

**BOND'S FRANCHISE GUIDE**  
**ANNUAL FRANCHISING INDUSTRY OVERVIEW**  
*(As of 12/31/2005)*

***Exhibit 1***

CATEGORY	# of Fran- chisors	Fran- chised Units	Company- Owned Units	Total Operating Units	See Chapter
Automotive Products & Services	161	26,627	2,319	28,946	4
Auto / Truck / Trailer Rental	27	3,976	610	4,586	5
Building & Remodeling / Furniture / Appliance Repair	131	8,512	218	8,730	6
Business: Financial Services	58	13,750	7,890	21,640	7
Business: Advertising & Promotion	30	1,480	91	1,571	8
Business: Internet / Telecommunications / Misc.	75	8,880	870	9,750	9
Child Development / Education / Products	99	7,518	954	8,472	10
Education / Personal Development / Training	60	4,957	1,427	6,384	11
Employment & Personnel	68	5,284	2,945	8,229	12
Food: Donuts / Cookies / Bagels	65	14,065	1,529	15,594	13
Food: Coffee	41	1,593	509	2,102	14
Food: Ice Cream / Yogurt	58	15,250	1,175	16,425	15
Food: Quick Service / Take-out	419	146,547	25,176	171,723	16
Food: Restaurant / Family-Style	188	19,791	10,008	29,799	17
Food: Specialty Foods	118	7,869	962	8,831	18
Hairstyling Salons	40	7,701	3,447	11,148	19
Health / Fitness / Beauty	130	20,022	2,089	22,111	20
Laundry & Dry Cleaning	22	2,467	40	2,507	21
Lawn and Garden	26	3,566	102	3,668	22
Lodging	68	28,396	2,891	31,287	23
Maid Service & Home Cleaning	23	4,392	184	4,576	24
Maintenance / Cleaning / Sanitation	135	47,181	637	47,818	25
Medical / Optical / Dental Products & Services	20	1,513	289	1,802	26
Packaging & Mailing	23	16,175	38	16,213	27
Printing & Graphics	17	3,299	61	3,360	28
Publications	29	1,261	62	1,323	29
Real Estate Inspection Services	24	3,106	421	3,527	30
Real Estate Services	62	26,092	1,483	27,575	31
Recreation & Entertainment	40	2,242	143	2,385	32
Rental Services	9	2,253	3,523	5,776	33
Retail: Art, Art Supplies & Framing	13	777	34	811	34
Retail: Athletic Wear / Sporting Goods	17	1,755	44	1,799	35
Retail: Clothing / Shoes / Accessories	15	154	115	269	36
Retail: Convenience Stores / Supermarkets / Drugs	23	29,914	4,805	34,719	37
Retail: Home Furnishings	45	3,511	230	3,741	38
Retail: Home Improvement & Hardware	14	15,576	176	15,752	39
Retail: Pet Products & Services	34	1,573	380	1,953	40

CATEGORY	# of Fran- chisors	Fran- chised Units	Company- Owned Units	Total Operating Units	See Chapter
Retail: Photographic Products & Services	20	744	42	786	41
Retail: Specialty	110	9,001	4,643	13,644	42
Retail: Video / Audio / Electronics	30	4,396	9,720	14,116	43
Retail: Miscellaneous	18	1,921	68	1,989	44
Security & Safety Systems	21	997	97	1,094	45
Signs	13	2,188	6	2,194	46
Travel	20	4,185	133	4,318	47
Miscellaneous	141	7,671	581	8,252	48
<b>Industry Total</b>	<b>2,800</b>	<b>540,128</b>	<b>93,167</b>	<b>633,295</b>	
<b>% of Total</b>		<b>85.3%</b>	<b>14.7%</b>	<b>100.0%</b>	

### Exhibit 2

Relative Size - By Number of Total Operating Units:	#	%	Cum. %
> 5,000 Total Operating Units	24	0.9%	0.9%
1,000 - 4,999 Total Operating Units	80	2.9%	3.7%
500 - 999 Total Operating Units	91	3.3%	7.1%
250 - 499 Total Operating Units	191	6.8%	13.9%
100 - 249 Total Operating Units	377	13.5%	27.4%
50 - 99 Total Operating Units	356	12.7%	40.7%
25 - 49 Total Operating Units	351	12.5%	53.2%
15 - 24 Total Operating Units	228	8.1%	61.4%
Less Than 15 Total Operating Units	1,102	39.4%	100.7%
<b>Total</b>	<b>2,800</b>	<b>100.0%</b>	

### Exhibit 3

Country of Origin:	#	%
United States	2,512	89.7%
Canada	288	10.3%
<b>Total</b>	<b>2,800</b>	<b>100.0%</b>

All of the data in Exhibits 1 - 3 are proprietary and should not be used or quoted without specifically acknowledging Bond's Franchise Guide as the source.

