



ITEM 19
FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

HISTORICAL FINANCIAL PERFORMANCE INFORMATION

The following charts provide information regarding the annual gross sales, gross profit, profit margin, EBITDA, and certain expense and annual performance metrics for franchised outlets and outlets owned by our affiliates. These businesses (both franchised and affiliate-owned) provide substantially the same products and services as the Franchised Business offered in this Disclosure Document. Likewise, they receive substantially the same services as those we provide for the Franchised Business offered in this Disclosure Document, except our affiliates receive centralized accounting, financial and management services.

The charts below present information for only those outlets that responded to a survey or are a part of our bookkeeping program and were in operation for at least 12 full months as of the end of the applicable reporting period. This includes 131 franchised and 4 affiliate-owned outlets in 2022 (representing 72% (135/188) of all outlets in existence at the end of 2022). Further, note that 44 of these 188 locations were not surveyed because they were open less than 12 months in 2022. Therefore, the information includes 94% (135/144) of all outlets that were open a full 12 months in 2022. The remaining 9 locations either didn't respond to the survey or aren't part of our bookkeeping program.

Our affiliate Mansari LLC owns and operates the College Hunks Moving® and College Hunks Hauling Junk® business located in Tampa, Florida (“**Tampa Corporate Location**”), which has been in operation since 2008 and provides junk removal and moving services in Tampa, Florida (a total of 3 Zones). These locations operate under a franchise agreement with us and pay royalties, First Contact Sales & Loyalty Center fees, and Brand Development Fees on the same basis as our franchisees. These operations are both “absentee owner” businesses, meaning they all have full-time general managers operating the business.

Unless otherwise specified, “**Gross Sales**” or “**Gross Revenue**” means the actual gross revenues billed to clients or what would have been billed to clients if payment had been collected for products and services, plus any other revenue derived from the operation of the business. The Gross Sales/Gross Revenue information is based on the same Gross Sales used to calculate royalties and other fees under the Franchise Agreement. The franchised outlets and affiliate-owned outlets report gross receipts information to us based upon a uniform reporting system. However, none of the information supplied to us has been audited.

2022 GROSS SALES, COST OF SERVICE, GROSS PROFIT, FIXED EXPENSES & EBITDA FOR AFFILIATE & FRANCHISED LOCATIONS

		Corporate Owned Stores		Franchised Stores			
Year		2022 Single-Territory Stores	2022 Multi-Territory Stores	2022 Single-Territory Stores	2022 Multi-Territory Stores	2022 Bottom 25% Franchisees	2022 Top 25% Franchisees
# in Group		0	4	63	68	33	33
Total Gross Sales	Average	-	\$4,236,312	\$1,008,953	\$2,288,870	\$565,484	\$3,477,859
	Median	-	\$4,366,847	\$856,714	\$1,825,862	\$573,308	\$2,829,936
	Highest	-	\$7,262,294	\$4,060,392	\$11,142,644	\$786,812	\$11,142,644
	Lowest	-	\$949,261	\$200,078	\$449,786	\$200,078	\$1,929,398
Average		-	2/50%	24/38%	22/32%	18/55%	9/27%

