

# How Do You Measure Success?



REINVENTING MOVING & STORAGE ■



**How about 8'x8'x7', 8'x8'x12' or 8'x8'x16'?**

# A unique and original franchising opportunity.

Own a PODS® franchise\* can be a very successful business endeavor. A PODS franchise can offer great earning potential, with protected territories and a unique product. Plus, PODS supports the success of each franchise by providing training, an extensive operations platform and the benefit of dominant player experience. Franchise businesses are successful when customers can depend on consistent quality operations and service, so we make sure our franchises have everything necessary to make that possible. When you become a PODS franchise owner, you become part of our team of entrepreneurs who continue to help PODS grow.



\*Trademark PODS is available in most countries except the United Kingdom at this time. Negotiations are on-going.

## PODS offers franchisees more earning potential.

**PODS** is a whole new way to move and store. Customers can pack at their own pace and have their PODS® container moved across town, across the country or stored in a clean and secure PODS Storage Center. They can even choose to store it on their own property. These convenient storage options are just some of the ways PODS is reinventing the moving and storage industry — all at a competitive price. Traditional mini-storage facilities can be limited to a five to seven-mile radius for potential service and usually are built only after completing time and feasibility studies. PODS breaks through traditional mini storage barriers and penetrates conventional mini storage markets. PODS franchises are able to service a market within a 25-mile radius from the warehouse.

Since PODS offers delivery to the Storage Center, expensive, high-profile real estate is not necessary. PODS units are stackable, so you can maximize your space by three times the traditional Storage Center potential. It all adds up to more money for your bottom line.

## Find out how you can be a successful franchise owner.

**A**t PODS we recognize that you represent the single most important factor in your own success. It is our belief that by maintaining the highest standards in franchising, you too can achieve the ultimate success as a franchise owner. If you are committed to this opportunity, we invite you to join our program and share our goals for continued growth. Here are some answers to questions you may have about owning a PODS franchise:

### **How do I learn more about the PODS franchise opportunity?**

Complete a PODS application that can be found at [www.pods.com/franchising](http://www.pods.com/franchising). If you qualify, we can begin the process leading to the purchase and opening of your PODS franchise.

**What locations are still available?** We currently service over 70% of the population in the USA and Canada. Franchise locations are limited in the USA. International opportunities are now available in select countries.

**Am I offered territorial protection?** Yes. The Franchise Agreement provides an area of protection, as defined by zip code or postal code service areas. This provides you with exclusive rights to service your market area for PODS.

**What is the expected investment needed to secure a PODS franchise?** Including a 90 day pre-launch window and the first two years; based on US investment costs are between \$1.5M to \$4M (USD) depending on the size of the market and several other factors.

**Do I purchase inventory from PODS?** It is required that PODS containers and lifts are purchased from PODS. Promotional literature and merchandising items are also available for purchase.

**Is direct financing available through PODS?** No. However, we can provide a list of financial institutions familiar with the PODS concept that may be willing to finance some of your operational needs.

**What are the royalty fees?** The royalty fee is 8% of your net sales, and is exclusive of any sales tax and documented refunds.

**What is the term of the Franchise Agreement?** The initial term is 20 years, which may be renewed for additional 10-year terms. Renewal is subject to current franchise terms, conditions and renewal fees.

**Is field assistance available when opening my PODS franchise?** Yes. Your Franchise Liaison will visit your site within the first two weeks of opening.

**Do I receive initial training from PODS?** Yes. We provide you with tools and resources, including a 1-week training course. You will also receive the PODS Franchise Operations Manual to assist you with day-to-day operations

including: support from a field representative, ongoing purchasing services, inventory management and technical assistance. We also provide continuous guidance and resources for your promotional, operational and other business needs.

**Is there a marketing fund?** Franchise operators are required to advertise in their specific territory. In addition, all franchise operators contribute to a “Marketing and Advertising Fund” (MAF) to support advertising and marketing initiatives at a rate of 2% of net sales. In addition to the MAF, franchise operators participate in a National Advertising Co-Operative, which is based on a percentage of net sales.



