

The Franchise Authority



A Letter From The President:

Thank you for your consideration of our Brokerage Program. Whatever happened along the road in life that brought you to this point, one thing is for sure you have found a very unique opportunity. If you are educated, articulate, a past or current manager, or have been a business owner you might be just the person we are looking for. We also look for good communication skills by phone and/or in person.

Our unique system aggressively markets Franchise listings throughout the country via our network of independently owned and operated offices.. Our online listings catalog represents only the finest blend of established Franchise opportunities. Part of our ongoing commitment to you and our entire broker network is to continuously update our listings catalog. Our Franchise Inventory is the pinnacle of opportunity for both the selling broker and his client...the future franchisee.

We offer only those franchises to our Brokers that meet our high internal standards of excellence, integrity, and quality. We offer you a proven system that matches qualified Franchise buyers with the best Franchise sellers. We give you the best of both worlds...a local area to work close to home and a system for working leads across the country through the internet and your phone!

Please review these materials carefully and call me with any questions.

Sincerely,

Robert D. King

President

**908 Town & Country Blvd. Suite 120 Houston, Texas 77024
(800) 307-0228 Fax (281) 346-0698
bobking@franchiseauthority.com www.franchiseauthority.com**

The Franchise Authority

Your Road To Success Starts Here

*We are looking for one professional individual in your area...someone with **SOLID BUSINESS CREDENTIALS** along with **Good Listening and Communication Skills**.*

If you have the right skills no prior experience in this industry is required. Our training will provide you with all the tools for success.

*You will represent at least 250 Franchises that pay you **TOP COMMISSIONS** for bringing them qualified buyers.*

*You are only the **MATCH MAKER** and the franchisor does all of the selling. Imagine getting checks like this in the mail every month...*

360 Degree Painting \$18,000 to \$48,000

Advantage Golf - \$17,000

Doctors Express \$18,000 to \$100,000

Massage Envy \$18,000

SignWorld \$30,000

Budget Blinds \$20,000

Molly Maids \$25,000

Sport Clips \$25,000

*Start getting these checks made payable to **YOU!***



Training includes: 4 Day In depth Training Normally in Houston or Denver or choose our in home correspondence training program and NEVER leave home!

- ***No Inventory Required***
 - ***No Overhead***
- ***Sales Skill Are Helpful...but you don't close, the franchisor does***
 - ***Protected Local Marketing Territories***
 - ***Work Coast To Coast Internet Leads With No Boundaries***
 - ***Unlimited Prospects From The Internet***
 - ***Your Own Website That looks just like ours***
 - ***Work From Home Or Office...your choice***
 - ***Proven Marketing System***
 - ***Part Or Full Time***
 - ***Set Your Own Schedule***
 - ***Complete Turn-Key Operating Systems***
 - ***No Inventory To Stock***
 - ***No Employees Needed Or To Pay***
 - ***A Portion Or ALL OF Your Initial Investment Can Be REBATED***
 - ***Online Databases And Client Registrations***
 - ***Start for as little as \$14,950***



Our One-Of-A-Kind System

Getting Paid to Be a
"Matchmaker"



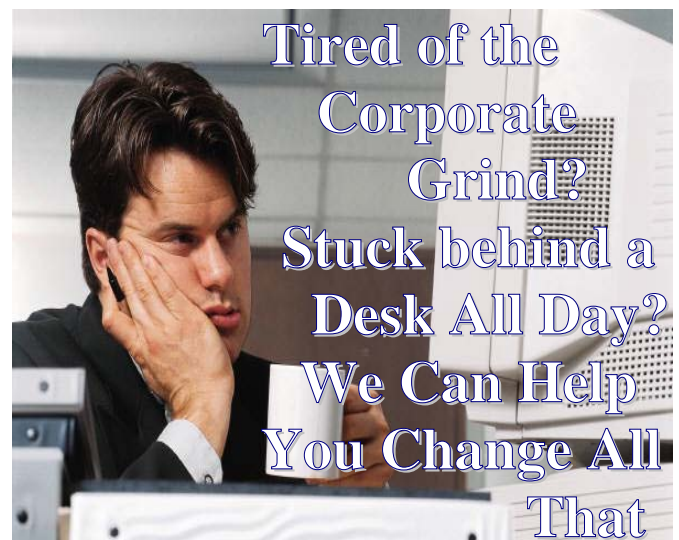
Franchise Sales Are At An All Time High! Our Broker Program Is Perfectly Positioned To Bring You Into A Very Profitable New Business. Here Is Why:

There are thousands of middle to upper class people that have lost their jobs due to downsizing, and jobs going overseas. Many of these people have nowhere to go while others are tired of Corporate America. They have money and are looking for their own business. But how do they find a business that they will like and that will also make money?

Where do they start?

This is where you come in.

A Franchise Is By Far the Safest and Best Way to Go. A franchised business has a 90% chance of success as compared to 12% for independent businesses. Most Franchises can be had at an affordable price; some Franchises can be obtained by the average individual with an out of pocket expense that is less than most luxury cars! And most Franchise companies either offer or find financing assistance for buyers. Last year 40% of all retail goods and services were sold through franchised outlets, this represents over \$800 Billion in sales. A new franchise is sold every EIGHT MINUTES in the United States. As a Franchise Authority Broker you represent the widest variety of quality franchises offered anywhere in the country.





