

**ITEM 7
ESTIMATED INITIAL INVESTMENT**

**YOUR ESTIMATED INITIAL INVESTMENT
FRANCHISE AGREEMENT**

| Type of Expenditure¹ | Amount | Method of payment | When Due | To Whom Payment is to be Made |
|--|----------------------|--------------------------|-----------------------------------|--|
| Initial Franchise Fee ² | \$60,000 | Lump Sum | At Signing of Franchise Agreement | CITY WIDE |
| Initial Territory Fee ³ | \$15,000 to \$50,000 | Lump Sum | At Signing of Franchise Agreement | CITY WIDE |
| Technology Provisioning Fee | \$8,000 | Lump Sum | At Signing of Franchise Agreement | CITY WIDE |
| Travel and Living Expenses While Training ⁴ | \$4,000 to \$10,000 | As Incurred | During Training/ Before Opening | Airlines, hotels, Restaurants, Car Rental Companies, and other vendors |
| Real Estate / Rent Deposit ⁵ | \$16,000 to \$28,000 | As Arranged | Before Opening | Your Landlord |
| Leasehold Improvements ⁶ | \$0 to \$2,000 | As Arranged | Before Opening | Landlord, Contractors, and Vendors |
| Signage ⁷ | \$700 to \$2,500 | As Arranged | Before Opening | Approved Suppliers and Vendors |
| Utility and Security Deposits ⁸ | \$0 to \$3,000 | As Arranged | Before Opening | Landlord and Utility Companies |
| Furniture, Fixtures, and Equipment ⁹ | \$2,000 to \$18,000 | As Arranged | Before Opening | Approved Suppliers and Vendors |
| Computer Hardware and Software ¹⁰ | \$8,000 to \$18,000 | As Arranged | Before Opening | Approved Suppliers and Vendors |
| Computer Software and Licensing Fees ¹¹ | \$1,500 to \$3,000 | As Arranged | As Incurred | CITY WIDE |

| Type of Expenditure¹ | Amount | Method of payment | When Due | To Whom Payment is to be Made |
|---|--------------------------------|-----------------------------|---|---|
| Bid Module ¹² | \$1,000 to \$2,000 | As Arranged | Before Opening | CITY WIDE |
| Technology Development Fee ¹³ | \$4,000 to \$5,000 | As Arranged | Monthly | CITY WIDE |
| Office Supplies and Stationery ¹⁴ | \$50 to \$1,000 | As Arranged | As Arranged | CITY WIDE |
| Recruitment Advertising ¹⁵ | \$4,500 to \$18,500 | As Arranged | As Arranged | Various Providers |
| Insurance ¹⁶ | \$2,500 to \$6,500 | Installment/ As Arranged | Monthly/As Arranged, A Portion Before Opening | Insurance Company |
| Professional Fees and License Fees ¹⁷ | \$3,000 to \$10,000 | As Arranged | As Incurred | Approved Suppliers, Governmental Agencies, Accountants, Attorneys |
| Social Media & Email Marketing ¹⁸ | \$900 to \$3,600 | As Arranged | As Incurred | Approved Suppliers and Vendors; CITY WIDE |
| Additional Funds ¹⁹ (Twelve Months) | \$66,000 to \$110,000 | As Incurred | As Incurred | Operating Capital |
| TOTAL²⁰ | \$197,150 to \$359,100* | | | |

NOTES

(1) Type of Expenditure: All fees are uniformly imposed by and are payable to CITY WIDE, unless otherwise noted. Any interest owed begins to accrue from the date of underpayment. No other fees or payments are to be paid to CITY WIDE, nor does CITY WIDE impose or collect any other fees or payments for any third party. Any fees paid to CITY WIDE are nonrefundable unless otherwise noted. Any fees paid to any third party may be refundable, depending upon the contracts, if any, between a third party and you. We relied on our own experience in the business, and that of our Affiliates, to compile these estimates. You should review these estimates carefully with a business advisor before making any decisions to purchase the Franchised Business.

(2) Initial Franchise Fee: Upon your execution of the Franchise Agreement, the Initial Franchise Fee is deemed to be fully earned and non-refundable under any circumstances, except as provided in ITEM 5.

(3) Initial Territory Fee: Upon your execution of the Franchise Agreement, the Initial Territory Fee is deemed to be fully earned and non-refundable under any circumstances.

(4) Travel and Living Expenses While Training: You must participate in CITY WIDE's training programs. You must involve your Manager (as defined in ITEM 15) in all CITY WIDE training programs as stated in ITEM 11 of this Disclosure Document. The fee for the initial training program is covered by the Initial Franchise Fee. However, you must make arrangements for and pay the expenses of any persons attending the training program on your behalf, including transportation, lodging, meals and wages. The amount will depend, in part, on the distance you must travel and the type of accommodation you choose. The estimate is for attendance by two people.

(5) Real Estate/Rent Deposit: Rent expense (sometimes first month's rent required in advance) for the Location (as defined in ITEM 11) will vary based on location and square footage, and other factors. CITY WIDE anticipates that you will need approximately 1,000 to 1,500 square feet of usable floor space, located in a commercial office building. A projected high/low dollar investment as to leasing space in an office building is difficult to determine due to the many variables which must be taken into consideration (i.e., geographic location, square footage, site dimensions, and other relevant factors peculiar to each acquisition).