#/% of Franchised Businesses Who Achieved or Surpassed Total Gross Sales	Median	-	2/50%	32/51%	34/50%	17/52%	13/40%
COGS							
Royalty Costs (% of Revenue)	Average	-	7%	7%	7%	7%	7%
	Median	-	7%	7%	7%	7%	7%
Sales and Loyalty Center Costs (% of Revenue)	Average	-	3%	4%	3%	5%	3%
	Median	-	3%	4%	3%	5%	3%
Brand Development Costs (% of Revenue)	Average	-	2%	2%	2%	2%	2%
	Median	-	2%	2%	2%	2%	2%
Disposal Costs (% of Revenue)	Average	-	3%	3%	3%	4%	3%
	Median	-	3%	2%	3%	3%	2%
Truck Labor Costs (% of Revenue)	Average	-	27%	29%	29%	29%	29%
	Median	-	28%	29%	29%	28%	29%
Truck Fuel Costs (% of Revenue)	Average	-	3%	5%	4%	5%	4%
	Median	-	4%	4%	4%	5%	4%
Truck Maintenance Costs (% of Revenue)	Average	-	2%	2%	2%	2%	2%
	Median	-	2%	2%	2%	2%	2%
Credit Card Fees (% of Revenue)	Average	-	2%	2%	2%	2%	2%
	Median	-	2%	2%	2%	2%	2%
Moving Supply Cost (% of Revenue)	Average	-	1%	1%	2%	1%	2%
	Median	-	2%	1%	1%	1%	1%
Total Cost of Service	Average	-	\$2,044,939	\$525,855	\$1,136,120	\$313,488	\$1,687,172
	Median	-	\$2,140,153	\$435,832	\$943,073	\$335,847	\$1,456,564
	Highest	-	\$3,451,864	\$1,673,776	\$5,329,716	\$578,392	\$5,329,716
	Lowest	-	\$447,584	\$79,581	\$223,951	\$79,581	\$814,377
#/% of Franchised Businesses Who Achieved or Surpassed Total Cost of Service	Average	-	2/50%	27/43%	23/34%	20/61%	7/21%
	Median	-	2/50%	32/51%	34/50%	17/52%	13/40%
GP							
Total Gross Profit	Average	-	\$2,191,374	\$483,097	\$1,152,750	\$251,996	\$1,790,686
	Median	-	\$2,226,694	\$378,378	\$865,441	\$254,442	\$1,451,297
	Highest	-	\$3,810,430	\$2,386,616	\$5,812,928	\$426,330	\$5,812,928
	Lowest	-	\$501,677	\$120,497	\$115,288	\$115,288	\$734,617
#/% of Franchised Businesses Who Achieved or Surpassed Total Gross Profit	Average	-	2/50%	25/40%	21/31%	17/52%	8/24%
	Median	-	2/50%	32/51%	34/50%	17/52%	13/40%
*Gross Profit as % of Revenue	Average	-	52%	47%	49%	45%	51%
	Median	-	52%	48%	48%	46%	50%
	Highest	-	53%	64%	79%	60%	79%
	Lowest	-	49%	21%	25%	21%	38%
#/% of Franchised Businesses Who Achieved or Surpassed Gross Profit % of Revenue	Average	-	3/75%	34/54%	31/46%	17/52%	13/40%
	Median	-	2/50%	32/51%	34/50%	14/43%	14/43%
FIXED EXPENSES							
	Average	-	\$528,266	\$99,330	\$213,150	\$66,701	\$300,122

Marketing Expense (local advertising)	Median	-	\$555,959	\$92,803	\$176,099	\$65,000	\$248,654
Office Staff Costs	Average	-	\$330,353	\$103,671	\$224,913	\$53,119	\$327,160
	Median	-	\$320,734	\$80,038	\$174,398	\$49,316	\$312,646
Rent and Utilities Expense	Average	-	\$143,934	\$36,707	\$62,455	\$29,345	\$89,572
	Median	-	\$137,838	\$32,999	\$51,382	\$28,203	\$67,010
Other Expenses (insurance, etc.)	Average	-	\$169,025	\$63,982	\$127,453	\$41,731	\$175,573
	Median	-	\$168,594	\$59,308	\$105,283	\$40,637	\$125,882
Total General & Administrative Expenses (marketing expense, office staff costs, rent & utilities expense, and other expenses including insurance, etc.)	Average	-	\$1,171,578	\$290,526	\$624,663	\$190,897	\$892,427
	Median	-	\$1,183,125	\$257,420	\$492,735	\$190,718	\$817,151
	Highest	-	\$2,023,658	\$1,019,140	\$3,074,247	\$446,115	\$3,074,247
	Lowest	-	\$296,402	\$47,915	\$104,136	\$47,915	\$288,003
#/% of Franchised Businesses Who Achieved or Surpassed Total General & Admin Expenses	Average	-	2/50%	27/43%	20/29%	16/49%	7/21%
	Median	-	2/50%	32/51%	34/50%	17/52%	13/40%
EBITDA							
EBITDA (earnings before interest, taxes, depreciation and amortization) (does not include truck payments, owner compensation or other discretionary expenses)	Average	-	\$869,985	\$159,864	\$434,293	\$43,550	\$754,498
	Median	-	\$870,053	\$133,552	\$273,760	\$66,945	\$632,790
	Highest	-	\$1,555,461	\$1,207,651	\$2,675,774	\$265,933	\$2,675,774
	Lowest	-	\$184,374	(\$312,514)	(\$102,669)	(\$312,514)	\$9,794
#/% of Franchised Businesses Who Achieved or Surpassed EBITDA	Average	-	2/50%	26/41%	24/35%	16/49%	7/21%
	Median	-	2/50%	32/51%	34/50%	15/46%	13/40%
Net Profit as % of Revenue (before taxes, interest, depreciation and amortization, and owners' compensation)	Average	-	21%	13%	21%	8%	21%
	Median	-	20%	15%	32%	11%	20%