You Will Broker Quality Franchises in all categories of business: Automotive, Building, Childcare, Education & Training, Employment & Personnel, Energy, Financial Services, Food, Hair Styling Salons, Health, Laundry & Dry Cleaning, Maid Services, Packaging & Mailing, Printing & Graphics, Retail Sales of all types and Sports! Our Elite Listings Catalog features all this and more...and our DATABASE OF ALMOST ALL OFFERED FRANCHISES (About 2,500) IN THE UNITED STATES is updated quarterly for you. Let us show you how to use this database and turn it into additional income!

If you have the skills and background we are looking for then the timing is just right for you to join us now. Let our system along with your talents create a future that is lucrative, enjoyable and secure for you and your family.

Unlike a regular Business or Real Estate Broker you Will Not Close The Sale! You simply provide referrals to the Franchise Companies and then let them do the rest. You stay in touch with your client but the Franchise Companies close your sale and collect funds. Your commission is paid within days after the closing of the franchise sale. Our Brokers love this business and we work hard to ensure that everything from our training to your daily experience is enjoyable and profitable!



Here Is What Just A Few Of Our Brokers Have Had To Say...

AND WE QUOTE...

Carl Pallini

"I made over \$37,000 this month alone and believe me with the right work ethic it can happen for you as well!"

David Fiske

"It's been a great investment! I wish I'd been doing it before I got downsized a year ago. Then I would have had something to fall back on. As it stands today, I'm working a full-time sales job, doing the Franchise Authority part-time, and enjoying every minute of it! The franchisers that I've become associated with over the past year have been great to work with. I enjoy the freedom and the sense of being in control. To top things off, it's a great source of income, in fact, currently more than I'm making at my full-time job!"

Jerry Perch

"My instructor, Fred Plumer was TERRIFIC! He covered EVERYTHING... I came to TFA with a Franchise background and still was impressed with the information I was provided. While in Training I was HIRED by a Franchise TFA works with to help them expand nationally. This has led to a second offer from yet another Franchise company where I now have a full salary, commissions and benefits. Signing up with Franchise Authority not only provided me with a wonderful opportunity but also immediately opened other doors I never would have expected."

Bob King – Company President

This Business Works In Recessions and Good Times. Why?

Because it is the American Dream to own your own business!

"As companies downsize we hear from individuals wanting to take control of their financial future. Many company executives are taking early retirement but not wanting to go sit on the sidelines of life...they are used to being productive and want to buy a business they can run or at least oversee. Corporate scandals and the rollercoaster ride of Wall Street have pushed even more people into business ownership. Some clients are the average investors looking to work the business daily to earn income for now while saving for the future. Many of our wealthier investors today have no interest in being the manager of a restaurant or store; they hire people to do that sort of thing. They are absentee owners who are simply looking at the numbers, and the numbers look good compared to the stock market these days. A well-run franchise might return a 20% or better return while providing the type of tax advantages many of our clients seek."



The Franchise Authority, Inc.
COMPANY
SUPPORT

With The Franchise Authority you are in business for yourself, but not by yourself. From the person answering the phone at our corporate office, to the person who trains you, to a contact at one of the associate franchise companies our professionalism shines through.

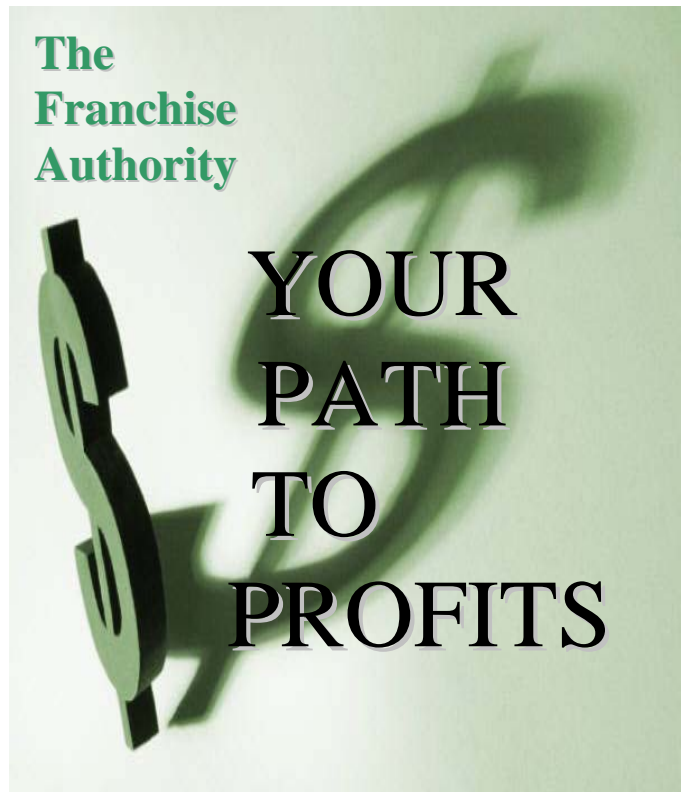
We can take the newest member of our team and make them as successful as our oldest and most profitable Broker. Our training is second to none. We are so certain of your results that we offer to rebate your up front fees.

Aside from initial training, The Franchise Authority office in Houston, Texas is your ongoing source for EVERY aspect of your

operation. You are never more than a toll-free call away from all the information you will ever need to operate a successful business.

Remember that this is a very simple “turnkey” operation. We provide a gateway to some of the nation’s hottest, most profitable franchise opportunities.

The Franchise Authority allows you easy access to our simplified system, reducing your hours worked while at the same time increasing your income and productivity.



For Your Advantage

Complete Training & Your Investment Can Be Fully Rebated!

You're eligible for a full or partial rebate on your initial investment! Each finder's fee paid to you will be increased by 10% until you have been refunded in full. If a finder's fee of \$20,000 were due to you, it would be made out for \$22,000. This will continue during your initial year in business or until you have been rebated in full...whichever comes first. Ask your Franchise Authority representative for complete details.