(6) Leasehold Improvements: The cost of construction and leasehold improvements depends upon the size and condition of the premises, the local cost of contract work and the location of the Franchised Business's office. In some cases, a "turn-key" office is available which can be used without requiring extensive demolition or renovation. In other cases, the space may require extensive renovation, construction of ceilings, walls, plumbing, flooring and lighting before finishes can be installed. The range of figures for the Location set forth above is only for minor additions to standard finish of office space, and does not include the cost of reasonable renovation or leasehold improvements.

(7) Signage. You must acquire interior and exterior signage bearing the Marks as required by CITY WIDE. You must use at least the signage shown on the standard list of signage CITY WIDE requires for every Location. Some franchisees choose to have more than the standard signage quantities. The cost of signage may vary depending on the type, size, and location of the signs, and may also be affected by applicable municipal code and zoning restrictions. You must obtain logo files from CITY WIDE. Any signage must be reviewed and approved by the CITY WIDE marketing department before being produced.

(8) Utility and Security Deposits: You may need to pay a lease deposit (typically the last month's rent) before you can enter the premises. Utility companies may require you to place a deposit and/or pay an installation fee before occupying the premises or installing telephone, gas, electricity and related utility services. These deposits may be refundable under agreements made with the landlord and utility companies.

(9) Furniture, Fixtures and Equipment: The equipment estimate does not include freight or unique design alterations requested by you or as may be necessitated by any unusual configuration of the designated site. The equipment necessary for the operation of a Franchise Office is listed in the confidential Operations Manual (as defined in ITEM 11). You may purchase or lease

approved brands and models from approved suppliers. The cost of the equipment will depend on financing terms available, the size of the Franchise location, brands purchased, and other relevant factors. You are not required to purchase any equipment, fixtures, etc., from CITY WIDE or any specified source. However, all equipment, fixtures, construction, leasehold improvements and interior decor (if applicable) must meet CITY WIDE's standards and specifications and must be approved by CITY WIDE. Local ordinances may result in variances in the type of required equipment, which may affect the total price.

(10) Computer Hardware and Software: You must lease or purchase computers which must meet CITY WIDE specifications (See ITEM 11). The range of estimated costs shown is for purchasing the hardware. If you decide to lease computers or purchase additional equipment or software, your costs will increase accordingly.

(11) Computer Software and Licensing Fees: CITY WIDE will provide you access to a customized version of the CITY WIDE accounting platform, CRM, dashboards, operations platform software, email and our intranet for which you will be required to pay CITY WIDE on a monthly basis per user. The fees set forth above include the initial licensing fees and involve a range based on number of users and specific access rights.

(12) Bid Module: The Bid Module is the proprietary software that CITY WIDE uses to take building survey data and transform it into a competitive bid used in the sales process.

(13) Technology Development Fees: Technology development fees are incurred from outside vendors for the proprietary software programs required to be used in connection with the Franchised Business (See Note 11 above).

(14) Office Supplies and Stationery: A start-up collateral kit will be supplied to you after you complete your initial training. Additional stationery and marketing collateral must be ordered via CITY WIDE's online ordering portal.

(15) Recruitment Advertising: The range of estimated costs includes newspaper and radio advertising for subcontractor and employee recruiting.

(16) Insurance: You must obtain and maintain the required insurance coverage (See ITEM 9). The cost of insurance will vary based on types and limits of insurance purchased, location of the Franchised Business, terms available and other related factors. The estimate provided is for your insurance deposit.

(17) Professional Fees and License Fees: This range of estimated costs includes accounting, legal, incorporation, and other professional expenses that you may incur in connection with any review of your Franchise Agreement or the establishment of your Franchised Business. Other fees considered in this category include the costs associated with obtaining business licenses and permits, training costs, and other "soft" costs incurred by you. Professional fees vary dramatically depending on the individual or firm, the market, and the experience of the professionals. You must pay business license fees and other similar fees before commencing operations of your Franchised Business. Such fees will vary depending upon local or state government requirements.

(18) Social Media and Email Marketing: You may be requested to provide content for CITY WIDE's Internet marketing and social media campaigns, and you will be required to use CITY WIDE's chosen email marketing platform to send email campaigns.

(19) Additional Funds: This amount of working capital is projected as sufficient to cover operating expenses for three months, including employee salaries and overhead, but excluding salary for an owner operator. However, CITY WIDE cannot guarantee that this amount will be sufficient or that you will not have additional expenses starting the business. Your costs will depend on factors including but not limited to how much you follow CITY WIDE's methods and procedures; your management skill, experience and business acumen; local economic conditions; the local market for our products and services; the prevailing wage rate; competition; and the sales level reached during the initial period. We relied on our own experience of more than 15 years in the business, and that of our Affiliates, to compile these estimates.

(20) Total: CITY WIDE cannot guarantee that this amount will be sufficient or that you will not have additional expenses starting the business. Your costs will depend on factors such as the extent to which you follow CITY WIDE's methods and procedures, your management skill, experience and business acumen, local economic conditions, the local market for the product and services you will be offering, the prevailing wage rate, competition, and the sales level reached during the initial three-month period contemplated here. We relied on our own experience of more than 15 years in the business, and that of our Affiliates, to compile these estimates.