

# Kiosk Franchise Model



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# FINALLY...

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- *An alternative to traditional convenience store “shelf sales” that generate only marginal income*
- *An income potential beyond what most other kiosk franchises are willing to offer by just renting space*
- *A chance to lure customers with top quality food from a highly respected franchise restaurant*
- *An opportunity for service station owners/operators or distributors to have equity in a retail franchise, not just receive rental income*
- *Flexible contracts and financing options support a choice of business models to serve YOUR best interests*

# Company History & Highlights

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- Corporate headquarters in South Windsor, CT
- Retail stores located in Vernon, Manchester and South Windsor CT
- Family owned and operated in Connecticut since 1990 with bagel business experience from original Hoboken, NJ location
- Manufacture and distribute our branded bagels to supermarkets and retail bakeries throughout the Hartford market. Expansion throughout New England continuing.
- Incorporate only top quality ingredients (Kraft Philadelphia cream cheese, Boars Head brand deli meats, Hellman's mayonnaise, Fresh cracked eggs) in all our products
- We have directly competed against and coexisted with Dunkin Donuts and Subway for over 27 years
- Franchised first gas station /convenience store model kiosk in Tolland, CT in February, 2013.

# Branding Benefits

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## *“More Revenue from More Customers”*

- Between Rounds’ reputation for fresh quality food at affordable prices offers customers a welcome alternative to Dunkin Donuts and Subway
- Our visually-striking design will bring attention to your store’s interior, encouraging people to come inside
- Repeat visits from customers who only buy gas from you will now choose to buy coffee, fresh-made breakfast and lunch sandwiches, fresh bagels and assorted fresh-baked bakery items for home or work. This increased traffic in your store will lead to additional sales from products you already sell.

# Operational Benefits

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## *“Additional Revenue from Your Existing Location”*

- Modular design easily fits most existing locations
  - Adaptable to a drive-thru operation where allowed
- Hours of operation designed with your input to maximize your location's profit potential; existing employees can be used to operate the Between Rounds
- Easy to operate and train your staff using our detailed training guides and checklists
- Flexible menu options built around core offerings
- Customers will now have another reason to come to your store – fresh quality food from Between Rounds

# Financial Benefits

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## *“Minimizing Costs to Maximize Profits”*

- Low start-up costs compared to similar franchises
- Minimal increase in utility costs and facility maintenance costs
- Between Rounds’ negotiated pricing with vendors will save you money on coffee, deli products, bakery products, paper goods, etc.
- Support and training comes directly from the principals of the company and their staff; no outside training costs
- Affordable build-out and equipment costs
- Weekly royalties far lower than competitors
- Immediately benefit from brand recognition built over 27+ years
- Profits from the increased sales stay in YOUR pocket

# Our Initial Kiosk Franchise

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- Between Rounds in Tolland, CT - 206 Merrow Road
- Opened February 2013 Owner – Sami Kahn ph. 860-872-8936



# Kiosk Franchise with a Drive-thru

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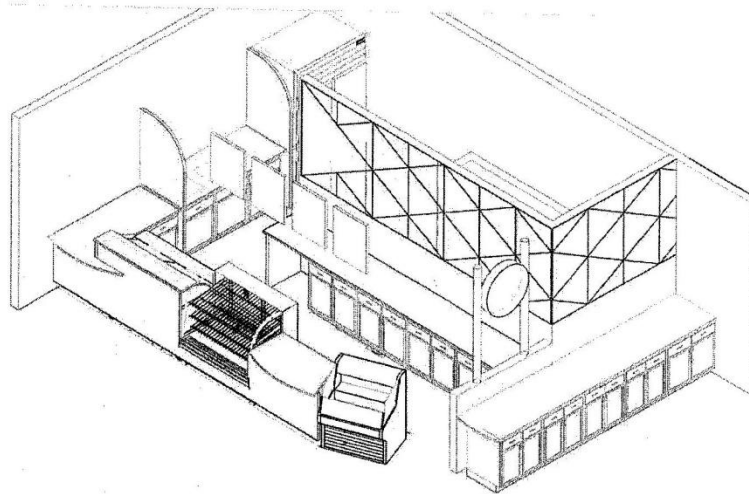