Diversity & Flexibility

Don't bank your future on the success or failure of one business, one concept, or one product line. With **The Franchise Authority** there is complete diversification as you represent the widest and best variety of North American businesses. Take full advantage of the incredible technology in today's business world as we add the latest and most viable opportunities to our listings catalog as they become available to the public. This is comparable to never having to buy a new car again, because you always have the newest and best Franchise available...that is **The Franchise Authority**.



*Be part of our very next graduation dinner as pictured above. Take control of the future.
Make the move now and come aboard!*

THE FRANCHISE AUTHORITY, INC. A PROUD MEMBER OF THE



GREATER HOUSTON PARTNERSHIP
Chamber of Commerce • Economic Development • World Trade

Showing Your Clients The Advantages Of Franchising Is Easy And Based Upon FACTS!

Proven Business Model and Concept with Valid References.

- Less Risk, far less than buying into an old business.
- Brand Name Recognition, the groundwork has already been paid for.
- On-going Support from experienced owners/operators.
- Group Purchasing Power to increase your profits.
- Camaraderie, without a Boss!
- On-going Research & Development at the expense of the Master Company.
- Legal Compliance from the Franchise company legal departments.
- Co-op Nationwide Advertising to expand sales.
- Best Practice Or Methods Sharing
- Builds Equity Faster than a private business.

And Here Are Some of The Many Risks For Your Client If They Buy An Existing Business

- Higher cost than a Franchise start-up, usually 2-3 times the Franchise fee.
- Current employees may not stay.
- May need to modernize or upgrade machines and or equipment.
- Asking price may be higher than current real value
- Business may have already peaked
- New competition may be entering market
- **And Here Is The Big One-**
Accuracy of Profits and Losses
May Be Over and Understated!

Frequently Asked Questions

Q. Why does a customer come to The Franchise Authority, Inc.?

A. *We offer one-stop shopping for all his Franchise needs with the advantage of dealing with a trusted local Broker (You) in his community.*

Q. Does the buyer of a franchise pay more for a business by using our services?

A. *No. They pay the published price for any franchise just as if they had gone directly to the Franchise Company. The Franchise Company absorbs your marketing costs.*

Q. Does The Franchise Authority, Inc., charge any up-front fees?

A. *No. A client never pays us or you for the service before or after the purchase. Our income is earned by commissions paid to us by the company selling the franchise.*

Q. Why does the franchiser need The Franchise Authority, Inc.?

A. *We provide additional national marketing exposure to the seller at absolutely no up-front cost. Both emerging and name brand franchises welcome the added local sales efforts.*

Q. Why should anyone use a Broker to buy a franchise?

A. **The same reasons you use a Real Estate Broker!** *The United States Department of Commerce statistics show an over-90% success rate for franchised businesses as opposed to only 18% for independents. Last year 40% of all retail goods and services were sold through franchised outlets, over \$800 billion in sales.*

Q. What about training?

A. *Complete training is included within your initial investment of \$14,950.00 or \$19,950. With the \$14,950 program you train from home at your own pace (normally over 10 business days) through a complete correspondence course featuring teleconferences, materials, books and powerpoint presentations. The \$19,950 program includes full in person training over about four business days in Houston or Denver. Airfare, hotel and some meals included in that price.*

Q. How do I get my leads?

A. *We provide the first two months of Internet leads as part of your starting package. When your free leads expire you may purchase internet leads anytime at a cost of about \$19 each. Additional leads are generated through our web site and other marketing avenues at no cost to you. Some of the HIGHEST QUALITY LEADS ARE FREE...only costing you some time and effort. These leads come from networking with CPA's, Accountants, Attorneys, Financial Brokers, Commercial Real Estate Firms, Traditional Business Brokers and Outplacement Firms just to mention a few. This lead generation method is a VITAL part of your in person training and will help launch you local business. You should plan on a weekly marketing budget of about \$200.*

Q. How do you as a Franchise Authority, Inc. Broker earn income?

A. *The commissions or "finder's fee" paid by the Franchise Companies we feature range from \$2500 to more than \$30,000 per sale! It is merely a percentage of the franchise fee each opportunity charges. See samples included. Master franchise referrals range from \$20,000 to over \$100,000!*

Q. What if a purchaser wants a franchise not in our “Elite Franchise Catalog?”

*A. The largest percentage of purchasers begins the buying process without a specific franchise in mind. Clients come to The Franchise Authority because we offer unique matchmaking ability. In the rare case where a truly qualified buyer desires a specific franchise not listed in our catalog you can refer to your COMPLETE DATABASE OF ABOUT 2,500 franchises. Many franchisors will do a one time deal with you when a qualified candidate is wanting to purchase...or you can call us and we will attempt to help you put the deal together.. We are happy to contact any franchiser to assist a Broker. **If you bring us a new franchise that signs a national contract you would receive commissions on ALL sales from that opportunity throughout our network!***

START UP COST – *Other programs are MUCH more expensive than our lowest price program of \$14,950. Most run in the range of \$20,000 and up to \$50,000 just to start with. Our program is NOT a franchise and thus does not require a long-term contract that **REQUIRES** you pay a monthly royalty, advertising fee etc.*

AREA OF OPERATION – *Our competitors offer NO TERRITORY or VERY SMALL areas to work, we know what it takes to support you initially and as you expand and grow... giving you advantages and control in areas like advertising and networking without limitations. **You may also work Nation Wide through the use of Inter-Net leads.***

