

Grand Opening

CONTACT US TODAY !



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