



# Franchise Application

Dear Franchise Applicant:

Thank you for your interest in becoming a part of The Comfy Cow franchise system. The information you provide helps The Comfy Cow's team to evaluate your candidacy. We encourage you to share any relevant information and include anything that you feel will make your candidacy stand out as a potential franchisee.

If you are planning to have a business partner or investor, he/she should complete a separate application and submit it along with yours. Completion of this application in no way constitutes a commitment to The Comfy Cow or its management that a franchise application and location of your development interest will be ultimately approved. In accordance with local and FCC rules The Comfy Cow must provide you a copy of their latest Franchise Disclosure Document (FDD).

## PART A FRANCHISE INTEREST AND GEOGRAPHY

Are you an existing Comfy Cow franchisee?  Yes  No Specify location: \_\_\_\_\_

Are you interested in:  Building new stores  Purchasing existing stores

How many Comfy Cow stores do you plan to develop:  1  2  3  4  5  Other list: \_\_\_\_\_

### Development Interest:

First choice: \_\_\_\_\_ Second choice: \_\_\_\_\_

Third choice: \_\_\_\_\_ Are you flexible with your choices?  Yes  No

## PART B GENERAL INFORMATION

SSN: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Last Middle First

Address \_\_\_\_\_  
Street City State Zip Country (if not US)

Phone: (Work) \_\_\_\_\_ (Home) \_\_\_\_\_ (Cell) \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Citizenship:  US  Permanent Resident  Other \_\_\_\_\_  
Month Day Year List Visa status or Citizenship

Highest Degree/Diploma Received: \_\_\_\_\_ Name of Institution: \_\_\_\_\_

Current or Last Employer: \_\_\_\_\_ Position: \_\_\_\_\_ Year \_\_\_\_\_

May we contact your current or previous employers?  Yes  No

What is the approx. amount of your total net worth\*\*?

What is the approx. amount of your liquid assets!?

- Less than \$100,000
- \$150,000 - \$200,000
- \$200,000 - \$300,000
- \$300,000 - \$400,000
- \$400,000 - \$500,000
- \$500,000 - \$1,000,000
- \$1,00,000 - \$1,500,000
- Other: \_\_\_\_\_

- Less than \$100,000
- \$150,000 - \$200,000
- \$200,000 - \$300,000
- \$300,000 - \$400,000
- \$400,000 - \$500,000
- \$500,000 - \$1,000,000
- \$1,000,000 - \$1,500,000
- Other: \_\_\_\_\_

(\*\*Net worth= Total Assets – Total Liabilities)

(! Liquid Assets equals non-borrowed & non-retirement cash and marketable securities)





# Franchise Application

6) Why do you think you would succeed as a Comfy Cow franchisee?

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7) Given that the success or failure of your business is primarily your responsibility, what would you do to promote your business in addition to any programs required by The Comfy Cow?

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8) Please provide an example where you have hired, trained and or motivated staff:

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9) What is your customer service philosophy?

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10) Describe your hobbies, interests, community and public service involvement:

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11) Have you or any company you have owned declared bankruptcy?  Yes\*  No

12) Have you ever been involved in any type of civil litigation or criminal offence?  Yes\*  No

\*Please attach additional details if you answered yes to question 11 and or 12.

## PART D

## PARTNER INFORMATION

Will you have partners with this application?  Yes  No

*(If Yes, please complete this section. A separate application form must be submitted for each listed partner, including consent for background and credit check prior to final approval of the franchise)*

### Partner 1:

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
*Last First Street City State Zip*

Email: \_\_\_\_\_ Primary Phone: \_\_\_\_\_



# Franchise Application

Secondary Phone: \_\_\_\_\_

SSN: \_\_\_\_\_

Relationship with Applicant:  Spouse  Other (Please specify): \_\_\_\_\_

Role in day-to-day operations of the business  Full time  Part time  Financial partner

Hrs. /week:\_\_\_\_\_

Briefly describe any relevant business experience your partner has:

- None
- Ownership  Ice Cream Shop  Retail  Restaurant  Other\_\_\_\_\_
- Managerial  Crew

Please attach a copy of your partner resume

## Partner 2:

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
*Last First Street City State Zip*

Email: \_\_\_\_\_ Primary Phone: \_\_\_\_\_

Secondary Phone: \_\_\_\_\_ SSN: \_\_\_\_\_

Relationship with Applicant:  Spouse  Other: (Please specify) \_\_\_\_\_

Role in day-to-day operations of the business  Full time  Part time  Financial partner Hrs./week:\_\_\_\_\_

Briefly describe any relevant business experience your partner has:

- None
- Ownership  Ice Cream Shop  Retail  Restaurant  Other\_\_\_\_\_
- Managerial  Crew

Please attach a copy of your partner resume

## Partner 3:

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
*Last First Street City State Zip*

Email: \_\_\_\_\_ Primary Phone: \_\_\_\_\_

Secondary Phone: \_\_\_\_\_ SSN: \_\_\_\_\_

Relationship with Applicant:  Spouse  Other (Please specify): \_\_\_\_\_

Role in day-to-day operations of the business  Full time  Part time  Financial partner Hrs./week:\_\_\_\_\_

Briefly describe any relevant business experience your partner has:

- None
- Ownership  Ice Cream Shop  Retail  Restaurant  Other\_\_\_\_\_
- Managerial  Crew

Please attach a copy of your partner resume



# Franchise Application

## Partner 4:

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Last First Street City State Zip

Email: \_\_\_\_\_ Primary Phone: \_\_\_\_\_

Secondary Phone: \_\_\_\_\_ SSN: \_\_\_\_\_

Relationship with Applicant:  Spouse  Other (Please specify): \_\_\_\_\_

Role in day-to-day operations of the business  Full time  Part time  Financial partner Hrs./week: \_\_\_\_\_

Briefly describe any relevant business experience your partner has:

- None
- Ownership  Ice Cream Shop  Retail  Restaurant  Other \_\_\_\_\_
- Managerial  Crew

Please attach a copy of your partner resume

## PART E

## FINANCIAL INFORMATION

*(All financial information submitted will be held and treated as confidential)*

Value of Assets held in 401K \$ \_\_\_\_\_ Please **DO NOT** include 401K cash/securities in worksheet below.