INVENTORY – *We have a very large and diverse selection of franchise and business inventory to work from. There are a lot more investors in the under \$100,000 range than over \$100K...and even more at under \$50,000. We carry franchises, licenses and some other business opportunities that are more affordable, profitable, and pay incredible commissions. These can close very quickly allowing your cash flow to be stronger and more consistent. We have great opportunities starting at \$10,000.*

ADVERTISING – *We have expertise in this area. Our company President has fourteen years experience in how to get your phone to ring. Our competitors **REQUIRE YOU** to participate in **ADVERTISING POOLS** each month. This is a cost you are **TIED** into and is part of your contract. What if you don't want to run ads that month...your sick, on vacation, have free leads coming in from networking and referrals? You have to pay this fee regardless. With our ad agency...one call does it all, and you run ads where, when and how you wish. We provide complete support in this **IMPORTANT** area, right down to suggestions of ad copy, what days are best, what days to avoid, how much to spend etc. But you get to take those suggestions and decide what is best for you. Our entire program is set up to guide you with our expertise, but at the same time give you the freedom you seek while working for yourself!*

Your INCOME – *We keep less of what you make...end of subject. We keep 10% or less of any income you generate. Our competitors keep up to 30%. During your first year with Franchise Authority you earn 100% of what you bring in as part of our rebate program (Up To \$19,950.00). If the competition is trying to build a long-term relationship with a Broker...why charge so much up front, keep so much of what they earn, and not assist them with a rebate during that critical first year of operation? It makes you wonder who is really benefiting the most from the program...the Broker or the COMPANY? The advantages with the Franchise Authority, Inc. are numerous. The differences between our competitors and us are real...count on it!*

THE FRANCHISE AUTHORITY

Master Broker Program

TRAINING AND LICENSE FEE \$14,950 CORRESPONDENCE
OR
\$19,950 IN PERSON



Our Unique One-Of-A-Kind Opportunity Includes:

- Representing/Contracted With 250 Elite American Businesses
- 2,500 other sources of Income...A Continuously Updated Database Of Almost All Franchised Opportunities In The Country And How To Turn It Into INCOME!!!
- IN PERSON Training Includes Airfare, Hotel, And Transportation, 4 day program
 - First 2 Months of Leads Included
 - LARGEST Commission Checks In The Industry
 - Being Paid Immediately
 - Your Elite Franchise Online Listings Catalog
- Ongoing Monthly Updates To The Nearly 250 Franchises
 - Complete Operations Manual
 - All Required Business Forms
- Various Promotional Materials From Our Franchisors
- Ongoing Education & Support With Our Franchisors
- *Optional* Seminars With Company And/Or Franchisors
 - Your Own Website that looks JUST LIKE OURS!
- Complete Advertising Assistance With One Call Ad Agency For U.S Newspapers
 - Initial Investment Can Be Rebated During Your First Year In Business
 - Personalized Business Cards
 - Toll Free Support Line For EVERY Business Need.
 - Easy Prospect Registration With Our Corporate Office
 - No Royalty Fees Ever
 - Flexibility, Independence, & No Employees
- THE STRENGTH, KNOWLEDGE & SUPPORT OF THE FRANCHISE AUTHORITY, INC.

PLATINUM PLUS TRAINING PROGRAMS...IN HOME OR IN PERSON



The Franchise Authority Institute!

Training so extensive and productive will jump start your business and provide moneymaking, Time saving information that will act as your compass from day one! Training will cover all of the following:

- **REVENUE SOURCES & HOW TO TAP THEM** - *Virtually endless.*
- **SO...HOW LONG HAVE YOU BEEN IN BUSINESS?** – *By the time you leave class you will answer that question correctly and earn the confidence of your clients.*
- **POWERPOINT PRESENTATION** - *Learn to make a group presentation that will turn into deals.*
- **LEAD MANAGEMENT** - *Includes generation & maximizing your return and PROFITS.*
- **NETWORKING WITHIN YOUR TERRITORY** – *Additional leads at NO COST!*
- **ADVERTISING** - *How, where, when, right down to the ads to run. Access to a one-stop ad agency!*
- **WEEKLY SCHEDULES & TIME MANAGEMENT** - *Work smart...not overtime!*
- **FRANCHISOR RELATIONSHIPS** - *How to conduct business with them, what they need from you, and most importantly...How to become invaluable to them.*
- **FRANCHISOR SUPPORT** - *Why they are anxious to provide continuing support/education and how turn that support into profit.*
- **MASTER FRANCHISE & AREA DEVELOPMENT OPPORTUNITIES** – *Learn how to go beyond single unit sales and set your sights on lucrative multi unit deals.*
- **THE INTERNET MARKETING TOOLS** – *We give you the best of both worlds, working within your own territory and using INTERNET leads to market your services ACROSS THE COUNTRY!!!*
- **DEVELOP PERSONAL EMPATHY SKILLS, SCREENING & SLOTTING SKILLS** - *Your trainers are the best in the business!*
- **USE OF PROVIDED FORMS AND LITERATURE** – *How to best understand business forms and your The Franchise Authority operations manual. Easy to follow and implement.*
- **HOW TO USE YOU NATIONWIDE DATABASE OF 2,500 ADDITIONAL FRANCHISES** - *This database includes almost every franchise offered in the United States for sale. Learn how our brokers use it to better assist clients and to generate additional income!*

**THE FRANCHISE AUTHORITY, INC
CONFIDENTIAL APPLICATION**

Page 1 of 2

Last Name _____ **First Name** _____

Address _____

City _____ **State** _____ **Zip Code** _____

Email Address _____

Home Phone _____ **BusinessPhone** _____

Cell Phone (cell) _____ **Fax** _____

Birth date ___/___/___ **Marital Status** _____ **Spouse'Name** _____

Current Occupation _____ **How Long?** _____

Educational Background (highest level completed)

School	Years Attended	Degree Earned	Year Graduated
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Business Background/History:

(In the space provided below, please give us as much detail about your past/current business experience as possible.)

