



**Friendly folks.
Serious seafood.™**

FAQs

Can I expect much help?

Yes, the partners of Fish City Grill, through years of restaurant ownership and operations, have gained extensive experience in finance, development, site selection, planning, design, construction, marketing and management of ongoing operations. From site selection to lease negotiations, from construction to daily operations, our staff will be there to assist our franchisees.

What is the franchise fee for a Fish City Grill?

\$25,000. A franchise agreement is issued for each restaurant. This agreement provides a 10 year right to operate as a Fish City Grill restaurant, and contains all terms and conditions pertaining to the operation of the restaurant.

Does Fish City Grill offer Development agreements?

Yes, this is the focus of our franchise growth. The Development Agreement provides the exclusive development rights for a specific number of restaurants over a particular period of time and in a territory agreed upon by Fish City Grill and the franchise developer.

What is the cost of the Development agreement?

A development fee equal to \$25,000 for the first restaurant to be developed and \$10,000 for subsequent restaurants under the Development Agreement will be paid at the time the Development Agreement is signed. The allocable portion of the development fee will be credited against the initial franchise fee due under each Franchise Agreement at the time the Franchise Agreement is signed.

What is the initial investment for a Fish City Grill restaurant?

\$457,400 - \$637,500. Range based on size of facility and landlord contribution to build out.

Do you offer financing?

No, but we can recommend financial institutions to you.

What does it take to financially qualify?

A net worth of \$800,000 and liquid assets of \$250,000 per store.

How long does it take to be approved financially?

Initial financial approval takes approximately 48 hours.

What are the Royalty Fees?

4% of gross sales. In addition, we have established a "stair step" royalty fee schedule for the first 12 months of operation. It is based on weekly sales levels and varies from 2% to 4%.

What are the advertising contribution fees?

Up to 1% of gross sales. Starting August 1, 2006 we will charge a .5% advertising fund fee.

What is the average size of a Fish City Grill restaurant?

2000 – 2500 square feet.

How long does it take to build a Fish City Grill?

The average length of time to build is 75 – 90 days after construction commencement.

What are the hours of operation for a Fish City Grill restaurant?

Our company restaurants' hours are Monday – Thursday 11:00 am – 10:00 pm, Friday & Saturday 11:00 am – 11:00 pm and Sunday 11:00 am – 9:00 pm. We require our franchisees to follow similar hours of operation.

Does Fish City Grill have source vendors?

Fish City Grill has a national purchasing and distribution network. We also have a very well-qualified architect and real estate personnel that we use for our company stores and that we recommend you use.

What kind of sales volumes should I expect from a Fish City Grill restaurant?

The Federal Trade Commission has specific regulations, which restrict any franchisor from projecting potential revenues for any franchisee. Obviously, your success will be affected by many factors.

What kind of profitability should I expect from a Fish City Grill restaurant?

Again, the FTC restricts us from predicting a Fish City Grill franchisee's profits. Your profits will be based on your ability to manage, your dedication to your business and the quality of the product you serve.

What are the next steps in becoming a Fish City Grill franchise owner?

1. Review the initial packet of information and fill out the no-obligation application.

2. Upon financial approval of your application, meet with a Fish City Grill representative and receive a copy of Fish City Grill's Uniform Franchise Offering Circular (UFOC).
3. Evaluate Fish City Grill as a business opportunity (visit stores, talk to company representatives).
4. Sign a franchise agreement.

What happens after I sign a franchise agreement?

1. Orientation with a Fish City Grill representative. Discuss timeline expectations for all processes from site selection to opening
2. Site evaluation and selection
3. Lease negotiation
4. Pre-construction design
5. Contract bidding and management
6. Training
7. Order equipment
8. Begin local store marketing
9. Grand Opening

****This information regarding Fish City Grill franchise opportunities is for general information only and is not intended to be a franchise offer. Offers are made only after delivery of an effective Franchise Offering Circular in compliance with applicable federal and state laws.