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**Exhibit 4**

CATEGORY	Average Franchise Fee	Average Total Investment	Average Royalty Fee	# Survey Partici- pants	% of Industry Represent.
Automotive Products & Services	23.6K	208.3K	5.3%	67	41.6%
Auto / Truck / Trailer Rental	23.3K	307.1K	9.0%	15	55.6%
Building & Remodeling / Furniture / Appliance Repair	24.5K	218.3K	5.2%	49	37.4%
Business: Financial Services	25.9K	90.9K	9.5%	17	29.3%
Business: Advertising & Promotion	21.6K	62.0K	3.7%	8	26.7%
Business: Internet / Telecommunications / Misc.	26.7K	86.4K	20.2%	24	32.0%
Child Development / Education / Products	27.7K	323.0K	16.3%	37	37.4%
Education / Personal Development / Training	35.3K	139.4K	7.8%	23	38.3%
Employment & Personnel	24.7K	103.1K	10.0%	26	38.2%
Food: Donuts / Cookies / Bagels	25.9K	250.2K	5.1%	29	44.6%
Food: Coffee	25.1K	261.5K	6.4%	14	34.1%
Food: Ice Cream / Yogurt	26.1K	196.4K	4.4%	24	41.4%
Food: Quick Service / Take-out	23.1K	401.0K	4.9%	153	36.5%
Food: Restaurant / Family-Style	32.7K	1,037.2K	4.5%	64	34.0%
Food: Specialty Foods	24.6K	271.5K	5.0%	34	28.8%
Hairstyling Salons	26.9K	137.4K	5.4%	14	35.0%
Health / Fitness / Beauty	24.1K	189.6K	6.0%	34	26.2%
Laundry & Dry Cleaning	23.0K	296.5K	4.5%	10	45.5%
Lawn and Garden	33.3K	94.8K	6.1%	12	46.2%
Lodging	41.4K	9,245.4K	4.7%	23	33.8%
Maid Service & Home Cleaning	13.8K	58.3K	4.9%	13	56.5%
Maintenance / Cleaning / Sanitation	22.1K	69.8K	6.8%	63	46.7%
Medical / Optical / Dental Products & Services	24.8K	191.0K	6.5%	5	25.0%
Packaging & Mailing	28.5K	142.1K	5.0%	14	60.9%
Printing & Graphics	28.6K	250.7K	6.1%	12	70.6%
Publications	10.5K	19.0K	6.7%	6	20.7%
Real Estate Inspection Services	20.6K	32.5K	7.0%	13	54.2%
Real Estate Services	15.9K	117.0K	5.9%	22	35.5%
Recreation & Entertainment	19.8K	469.8K	9.8%	10	25.0%
Rental Services	18.6K	250.5K	3.7%	6	66.7%
Retail: Art, Art Supplies & Framing	31.1K	134.3K	5.8%	7	53.8%
Retail: Athletic Wear / Sporting Goods	30.3K	261.3K	3.5%	13	76.5%
Retail: Clothing / Shoes / Accessories	26.1K	234.2K	4.0%	4	26.7%
Retail: Convenience Stores / Supermarkets / Drugs	30.9K	359.2K	4.3%	8	34.8%
Retail: Home Furnishings	25.1K	162.7K	4.3%	20	44.4%
Retail: Home Improvement & Hardware	23.2K	324.1K	4.0%	5	35.7%
Retail: Pet Products & Services	29.2K	126.3K	5.1%	7	20.6%

CATEGORY	Average Franchise Fee	Average Total Investment	Average Royalty Fee	# Survey Participants	% of Industry Represent.
Retail: Photographic Products & Services	24.3K	155.8K	3.7%	7	35.0%
Retail: Specialty	27.9K	192.9K	5.0%	37	33.6%
Retail: Video / Audio / Electronics	22.7K	103.5K	4.6%	6	20.0%
Retail: Miscellaneous	23.6K	130.4K	4.2%	10	55.6%
Security & Safety Systems	24.8K	212.9K	6.8%	4	19.0%
Signs	20.9K	131.5K	4.9%	7	53.8%
Travel	8.0K	43.4K	2.5%	5	25.0%
Miscellaneous	38.6K	181.2K	6.3%	33	23.4%
<b>Total Participants</b>				<b>1,014</b>	

**Exhibit 5**

CATEGORY	Average Franchise Fee	Average Total Investment	Average Royalty Fee	# Survey Participants	% of Industry Represent.
<b>Categories with Lowest Average Franchise Fee:</b>					
Travel	8.0K	43.4K	2.5%	5	25.0%
Publications	10.5K	19.0K	6.7%	6	20.7%
Maid Service & Home Cleaning	13.8K	58.3K	4.9%	13	56.5%
<b>Categories with Lowest Average Total Investment:</b>					
Publications	10.5K	19.0K	6.7%	6	20.7%
Real Estate Inspection Services	20.6K	32.5K	7.0%	13	54.2%
Travel	8.0K	43.4K	2.5%	5	25.0%
<b>Categories with Lowest Average Royalty Fee:</b>					
Travel	8.0K	43.4K	2.5%	5	25.0%
Retail: Athletic Wear / Sporting Goods	30.3K	261.3K	3.5%	13	76.5%
Retail: Photographic Products & Services	24.3K	155.8K	3.7%	7	35.0%

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