See Page 2 of 2

References: Names & Phone Numbers Please

Questions:

Will this business be full-time or part-time? _____

Is the required capital for License Fee available now, if not, how will you raise the money?

When will funds be available? _____

Will you have a partner? _____ **If yes, give name & phone number.**

Who will manage the business? _____

Have you owned a business before/currently? _____ **If yes, describe below.**

Can you start now? _____ **If not, why and when is your proposed starting date?**

Signature and date _____ / ____ / _____

Please sign date, and fax back to Bob King at (281) 346-0698.

Or email to Mr. King at bobking@franchiseauthority.com

Please Note:

Please do not fax this application until YOU have reached a full decision to move forward, should you be selected.

*This application is required to be considered,
but is not an offer or guarantee.*

FRANCHISE AUTHORITY \$14,950.00 AGREEMENT

THE FRANCHISE AUTHORITY, INC., a Texas Corporation, whose principal place of business is 908 Town & Country Blvd., Suite 120 Houston, TX, 77024 (hereinafter referred to as the "COMPANY"), and _____ hereinafter referred to as the "BROKER"), in consideration of the promise made and intending to be legally bound, agree as follows:

- 1.01 Company grants to Broker the ability to represent to the public such franchises made available to the Broker through the Company's network of business offerings. Broker is paid on such sales directly by the Company in the form of commission calculated as a percentage of the gross sale price.
- 1.02 Company hereby assigns Broker the following area of operation further described as: _____.
- 1.03 The Broker agrees that as long as the Broker is in the business of representing franchise opportunities under this agreement, that he is an independent contractor and not an employee of the Company.
- 1.04 Company specifically notes and Broker specifically agrees that commissions on all closed sales made by the Broker are payable by the Company only after payment is received from franchisor or otherwise responsible party sponsoring the opportunity. Company will use all due diligence in selecting responsible franchise marketers, but can never be responsible for the errors or omissions of such marketers. Company will pay Broker 90% of all commissions collected from opportunity sellers. Company will retain 10% of all earnings generated by broker except as outlined in section 1.07 (D) where Broker will earn 100% of commissions during first year with Company.
- 1.05 Broker agrees to pay all expenses incurred in the generation of sales, and is not to represent that the Company is in any way liable or responsible for such expense. This agreement shall not be construed as giving the Broker any authority to ask for or charge such expenses on behalf of the Company.
- 1.06 Broker agrees to familiarize himself with all Federal and State laws, local ordinances, and applicable standards and regulations of any commission or agency of the Government. Broker agrees to abide and comply with such laws, ordinances, rules, standards, regulations, and interpretations thereof, and agrees to save and hold harmless the Company in the event he shall not comply in this respect.
- 1.07 Upon Broker's execution of this agreement and its acceptance by Company, Broker shall pay to Company the sum of Fourteen Thousand, Nine Hundred Fifty and 00/100 Dollars (\$14,950.00) for the following:
 - A. Company will provide Broker with a COMPLETE STUDY AT HOME training program via a power point presentation, an operations manual, telephone correspondence, tests, and supporting technical and marketing program. Company will also provide advertising and promotional material. . Broker may at anytime attend a future IN PERSON Company training program for an additional fee of \$3,000.00.
 - B. Company will further supply Broker with immediate password access to its Internet catalog of approved opportunity sellers. Broker will be supplied sales and support material directly from the sellers, as well as additional training as deemed appropriate by the sellers. Company will provide Broker with internet leads to be dispersed over a 60 day period after the completion of training at no additional charge. Company will create a personal website for Broker at no additional charge.
 - C. Company will provide input and support to Broker at no charge. Company will add additional approved sellers to Brokers inventory each year.
 - D. Company will rebate Broker Initial Fee of \$14,950.00 by increasing each earned commission by 10% until all fees have been rebated in full. Other than this earned rebate program, all initial fees paid to Company by Broker are completely non-refundable. The earned rebate is only valid for one year following execution of this agreement and only as outlined herein.

- 1.08 This agreement will renew without cost or review, for continuous one-year terms providing that the Broker is active. Beginning 90 days after Training the following minimum activity will be expected. Broker is considered active when receiving a minimum of two referral fees or commissions from Company every six months. Broker can be considered inactive by Company if the above mentioned minimum activity is not maintained. Exceptions will be made by Company for Serious illness and/or injuries, emergencies, or acts of god. Company may terminate this agreement if Broker fails to maintain minimum activity.

- 1.09 This agreement is transferable. Broker has the right to sell or assign this agreement. Broker has the right to sell or assign any part of the area of operation outlined in section 1.02. In the event of Broker death or incapacity, Broker heirs will assume the rights/responsibilities outlined in this agreement with Company. Broker specifically acknowledges that the success of his business is solely dependent on his abilities and efforts, and the Company does not guarantee the success of his business or any profits to be derived there from.

- 1.10 Broker is not purchasing a franchise from the Company. Company is sharing intellectual property with the Broker.

- 1.11 This Agreement constitutes the entire agreement between the parties hereto, and may be amended or modified only by an instrument in writing executed by the parties hereto. Any representations relied upon are contained within this Agreement, and any understanding or representation not contained herein is not valid or binding.

