

What you need to know:



Full time owner Operator:

At Mary Brown's we look for franchisees who will operate and manage their restaurant full time. Our business is more than providing outstanding menu offerings, it is a people business with a primary and essential focus on customer relations. If you do not wish to be a "hands on" franchisee, then we will recommend that you partner with someone who will dedicate themselves full time.

Experience

Although its always an asset for franchisees to have prior restaurant experience, its not mandatory. We believe the right attitude to learn, passion for our products, understanding of financials, business acumen and people management skills are the most important qualities.

Cost to own

The cost to own a Mary Brown's franchise can range depending on size and with or without a drive thru. Typically, our costs are \$650,000+. Occasionally we have non-traditional locations available that could potentially be lower in cost.

Financing

To qualify for bank financing, you will be required to have 30% of the total cost in unencumbered cash available. (Approximately \$200,000). Franchisees will need to secure financing for the remaining 70% using the equity in a home or another business. Additionally, you will need to have \$50,000 available for working capital.

| Franchise Fee | Cost to Build | Cash Requirement | Financed | Working Capital | Total Investment |
|---------------|-------------------|--------------------|-------------------|-----------------|------------------|
| \$25,000 | Approx. \$650,000 | Approx. \$200,000+ | Approx. \$400,000 | \$50,000 | \$675,000 |

The above amounts are estimates only. Cost to build start from \$650,000+.

On-going Royalty and Advertising fees

5% Royalty fee paid monthly, based on gross sales.

4% Advertising fee paid monthly, based on gross sales. This fee contributes to a "National" program that benefits our franchisees across the country. Franchisees are encouraged to spend approx. 1% of their sales on local advertising.

Return on Investment

Many factors contribute to a franchisees bottom line including rent, controlling costs and the ability to grow sales. Unfortunately, we cannot provide nor predict ROI. We do however provide a "Franchise Disclosure Document" that will outline the "average" costs in our systems to operate a Mary Brown's Franchise. Due to the Franchise Laws within Canada we are prohibited to provide potential franchisees with information that could lead to any expectations of future earnings.

What you need to know:



How long does this process typically take?

The timing will depend on the type of real estate we secure. If it is an existing building, we can typically open for business within 6 months. If the space is new construction, we are unfortunately at the mercy of the landlord or municipality and can take a year or more before we open for business.

Does Mary Brown's find the locations?

Mary Brown's has a dedicated real estate department who work with brokers across the country. We approve all the locations. Should a franchisee bring us a location, we will gladly review the site for suitability.

Is this a turn-key business?

Yes, we will build the store for you! This includes start to finish construction, design, permits, equipment, signage and more. The store build typically takes 8 weeks, once we take possession of the space.

Training

Every Franchisee will spend 3 weeks in St. John's Newfoundland learning the specifics of operating a Mary Brown's franchise in immersive hands-on sessions. Additionally, there is on-going training for owners and their staff to continually learn and stay in touch with current practices. Mary Brown's also provides an online learning portal which will support Franchisees for on-going training practices, product promotions and Team Member training.

Support

Every Franchisee will have a dedicated "Regional Training Director" assigned to their store. This support will provide franchisees with the guidance and resources to help increase sales, control costs and maintain standards. Additionally, a full support team at the head office is always at your service. We specialize in training, operations marketing, construction and design, Human Resources, legal, franchising, Real Estate and more.

How to get started:

Please complete the on-line application form in the tab "inquire now". A teammate will reach out to you shortly to discuss all things Mary!