**I would like to study your Franchise Agreement. Will you send me one?** Our Franchise Agreement is a valued document, which we do not indiscriminately distribute. However, once you have been approved as a qualified applicant, we will be happy to provide you with a copy of the Franchise Disclosure Document (FDD). Our document provides you with the estimated costs associated with starting a PODS franchise and other particulars.

**Can I meet with PODS executives to learn more about this opportunity?** Each month, PODS corporate conducts a Discovery Day event. This full day engagement at our headquarters in Clearwater, Florida provides tours of a PODS Storage Center, our national call center, and the corporate training facility. You will also see a demonstration of our patented PODZILLA® lift system, and during your day with us, you will also meet with our top executives. Additionally you learn about our proprietary operating system, how we market PODS solutions both nationally and regionally and other elements of our business. These events are open to approved applicants.

**How much can I expect to earn?** We do not make earnings claims. As an approved applicant, we invite you to speak directly with other PODS Franchise owner operators, to enable you to complete your due diligence as you build your business plan. In addition, with the information provided in the FDD and after attending one of our Discovery Day events, you will be able to determine if this is the right opportunity for you.

**Is it possible to secure a Franchise Agreement for more than one market?** Yes. We can offer multi-unit operations as long as you meet the financial requirements.

**How do I get started?** Complete the application, mark it confidential and send it to: PODS Enterprises, Inc. , Franchising Division, 5585 Rio Vista Drive, Clearwater, FL 33760. Or fax to (727) 532-2665.

# Franchise Fees

The initial franchise fee varies for each market based upon population and is based on a fee of \$75,000 (USD) per 400,000 USA population.\* Upon signing the Franchise Agreement, a payment for PODS® containers and lifts is due and is non-refundable. In addition, an on-going royalty fee of 8% of net sales is required as well as a 2% fee utilized exclusively for advertising development and promotional efforts. Applicants must maintain a net worth of at least \$1,000,000 including liquid assets of at least \$300,000.

## Franchise Opening Process



## Franchise Operations



Your driver delivers an empty storage container to your customer.



Your customer packs at their leisure. You then store it in one of your secure Storage Centers or on-site at the customer's residence as long as they need it.



Then redeliver the container to a new address, if required.

\*Rates may vary in international markets.

# A PODS franchise comes with everything you need to get started.

The concept of PODS is about ease and convenience even when it comes to opening a franchise. That's why our franchises are turnkey. We make sure you have everything you need to succeed, such as:

**Storage Centers** - Temporary storage centers are recommended prior to leasing, building or purchasing. This allows you to evaluate the territory over the course of a year and make an educated business decision about where to



lease the next. Most regions of the country have reasonably priced space available for rent. We suggest leasing approximately 20,000 sq. ft. of space in a central location easily accessible to major highways. You will also need a forklift to move and stack the stored PODS containers. Permanent Storage Centers, depending on your investment goals, may also be an option. If this is the case, you must start construction at least 12-15 months before the space is needed to allow for a smooth transition. The size of your Storage Center will be determined by the rate of growth and activity in your area. An alternative, depending on the market, may include several small Storage Centers in scattered locations.

**National Call Center** - Franchises are supported by our centralized call center. The center is responsible for selling, scheduling and updating customer orders.



**Software** - As a PODS franchisee, you'll be provided with the software that allows you to track customers and the location of each PODS container. The computerized system produces the delivery schedule, driver documentation and invoices. It will also sequence each pickup and delivery, in an effort to minimize drive time and maximize production.

**Equipment** - PODS containers are a necessity and the largest investment in a PODS franchise, representing approximately 30% of your first two year investment costs. To get started, you will need at least 36 PODS containers. These containers are shipped flat FOB Indiana, and have a 10 year warranty on the Dura Plate finish. With the success and rapid growth PODS has achieved, it will then become necessary to maintain a larger inventory of PODS containers to ensure advance orders. You will also purchase PODZILLA lift systems and trucks to deliver the PODS containers.



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