- 1.12 This Agreement is a Texas contract and shall be construed in accordance with the laws of the State of Texas. Exclusive jurisdiction and venue for any cause of action arising out of this Agreement shall be limited to the state courts of Harris County, Texas.

DATED THIS _____ DAY OF _____, 2010

 BROKER –

 ADDRESS

 CITY, STATE, ZIP

 PHONE

 FAX AND/OR CELL NUMBER

 THE FRANCHISE AUTHORITY, INC.
 908 TOWN & COUNTRY BLVD.
 SUITE 120
 HOUSTON, TX 77024
 (800) 307-0228
 Fax – (281) 346-0698

FRANCHISE AUTHORITY \$19,950.00 AGREEMENT

THE FRANCHISE AUTHORITY, INC., a Texas Corporation, whose principal place of business is 908 Town & Country Blvd., Suite 120 Houston, TX, 77024 (hereinafter referred to as the "COMPANY"), and _____ hereinafter referred to as the "BROKER"), in consideration of the promise made and intending to be legally bound, agree as follows:

- 1.08 Company grants to Broker the ability to represent to the public such franchises made available to the Broker through the Company's network of business offerings. Broker is paid on such sales directly by the Company in the form of commission calculated as a percentage of the gross sale price.
- 1.09 Company hereby assigns Broker the following area of operation further described as: _____.
- 1.10 The Broker agrees that as long as the Broker is in the business of representing franchise opportunities under this agreement, that he is an independent contractor and not an employee of the Company.
- 1.11 Company specifically notes and Broker specifically agrees that commissions on all closed sales made by the Broker are payable by the Company only after payment is received from franchisor or otherwise responsible party sponsoring the opportunity. Company will use all due diligence in selecting responsible franchise marketers, but can never be responsible for the errors or omissions of such marketers. Company will pay Broker 90% of all commissions collected from opportunity sellers. Company will retain 10% of all earnings generated by broker except as outlined in section 1.07 (D) where Broker will earn 100% of commissions during first year with Company.
- 1.12 Broker agrees to pay all expenses incurred in the generation of sales, and is not to represent that the Company is in any way liable or responsible for such expense. This agreement shall not be construed as giving the Broker any authority to ask for or charge such expenses on behalf of the Company.
- 1.13 Broker agrees to familiarize himself with all Federal and State laws, local ordinances, and applicable standards and regulations of any commission or agency of the Government. Broker agrees to abide and comply with such laws, ordinances, rules, standards, regulations, and interpretations thereof, and agrees to save and hold harmless the Company in the event he shall not comply in this respect.
- 1.14 Upon Broker's execution of this agreement and its acceptance by Company, Broker shall pay to Company the sum of Nineteen Thousand, Nine Hundred Fifty and 00/100 Dollars (\$19,950.00) for the following:
 - E. Company will provide Broker with a three to four day IN PERSON training program, an operations manual and supporting technical and marketing program. Company will also provide advertising and promotional material.
 - F. Company will further supply Broker with immediate password access to its Internet catalog of approved opportunity sellers. Broker will be supplied sales and support material directly from the sellers, as well as additional training as deemed appropriate by the sellers. Company will provide Broker with internet leads to be dispersed over a 60 day period after the completion of training at no additional charge. Company will create a personal website for Broker at no additional charge.
 - G. Company will provide input and support to Broker at no charge. Company will add additional approved sellers to Brokers inventory each year.
 - H. Company will rebate Broker Initial Fee of \$19,950.00 by increasing each earned commission by 10% until all fees have been rebated in full. Other than this earned rebate program, all initial fees paid to Company by Broker are completely non-refundable. The earned rebate is only valid for one year following execution of this agreement and only as outlined herein.

- 1.08 This agreement will renew without cost or review, for continuous one-year terms providing that the Broker is active. Beginning 90 days after Training the following minimum activity will be expected. Broker is considered active when receiving a minimum of two referral fees or commissions from Company every six months. Broker can be considered inactive by Company if the above mentioned minimum activity is not maintained. Exceptions will be made by Company for Serious illness and/or injuries, emergencies, or acts of god. Company may terminate this agreement if Broker fails to maintain minimum activity.**
- 1.13 This agreement is transferable. Broker has the right to sell or assign this agreement. Broker has the right to sell or assign any part of the area of operation outlined in section 1.02. In the event of Broker death or incapacity, Broker heirs will assume the rights/responsibilities outlined in this agreement with Company. Broker specifically acknowledges that the success of his business is solely dependent on his abilities and efforts, and the Company does not guarantee the success of his business or any profits to be derived there from.**
- 1.14 Broker is not purchasing a franchise from the Company. Company is sharing intellectual property with the Broker.**
- 1.15 This Agreement constitutes the entire agreement between the parties hereto, and may be amended or modified only by an instrument in writing executed by the parties hereto. Any representations relied upon are contained within this Agreement, and any understanding or representation not contained herein is not valid or binding.**
- 1.16 This Agreement is a Texas contract and shall be construed in accordance with the laws of the State of Texas. Exclusive jurisdiction and venue for any cause of action arising out of this Agreement shall be limited to the state courts of Harris County, Texas.**

DATED THIS _____ DAY OF _____, 2010

BROKER –

ADDRESS

CITY, STATE, ZIP

PHONE

FAX AND/OR CELL NUMBER

THE FRANCHISE AUTHORITY, INC.
908 TOWN & COUNTRY BLVD.
SUITE 120
HOUSTON, TX 77024
(800) 307-0228
800-307-0228
Fax (281) 346-0698

FRANCHISE AUTHORITY

Credit Card Order Form

If paying for a deposit and/or full fee with VISA, MASTERCARD, AMERICAN EXPRESS or DISCOVER, you must completely fill out this form and send to The Franchise Authority, Inc.

