



## LEON'S FRANCHISE OPPORTUNITY

### Why consider a franchise?

Franchising has a long history and may take many forms. In terms of retailing, franchising combines the buying and marketing efficiencies of a large organization with the initiative, hard work and foresight of an entrepreneur. The franchisor provides the proven business system; the franchisee provides capital and enterprise. In a franchise environment, a franchisee generally has a much faster growth rate in his/her business at a dramatically reduced risk.

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### Why franchise with Leon's?

The answer in a nutshell is; **proven track record**. Leon's has been in business for nearly 100 years and has over 20 years experience in franchising retail home furnishings outlets.

The Leon's franchise system can make the independent retailer so much more competitive. It's still very much your business, but it will be competing in your local market place with the added weight of the entire Leon's organization.

We have assisted many franchisees to wealth beyond their dreams. Are you ready?

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### Benefits of the Leon's Franchise System

#### The name Leon's

To generations of Canadians, the name "Leon's" has and always will mean **integrity**. Since 1909 customers have come to trust Leon's for value, selection, service, reliability and honesty.

The name Leon's brings credibility to your business in the minds of consumers and within the industry.

As a trained franchisee, you will be given the right to use Leon's name and trademarks at your outlet and in your advertising.

#### Buying Power

When you become a Leon's franchisee, you will connect with the buying power of an organization fast approaching a billion dollars in sales. Leon's has decades of experience in volume purchasing and your store will benefit from the resulting price advantages, exclusive lines and volume rebate programs.

#### Marketing and promotion

Our award winning advertising has placed Leon's as top of mind in "brand recognition" when it comes to home furnishings. The company spends millions of dollars annually on its national advertising program in order to enhance its position. Franchisees benefit from the national program and create their own local program to drive traffic to their specific location.

All of Leon's advertising and promotional programs and materials will be available to you in support of your individual efforts in the local marketplace.

**Merchandising**

Leon's advanced merchandising programs include display techniques, market trends, new product advice, best sellers lists, price and product information and are provided to franchisees on a continuing basis.

**Inventory support**

Leon's maintains inventory levels in warehouses across the country. When stock outs occur, you can draw inventory out of our corporate warehouses to ensure delivery to your customer in a timely manner.

**Sales support**

Tried and true systems for acquiring and motivating an effective sales team are part of the program. Training in sales technique and product knowledge are provided on-line through Leon's e-learning program to keep your sales professionals current. Leon's industry leading program for value added products and services will be a welcome part of your business.

**Internet presence**

Leon's has affiliated with administrator Furniture.com to create a state of the art web-site which brings browsers to your location. E-commerce business is directed to the nearest Leon's corporate or franchise store.

**Training programs and operations manual**

All new franchisees undergo a training program at Leon's home office, during which time you will be introduced to Leon's administrative, merchandising and advertising programs. Franchisees will be provided with a Confidential Operations Manual covering all areas of your day-to-day business needs.

**Counsel and advice**

Training and operations manuals aside, the questions and challenges which arise in a retail business can be as unique as each individual franchise. That's why Leon's appoints operations personnel to listen to your concerns and ideas. It is Leon's intention to build a growing, working and profitable association with each and every franchise.

**Franchise network**

You have access to a tremendous wealth of knowledge and experience through your fellow franchisees. Franchisees share ideas and information regarding advertising, product display, hot sellers, price points, margins, expenses, staffing issues, customer service, logistics and more.

**Territorial integrity**

As a Leon's franchisee, no other Leon's store will operate within a specified territory around your outlet, provided you maintain minimum sales quotas.

**Interested in knowing more about joining the Leon's Franchise Family?**

**Complete the following, brief questionnaire and fax to:  
1-800-267-6981 (Attention: Franchise Division)**

**Application for Additional Franchise Information**



The submission of this form does not obligate the applicant to purchase a franchise from Leon's Furniture Limited ("Leon's") and does not obligate Leon's to either sell a franchise or provide additional information to the applicant. Any information provided will be solely used for the purpose of evaluating whether to provide additional information to the applicant.

**PERSONAL INFORMATION**

First Name \_\_\_\_\_ Middle Name \_\_\_\_\_

Last Name \_\_\_\_\_ Preferred name \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell phone \_\_\_\_\_

E-mail \_\_\_\_\_

**BUSINESS INFORMATION**

Self employed? Y \_\_\_ N \_\_\_

Name of Employer \_\_\_\_\_

No. of years employed by employer \_\_\_\_\_

Nature of business of employer \_\_\_\_\_

Your title \_\_\_\_\_

Briefly describe your position \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

Business E-mail \_\_\_\_\_

Business Phone \_\_\_\_\_

May we contact you at work? Y \_\_\_ N \_\_\_

**FRANCHISE INFORMATION**

What geographic location(s) are you interested in? \_\_\_\_\_

Do you currently have a building in which to locate a store? Y \_\_\_ N \_\_\_

Size of showroom (square footage) \_\_\_\_\_

Size of warehouse (square footage) \_\_\_\_\_

Do you own the property? Y \_\_\_ N \_\_\_

Is the property leased? Y \_\_\_ N \_\_\_

Have you ever operated a Furniture, Appliance or Electrical retail store? Y \_\_\_ N \_\_\_

If Yes, in which location? \_\_\_\_\_

For what period of time? \_\_\_\_\_

Do you have other retail experience? Y \_\_\_ N \_\_\_

If Yes, please explain \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How did you hear about the franchise opportunity at Leon's \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please fax the completed form to: 1-800-267-6981 (Attention: Franchise Division)**

Thank you for your interest in the Franchise Division of Leon's and for completing and forwarding this application. Following a review of your application, we will provide you with a response.