229 Talcottville Rd , Vernon, CT  
Phone: 860-870-4847  
Franchise Owner: Adam Wayne  
Opened - February 2017



# Typical Kiosk Design

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384 SQ.FT DROP IN DESIGN



**BETWEEN ROUNDS  
FRANCHISE CORPORATION**

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President

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ISSUE	5-06-13	BETWEEN ROUNDS
JOB	05613	DROP IN DESIGN
DRAWN	DXC	A301-1
SCALE	NONE	

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# Initial Investments and Approximate Costs

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➤ Major Equipment (standard store w/o special conditions*)	➤ \$50-60,000
➤ Leasehold Improvements (standard store w/o special conditions and without the need for special permitting)	➤ \$15-25,000
➤ Architectural Design Fees	➤ \$6-10,000
➤ Branding package (signage, awning, menu ) does not include drive-thru equipment	➤ \$8-10,000
➤ Franchise Fee	➤ \$22,500
➤ (includes : use of Trademark and Trademarked design for term of contract, as well as Store operation training)	
➤ Opening Inventory, Deposits and Professional Fees	➤ \$8-15,500
➤ Grand opening advertising (includes printing menus, flyers , media placement etc.)	➤ \$2-3,000
➤ Miscellaneous ancillary expenses	➤ \$8-10,000
➤ Additional funds for initial phase of Business startup & Travel expense while training (if necessary)	➤ \$5-11,000
➤ <b>Total (standard store no drive-thru or special conditions)</b>	➤ <b>\$124,500 - \$167,000</b>

\*Special conditions can result from mandates by the Health Dept., Building Dept., Zoning Dept. etc . Each location is unique and will need to be surveyed to determine a more accurate total cost.

# Comparison to Existing Franchise Opportunities

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## Typical of Other Popular Franchises

- High initial investment
- Owners required to buy multiple franchises
- Equity not available to service station owners
- Rent paid is % of revenue; can be low if no marketing is done
- Unfriendly contracts

## BETWEEN ROUNDS

- Reasonable initial investment
- No minimum number of franchises required
- Rents are negotiable; equity in franchise is available to station owner
- Fair & Reasonable weekly royalties
- Friendly contracts

# Business Model Options

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- Service station owners are owners/operators
- Service station operators are owners/operators
- Petroleum distributors are owners/operators
- Petroleum distributors are owners; station operators pay rent through rack-plus pricing
- Third party owners operate and pay rent
- Any combination that works for station owners and operators
- Between Rounds can offer flexibility to accommodate YOUR situation and needs

# Financing Options

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- Self-financing with cash or bank loans
- Self-financing with IRA/401k
- Small Business Loans
- Equipment Leasing
- Lease/loan combination financing
- Three financing corporations available to provide help with all financing needs

# Financing Partner Contacts

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Ms. Kim Graham

Benetrends Financial

Phone: 267-638-9200

Email: [kgraham@benetrends.com](mailto:kgraham@benetrends.com)

Mr. Don Johnson

FranchiseLeasing.com , An Affiliate of Diamond Financial Services

Phone: 877-508-2274

Fax: 732-495-7058

Email: [Don@franchiseleasing.com](mailto:Don@franchiseleasing.com)

Mr. Robert Kossin

Stratford Group

Phone: 631-385-0700 x11

Fax: 631-385-2122

Email: [BobK@stratfordleasing.com](mailto:BobK@stratfordleasing.com)



# Franchising Contact

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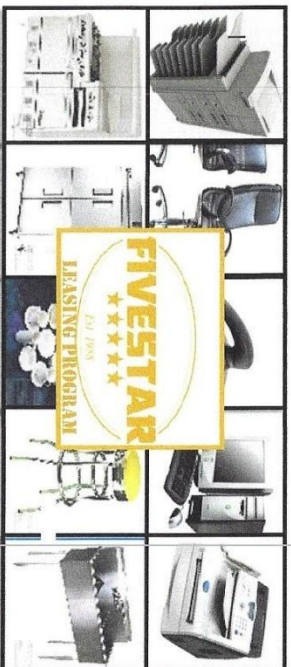
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**FranchiseLeasing.com**  
(An affiliate of Diamond Financial Services of NJ)

