

A Passion For *Fashion*

THE APRICOT LANE OPPORTUNITY BY THE NUMBERS

We get it. You want all the information before you invest in a franchise. And why shouldn't you? This is a big decision that effects your career, your family, and your community. Check out the Apricot Lane franchise opportunity by the numbers, and see what you have to gain by investing with us! Streamlined our franchise process to include 10 steps from start to finish — including some of the steps mentioned in this guide!

HISTORY AND EXPANSION

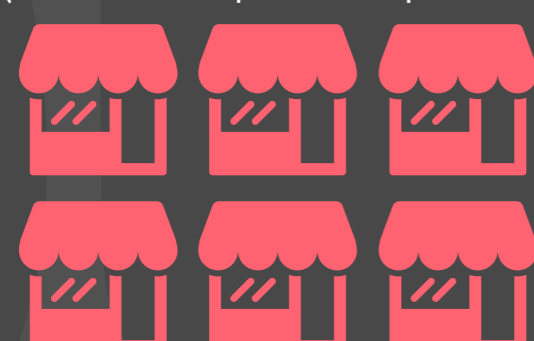
Country Visions, Inc, the franchisor for Apricot Lane, is proud to have been in business for more than 25 years. Apricot Lane Boutique was launched in 2007 and during that time we have evolved and expanded to...

More than

140

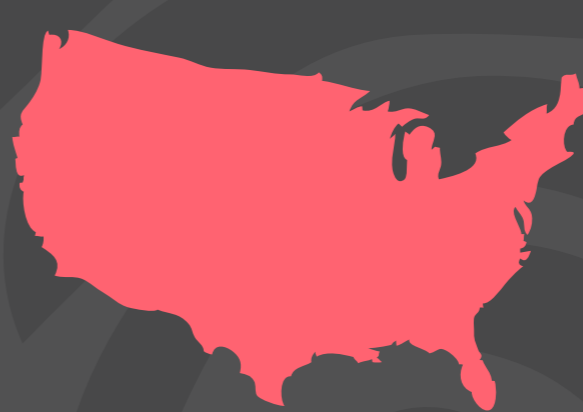
BOUTIQUES

(combined opened & planned)



36

STATES



Adding **25+**
boutiques every year!

Available territories in **EVERY STATE** in the U.S.

MONEY TALK

Understanding the financial requirements is the first step to joining the Apricot Lane franchise family.

Average Sales Top
20 Stores
\$874,000*

Initial franchise fee =
\$39,500

Minimum investment =
\$150K

Minimum Required liquidity =
\$75K

Bi-monthly royalty =
5.5%

Advertising Development fund =
1.0%



**You can spend as much as
\$5 MILLION
on some franchise investments!

* 2022 Franchise Disclosure Document

THE AVERAGE STORE

With stores all over the nation, we see a lot of variety in each of our boutiques. Here's what a typical store is like so you know what to expect...

1,200-1,800
SQUARE FEET



Mix of trendy and classic aesthetic to please our mother/daughter customer base with affordable price points
UNDER \$100

After **6 MONTHS** stores can apply to open online shopping using Apricot Lane approved platforms.



The best part? It takes just **4-5 MONTHS** to open your store after you have signed the franchise agreement.

HOP ON BOARD THE SUPPORT TRAIN

A franchisee cannot succeed without being given the tools and training they need. We take training and support seriously, with...

40 HOURS
HOME TRAINING

5 DAYS
classroom training in Sacramento Valley

3-5 DAYS
ON-SITE TRAINING



120 DAYS
OF DEDICATED POST-OPENING SUPPORT

Over a dozen support resources, including:

- Best Practices & Training Video
- In-house ad agency
- Site selection services
- E-commerce
- Ongoing webinars
- System and Regional monthly conference calls
- Annual conference
- **Plus** many more support services!

Apricot Lane is actively looking for franchisees in cities all over the United States! Do you have what it takes?

Visit us at www.ApricotLaneFranchise.com

Offering by Prospectus Only

Apricot Lane
BOUTIQUE

Sources:
1. https://www.franchising.com/guides/the_cost_of_opening_a_franchise.html