



CPRIOA
An Independent Association of Cell Phone Repair Franchisees
an Affiliated Chapter of the
American Association of Franchisees & Dealers
The Center for Total Quality Franchising®

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CPR Response to ‘distressed’ capped royalties’ correspondence

From: Chris Jourdan <cjourdan@cpr-corporate.com>
Subject: Fwd: Special Terms for New Stores & Steps to Opening
Date: July 22, 2020 at 8:35:44 AM CDT
To: cpralert@merrymtg.com

As mentioned on our last update call; we're pleased to announce special transfer terms in addition to the special terms for new locations.

For a limited time, we're extending special terms for transfers that qualify.

Locations that fall below network revenue average over the last rolling 12 months can qualify for special transfer terms, assuming all other conditions of transfer are met.

Terms for Transfers of below-average locations

Royalty Rate 5.8%

Bi-monthly minimum and maximum royalty rates paid twice a month. A minimum of \$1,000 (specifically \$500 bi-monthly) and a maximum of \$1,500 (specifically \$750 bi-monthly).

Standard technology and advertising fund fees no waiver.

From: Chris Jourdan <cjourdan@cpr-corporate.com>
Date: Fri, Jul 10, 2020 at 5:50 PM

Please note, **the special terms below do not apply to transfers or renewals**. The terms are available for a limited time. They are being offered exclusively for existing CPR owners who are: (1) in good standing; (2) in compliance with brand standards; and (3) have secured approval from both Compliance and the Brand team.

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Terms for New Store(s)

Royalty rate 5.8%

Bi-monthly minimum and maximum royalty rates paid twice a month. A minimum of \$750 (specifically \$375 bi-monthly) and a maximum of \$1,250 (specifically \$625 bi-monthly).

Standard technology and advertising fund fees no waiver.

Advertising fund and technology fee only for first 6 months of operation (**no royalties until month 7 of operation**)

Purchase and Conversion of Independent Store(s)

Up to \$5,000 loan per store for approved conversion costs related to rebranding. Loan repaid at a rate of \$250 per month which will be amortized over 20 months.

Royalty rate 5.8%.

Bi-monthly minimum and maximum royalty rates paid twice a month– First 20 months of store operation - \$250 a month in loan repayments **plus** royalties with a minimum of \$500 (specifically \$250 bi-monthly) / and a maximum of \$1,000 (specifically \$500 bi-monthly) per month. After 20 months, the minimum is increased to \$750 (specifically \$375 bi-monthly) and the maximum is increased \$1,250 (specifically \$625 bi-monthly).

Standard technology and advertising fund fees no waiver.

If you have a location that you're interested in opening or acquiring, **the first step is to submit the form below**. After submitting, you'll receive a follow up from Compliance and the Brand team.

[New Store: Request for Approval Form](#)