✓ Approved Equipment (FF&E) Financing  
for

*Between Rounds Bakery Sandwich Cafe*

### Types of Equipment

- ✓ Hardware/Software
- ✓ Audio Visual
- ✓ Equipment
- ✓ Refrigeration
- ✓ Office Equipment
- ✓ Furniture/Shelving
- ✓ Titled Vehicle
- ✓ Car/Kiosk
- ✓ P.O.S. System
- ✓ Machines, Tools
- ✓ Printing
- ✓ Signage
- ✓ Security Systems

### Total of Lease Amount Eligibility

**Start up, Remodel and Expansion:**

**\$5,000 – 83,000**

**Quick approvals/Fast Funding**

### Why FranchiseLeasing.com?

- We only service the Franchise Industry
- Start-ups, expansion
- Preserve credit lines & cash
- A, B & C Credit Scores
- Minimal \$ out of pocket
- Tax Advantages/No pre-pay penalty
- \$10K - \$500K Funding
- Custom program for your Brand & Industry
- Minimal paperwork/less restrictions
- Every applicant reviewed "case by case" for best terms

### How To Get Started

(4 Step Process)

- Franchisee (lessee) contact Don Johnson - [877.508.2274](tel:877.508.2274)
- We explain our services; send them our information & how to apply
- Application submitted for approval (1-3 business days)/Vendor notified
- We guide Franchisee (lessee) through to final funding (less than 30 days) equipment received



LEASING PROGRAM

**Don Johnson**  
**877-508-2274**  
732-495-7058 fax

**Don@franchiseleasing.com**  
[www.FranchiseLeasing.com](http://www.FranchiseLeasing.com)  
262 Hwy 36, W. Kearsburg, NJ 07734



**benetrends**  
FINANCIAL  
*Funding for the life of your business*



## Between Rounds has partnered with Benetrends to jumpstart your franchise success— with a custom program utilizing a comprehensive suite of funding options.

**B**enetrends has helped more than 10,000 entrepreneurs successfully launch their dreams for over 30 years, with proven and innovative funding strategies that maximize opportunities, while minimizing risk.

### **We make it our business to help your business succeed.**

Just as Between Rounds cafes come in all shapes and sizes, so do the options for funding them. Our comprehensive suite of funding options allows us to structure the right funding for your particular needs.

Additionally, the Between Rounds/Benetrends program offers franchisees a wealth of other resources including the very best in: insurance, healthcare, payroll and HR services.

With our wide breadth of programs, we help eliminate obstacles and ease your fears, clearing the way so you can quickly and confidently achieve your dreams of business ownership.

From Grand Openings to retirement plans, Benetrends is here to help you succeed for the life of your business.

**401(k)/IRA Rollover Funding** - The Raimaker Plan® we pioneered decades ago allows you to use the funds in your retirement plan to purchase or expand your business while eliminating debt — tax-deferred and penalty-free.

**SBA Loans** - One of the most popular loan offerings for small businesses, Benetrends has one of the highest loan approval ratings in the industry due to our extensive relationships with bank and non-bank lenders, and our unique capabilities. We have been able to simplify the sometimes complicated loan process, and are so confident in our ability to get our clients funded, we offer a money-back fee guarantee.\*

**Securities Backed Loans** - A line of credit backed by securities held in an investment portfolio in which cash needs are acquired within 10 days without disrupting investments, investment strategies, or asset allocation. The portfolio remains in your name, and you receive all dividends and appreciation.

**Equipment Leasing** - A simple application with a 5-day approval process, low up-front costs, and only 1st and last payment due at signing.