CREDIT CARD INFORMATION:

- Mastercard
- Visa
- American Express
- Discover

Card #: _____ Expires: _____
Amount to be charged to this card number \$ _____

Card #: _____ Expires: _____
Amount to be charged to this card number \$ _____

Name as it appears on credit card: _____

ORDER

AUTHORIZATION: _____

(Credit Card Holder Signature)

By signing my name above I hereby authorize THE FRANCHISE AUTHORITY, INC. to debit the above listed credit card(s) in the amount specified. I fully understand and accept the terms of the contract I have signed with THE FRANCHISE AUTHORITY, INC. More specifically I fully understand and agree that this charge is FINAL and NONREFUNDABLE.

DISCLOSURE REQUIRED BY FEDERAL OR STATE LAW

"THE INFORMATION CONTAINED IN THIS DISCLOSURE STATEMENT HAS NOT BEEN VERIFIED BY YOUR STATE. THE STATE HAS NOT REVIEWED AND DOES NOT APPROVE OR ENDORSE ANY BUSINESS OPPORTUNITY. THE DISCLOSURE STATEMENT CONTAINS INFORMATION WHICH SHOULD BE CAREFULLY READ BEFORE AGREEING TO PURCHASE A BUSINESS OPPORTUNITY."

Disclosure Statement Required by Federal Law

The Franchise Authority, Inc.

1. IDENTIFYING INFORMATION AS TO FRANCHISE AUTHORITY, INC.

This business opportunity program is offered by The Franchise Authority, Inc., a Texas corporation with a principal business address of 908 Town & Country Blvd. Suite 120, Houston, TX 77024.

2. BUSINESS EXPERIENCE OF FRANCHISE AUTHORITY, INC. DIRECTORS AND EXECUTIVE OFFICERS.

The business experience during the past 10 years of The Franchise Authority, Inc. current owner, director, and executive officer, including his principal occupation and prior employers, is as follows:

President and CEO:

The Franchise Authority, Inc. is 100% owned by Robert D. King, whose mailing address is the same as the company's. Robert D. King serves as President and Chief Executive Officer and has served in that position since the company's inception. Mr. King is a 1981 graduate of North Central College in Illinois.

3. BUSINESS EXPERIENCE OF THE FRANCHISE AUTHORITY, INC.

The Franchise Authority, Inc. was organized in 1999 and incorporated in Texas in 2000. Since its inception the Company has offered the Program described herein. The Company has not and does not offer any other business opportunity programs to the general public. The Company's sole place of business is located at 908 Town & Country Blvd. Suite 120, Houston, TX 77024.

4. LITIGATION HISTORY

None of the officers, directors, principals, or owners listed in Section 2 of this Disclosure Statement has during the previous ten (10) years been:

A. Has, at any time during the previous ten (10) fiscal years, regardless of adjudication, been convicted of, or found guilty of, or pled guilty or nolo contendere to, or has been incarcerated within the last ten (10) years as a result of having previously been convicted of, or found guilty of, or pled guilty or nolo contendere to, a felony or a crime involving fraud, theft, larceny, violation of any franchise or business opportunity law or unfair or deceptive practices law, embezzlement, fraudulent conversion, misappropriation of property, or restraint of trade;

B. Has, at any time during the previous seven (7) fiscal years, been held liable in a civil action resulting in a final judgment or has settled out of court any civil action or is a party to any civil action (i) involving allegations of fraud (including violation of any franchise or business opportunity law or unfair or deceptive practices law), embezzlement, fraudulent conversion, misappropriation of property, or restraint of trade, or (ii) that was brought by a present or former franchisee or franchisees and that involves or involved the franchise relationship;

C. Seller is not subject to any currently effective state or federal agency or court injunctive or restrictive order been subject to any administrative action in which an order by a governmental agency was rendered, or is a party to a proceeding currently pending in which an order is sought, relating to or affecting business opportunities activities or the business opportunity seller purchaser relationship, or involving fraud (including violation of any franchise or business opportunity law, or unfair or deceptive practices law), embezzlement, fraudulent conversion, misappropriation of property, or restraint of trade.

5. DESCRIPTION OF FRANCHISE AUTHORITY, INC.

The Franchise Authority, Inc. is offering a comprehensive Broker/Consultant program designed to enable qualified entrepreneurs to act as franchise consultants to the general public, and as a paid referral service to franchise companies seeking to find qualified prospects for their offering. The Franchise Authority, Inc. provides a complete multi-stage program to enable individuals with exceptional management, communication, and organizational skills to begin immediately to act as a franchise consultant both locally and nationally. See section seventeen (17) for complete training information.

6. INITIAL FUNDS REQUIRED TO BE PAID BY AN BROKER/CONSULTANT

The total purchase price of The Franchise Authority, Inc. Broker/Consultant program is nineteen thousand nine-hundred fifty (\$19,950) dollars for the in person training program that includes airfare, hotel and some meals. In person training classes are held at our facilities in either Houston, TX or Denver, CO. A correspondence course for \$14,950 is also offered allowing the Broker/Consultant to train from home.

7. RECURRING FUNDS REQUIRED TO BE PAID BY AN BROKER/CONSULTANT

Broker/Consultants of The Franchise Authority, Inc. program are not required to purchase any additional materials from the Company. However, the Broker/Consultant may participate in voluntary advertising programs.