ASSETS	(US \$)	LIABILITIES	(US \$)
Cash/CD		Bank Loan (car, line of credit, credit etc.)	
Stocks, Bonds, Securities		Notes Payable	
RRSP's		Home Mortgage	
Notes & Loans Receivable		Credit card balance	
Primary Home (market value)		Other real estate loans	
Other Real Estate Interest (please specify)		Other Liabilities	
Other Assets (please specify)			
Value of Business (if self-employed)			
Other			
Other			
<b>TOTAL ASSETS</b>		<b>TOTAL LIABILITIES</b>	

Credit Card(s) or margin credit held and limit(s):

Credit 1	
Credit 2	
Credit 3	
Credit 4	

## Current Monthly Income:

Salary		Rent/Mortgage	
Spouses Salary		Utilities	



# Franchise Application

Other Income (please specify)		Car Expenses	
		Insurance	
		All other commitments	
TOTAL MONTHLY INCOME		TOTAL MONTHLY EXPENSES	

Which specific assets do you intend to use to meet the cash requirements?

1.	2.	3.	4.	5.
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Other Comments: \_\_\_\_\_  
 \_\_\_\_\_

## PART G

## REFERENCES

### Financial References

Name 1: \_\_\_\_\_ Financial Institution: \_\_\_\_\_

Telephone: \_\_\_\_\_ Relationship: \_\_\_\_\_

Name 2: \_\_\_\_\_ Financial Institution: \_\_\_\_\_

Telephone: \_\_\_\_\_ Relationship: \_\_\_\_\_

### Other References

Name 1: \_\_\_\_\_ Company: \_\_\_\_\_

Telephone: \_\_\_\_\_ Relationship: \_\_\_\_\_

Name 2: \_\_\_\_\_ Company: \_\_\_\_\_

Telephone: \_\_\_\_\_ Relationship: \_\_\_\_\_

I hereby certify that all information provided in this application is true and correct as of the date below. I authorize The Comfy Cow or its affiliates, or agents and franchise team to conduct any necessary credit and background checks. I hereby waive any rights conferred upon me by the statute or otherwise regarding any disclosures obtained by The Comfy Cow or its affiliates or agents. I understand that any false information or consequential omission contained in this application would be cause for immediate termination of any subsequent agreement reached between the applicant and The Comfy Cow.

The submission of this application does not obligate The Comfy Cow or the applicant in any way or manner.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_



# Franchise Application

## CANDIDATE CHECKLIST\*

\* Submit a copy with application

- Filed franchise application date filed: \_\_\_\_\_
- a) Resume attached
- b) If filing as a corporation, enclose two-years certified tax returns
- c) If filing with partners, complete Franchise Application for each partner
- d) Attach details if questions 11 and or 12 answered as yes
- e) Proof of assets submitted financial documents such as bank statements, brokerage account details etc. to validate items claimed in Part E of the application
  
- Authorization and Consent for the Release of Information (VEREDA) signed and submitted
  
- Franchise Disclosure Documents version received date: \_\_\_\_\_ verification receipt signed and returned to The Comfy Cow (*item 23 in FDD please print and submit*)
  
- Meet with The Comfy Cow franchise team
  
- Proof of citizenship or permanent residence (*Green Card*) copy enclosed
  
- Conduct due diligence (Meet with franchisees, visit stores, consult your legal and financial advisors)
  
- Business plan (strongly recommended for all, required for applicants of 3 or more stores)
  
- Following sections must be included in the business plan:*
- a) *Organization structure with clear roles and responsibilities*
- b) *Operations plan, leadership, training plans, goals objectives*
- c) *Marketing plan for local store and your network marketing plans, objectives, strategies*
- d) *Demonstrate competitive understanding of the trading areas and market*
- e) *Profit and loss statement (please consult your financial and legal advisors)*
- f) *Growth objectives, rate and pace of development and a planned development schedule*
- g) *Other information that may be relevant to your business strategy*
  
- Meet with The Comfy Cow Leadership/Owners, scheduled date: \_\_\_\_\_
  
- Schedule "The Comfy Cow Experience" working in-store visit date: \_\_\_\_\_
  
- Receive Comfy Cow financial approval (*This approval does not substitute your financial institution approval for your business loan such as SBA through your lender*)
  
- Receive franchise approval (*if approved*)
  
- Meet with The Comfy Cow real estate and construction team including broker finalize site
  
- Sign The Comfy Cow store development agreement
  
- Schedule franchise operations training
  
- Apply for financing with your financial institution/lender (*if required*)
  
- Finalize real estate lease (i) Include The Comfy Cow real estate rider (ii) Obtain prior Comfy Cow lease approval
  
- Obtain preliminary site layout and final plan approvals from The Comfy Cow prior to submitting for permit
  
- Start construction Date construction started: \_\_\_\_\_
  
- Soft opening immediately after required inspections (certificate of completion)
  
- Grand opening