**Find out more, call Kim Graham at 267.638.9200 or email [kgraham@benetrends.com](mailto:kgraham@benetrends.com).**



FUNDING OPTIONS	PRODUCT PROFILE	ELIGIBILITY
<b>Rainmaker Plan</b> Access existing retirement funds to invest in a new business, without any tax penalties.	<ul style="list-style-type: none"> <li>&gt; Rollover funds from a qualified retirement plan to start a business</li> <li>&gt; No early distribution taxes or penalties</li> <li>&gt; Minimizes going into debt for the start-up</li> <li>&gt; No business financials are required / applies to new and existing businesses</li> <li>&gt; Business sponsors a qualified retirement plan to create wealth</li> <li>&gt; Can be used to expand the business or provide additional working capital</li> <li>&gt; Amount and type of retirement funds determine eligibility</li> <li>&gt; Up to 100% of existing funds available for use</li> </ul>	<i>Based on:</i> <ul style="list-style-type: none"> <li>&gt; Sufficient qualified retirement plan 401(k), IRA, 403(b), PSP, SEP IRA.</li> </ul> <i>Other plans may qualify. Call for details.</i> <i>70th IRA ineligible</i>
<b>SBA Loans 7a</b> Designed for start-up and existing businesses.	<ul style="list-style-type: none"> <li>&gt; Loans can be used for any legitimate business purpose including working capital, machinery, equipment, furniture and fixtures, leasehold improvements, building acquisition or construction and in some circumstances debt consolidation</li> <li>&gt; Funding available from \$100K to \$5M / Full documentation</li> <li>&gt; Longer terms/amortizations available</li> </ul>	<i>Based on:</i> <ul style="list-style-type: none"> <li>&gt; Strong personal credit</li> <li>&gt; Industry experience</li> <li>&gt; For profit business</li> <li>&gt; Good character</li> </ul> Collateral may be required
<b>SBA 504 Loans</b> Finances fixed assets for small firms and plays a key role in creating and retaining jobs.	<ul style="list-style-type: none"> <li>&gt; The business loan must be for real-estate or equipment and offer long-term financing, used to acquire fixed assets</li> <li>&gt; The bank takes a first mortgage of 50% and the borrower is expected to come up with 10%.</li> <li>&gt; The remaining 40% is raised by sale of debentures that provide the borrower with a 20 year fixed rate</li> <li>&gt; Most 504 projects are in the \$200,000 to \$13.7 million range</li> </ul>	<i>Based on:</i> <ul style="list-style-type: none"> <li>&gt; Strong personal credit</li> <li>&gt; Industry experience</li> <li>&gt; For profit business</li> <li>&gt; Good character</li> <li>&gt; Collateral</li> </ul>
<b>Securities Backed Line of Credit</b> A line of credit that is backed by sufficient securities in your bank account or portfolio to use as collateral.	<ul style="list-style-type: none"> <li>&gt; Cash needs can be satisfied without selling assets, keeping your long term investment plan in place</li> <li>&gt; Avoid paying capital gain if you have low cost basis stock which you would not need to sell</li> <li>&gt; Keep all the appreciation and dividends from your portfolio</li> <li>&gt; Interest rate is usually lower than a SBA or home equity loan</li> <li>&gt; Borrow 60% to 95% of your investment portfolio</li> </ul>	<i>Based on:</i> <ul style="list-style-type: none"> <li>&gt; Funds can be used for a wide range of purposes</li> <li>&gt; No set-up, non-usage or cancellation fee</li> <li>&gt; Receive funding in as little as 10 days</li> <li>&gt; Our account application is a simple, two-page form</li> <li>&gt; Monthly interest-only payments</li> </ul>
<b>Equipment Leasing</b> An affordable way to acquire equipment quickly without huge out-of-pocket expenses.	<ul style="list-style-type: none"> <li>&gt; \$10K+</li> <li>&gt; No additional collateral / Simple application</li> <li>&gt; Potential tax advantages</li> <li>&gt; Fixed payments and longer terms</li> <li>&gt; Existing businesses and franchises; start ups on a case by case basis</li> </ul>	<i>Based on:</i> <ul style="list-style-type: none"> <li>&gt; Strong business model</li> <li>&gt; Good credit</li> </ul>

**Find out more, call 866.423.6387 toll-free or visit [benetrends.com](http://benetrends.com)**  
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\*SBA Loan Money Back Guarantee: If Benetrends accepts your application for processing, we guarantee your application will be approved or we refund 100% of our fee.