8. PERSONS THE BROKER/CONSULTANT IS REQUIRED OR ADVISED TO DO BUSINESS WITH BY THE FRANCHISE AUTHORITY, INC.

In an effort to assist Broker/Consultants in operating a franchise consulting and referral service, The Franchise Authority, Inc. gives the Broker/Consultant a list of companies offering their opportunity through the Broker/Consultant network. These companies have signed a Representation Agreement with The Franchise Authority, Inc. and have agreed to pay a commission or finders' fee for a successful referral from Broker/Consultants. Broker/Consultant may also enter into his/her own agreements with additional franchise companies either regionally or nationally.

9. OBLIGATIONS TO PURCHASE

The Broker/Consultant is not required to purchase any other components other than those outlined in Section 6.

10. REVENUES RECEIVED BY THE FRANCHISE AUTHORITY, INC. IN CONSIDERATION OF PURCHASES BY A FRANCHISEE.

There are no revenues received by The Franchise Authority, Inc. other than the ten (10%) percent of commissions and finders fees earned by the Broker/Consultant and paid by the franchise sellers listed in Section 9.

11.FINANCING ARRANGEMENTS

The Franchise Authority, Inc. does not offer financing for the purchase of this business opportunity other than the acceptance of major credit cards.

12.RESTRICTION OF SALES

The Franchise Authority, Inc. does not limit Broker/Consultants in the opportunities they may offer for sale or referral, nor the type of customers they may offer their services.

13.PERSONAL PARTICIPATION REQUIRED OF THE BROKER/CONSULTANT IN THE OPERATION OF THE FRANCHISE

The Franchise Authority, Inc. does not require any operational duties to be executed personally by the Broker/Consultants of its program.

14.TERMINATION, RENEWAL, OR CANCELLATION OF THE FRANCHISE

- i. The Franchise Authority, Inc. is offering this business opportunity as a one-time investment with no required term with the Broker/Consultants.
- ii. The Company agreement will renew without cost or review, for continuous one-year terms providing that the Broker/Consultant is active. Exceptions will be made by Company for Serious illness and/or injuries, emergencies or acts of god. Company may terminate this agreement if Broker fails to maintain minimum activity.
- iii. Broker/Consultants may elect to cancel the Broker/Consultant Agreement and their relationship with The Franchise Authority, Inc. at any time.
- iv. Since the purchase of The Franchise Authority, Inc. opportunity is a one-time investment, all sales are final.

The Broker/Consultant Agreement is not assignable by the Broker/Consultant without the express prior written approval of The Franchise Authority, Inc., which shall not be unreasonably withheld.

- v. The Franchise Authority, Inc. has the right to sell or assign the Broker/Consultant Agreement in whole or in part at its own discretion.
- vi. The Broker/Consultant Agreement may be modified only if The Franchise Authority, Inc. and the Broker/Consultant agree to the modification in writing.
- vii. In the event of the Broker/Consultant's incapacity or death, the Broker/Consultant's heirs shall have all the rights and responsibilities outlined in the terms of the Broker/Consultant Agreement.
- viii. The Franchise Authority, Inc. does not enforce any restrictions on the Broker/Consultant's other businesses or employment whatever.

15. STATISTICAL INFORMATION CONCERNING THE NUMBER OF BROKER/CONSULTANTS (AND COMPANY OWNED OUTLETS)

As of January 1, 2010 The Franchise Authority, Inc. had forty-two (42) active Broker/Consultants. Since there is no term associated with The Franchise Authority, Inc. License Agreement, as indicated in Section 15 above, there is no need for termination, renewal, repurchase, or cancellation of this business opportunity.

16. SITE SELECTION

Broker/Consultants may operate their business within any part of the area of operation defined in the company agreement. Areas of operation are large, often covering entire metropolitan cities or portion of a state.

17. TRAINING PROGRAMS

The Franchise Authority, Inc. Broker/Consultant program includes training of the new Broker/Consultant, usually in either Houston, Texas or Denver, Colorado. This training program normally covers four (4) days of classroom study, assignments, testing, and interaction with various Franchise companies. The training is designed to educate the buyer on all aspects of the business, help eliminate the learning curve and give the Broker/Consultant the necessary skills to begin immediately matching buyers and sellers of franchises. All of the same training elements are offered in an in home correspondence training program as well.

Topics covered in The Franchise Authority, Inc. Training class include, but are not limited to:

Revenue sources and how to tap them. Explaining effectively how long you have been in business by using your prior work experience and combining it with ours. Learning to make effective group presentations. Lead Management. Networking within your local area. How, when and where to advertise. Weekly schedules and time management. Franchisor Relationships. Franchisor Support. Master franchise and area development opportunities. Internet marketing. Personal empathy skill. Screening and slotting skills. Use of provided forms and literature. How to use a national database of 2,500 additional franchises. Training from franchise companies and opportunity sellers.

The Broker/Consultant is further provided with computer CD's containing appropriate forms and schedules frequently used in the operation of the business and used in the Appendix, as well as other tools supplied during the training class.

Sales material is also made available to the Broker/Consultant by those franchises offered for referral through The Franchise Authority, Inc. program, at the sole discretion of the sponsoring franchise sellers.

18.PUBLIC FIGURE INVOLVEMENT IN THE FRANCHISE

There is currently no celebrity involvement with this business opportunity.

19.FINANCIAL INFORMATION CONCERNING THE FRANCHISOR

A copy of The Franchise Authority, Inc. most recent financial statement is attached to this disclosure. "Exhibit A"

20.BROKER/CONSULTANT AGREEMENT

A copy of the Broker/Consultant Agreement(s) is included in this file.