NOTES:

- i. Gross Profit is calculated as follows: Gross Revenue less disposal costs, truck labor costs, truck fuel costs, truck maintenance costs, credit card fees, moving supply cost, royalty fees, First Contact Sales & Loyalty Center fees, and Brand Development Fees but excluding fixed costs, such as rent, marketing, insurance, office staff or other expenses related to the operation of the business.
- ii. The average multi-territory corporate store owns 5 territories
- iii. The average multi-territory franchise owns 3 territories
- iv. The locations in the Bottom 25% own an average of 1 territory
- v. The locations in the Top 25% own an average of 3 territories

2022 ANNUAL PERFORMANCE METRICS

		Corporate Owned Stores	All Franchised Locations	Junk Only Franchised Locations	Move Only Franchised Locations	Junk & Move Franchised Locations
# in Group		4	131	7	2	122
Gross Revenues	Average	\$4,236,312	\$1,673,338	\$889,830	\$1,229,159	\$1,725,575
	Median	\$4,366,847	\$1,289,008	\$776,658	\$1,229,159	\$1,299,038
	Highest	\$7,262,294	\$11,142,644	\$1,874,268	\$1,508,570	\$11,142,644
	Lowest	\$949,261	\$200,078	\$223,289	\$949,748	\$200,078
#/% of Franchised Businesses Who Achieved or Surpassed Gross Revenues	Average	2/50%	45/34%	3/43%	1/50%	42/34%
	Median	2/50%	66/50%	4/57%	1/50%	61/50%
Job Size	Average	\$754	\$649	\$414	\$1,162	\$654
	Median	\$746	\$644	\$413	\$1,162	\$646
	Highest	\$906	\$1,602	\$481	\$1,602	\$1,114
	Lowest	\$617	\$345	\$346	\$723	\$345
#/% of Franchised Businesses Who Achieved or Surpassed Job Size	Average	2/50%	62/47%	3/43%	1/50%	58/48%
	Median	2/50%	66/50%	4/57%	1/50%	61/50%
Leads	Average	14,713	6,539	4,471	4,817	6,685
	Median	12,977	5,462	4,552	4,817	5,502
	Highest	24,881	22,627	7,397	7,738	22,627
	Lowest	8,015	1,357	1,357	1,896	1,743
#/% of Franchised Businesses Who Achieved or Surpassed Leads	Average	2/50%	49/37%	4/57%	1/50%	46/38%
	Median	2/50%	66/50%	4/57%	1/50%	61/50%
Completed Jobs	Average	5,582	2,486	2,124	1,340	2,526
	Median	5,365	2,113	2,243	1,340	2,115
	Highest	10,062	10,004	3,895	2,087	10,004
	Lowest	1,538	529	529	593	552
#/% of Franchised Businesses Who Achieved or Surpassed Completed Jobs	Average	2/50%	48/37%	4/57%	1/50%	45/37%
	Median	2/50%	66/50%	4/57%	1/50%	61/50%
Cost per Lead	Average	\$32	\$24	\$26	\$35	\$24
	Median	\$35	\$24	\$29	\$35	\$23
	Highest	\$48	\$51	\$39	\$49	\$51
	Lowest	\$13	\$4	\$14	\$20	\$4
#/% of Franchised Businesses Who Achieved or Surpassed Cost per Lead	Average	3/75%	64/49%	4/57%	1/50%	59/48%
	Median	2/50%	66/50%	4/57%	1/50%	61/50%
Lead-to-Close %	Average	35%	38%	47%	29%	37%
	Median	40%	37%	45%	29%	37%
	Highest	42%	59%	53%	31%	59%
	Lowest	19%	20%	39%	27%	20%
#/% of Franchised Businesses Who Achieved or Surpassed Lead-to-Close %	Average	3/75%	60/46%	3/43%	1/50%	59/48%
	Median	2/50%	66/50%	4/57%	1/50%	61/50%

NOTES:

- i. The Junk Only franchise locations operate in an average of 2 territories each
- ii. The Move Only franchise locations operate in an average of 2 territories each
- iii. The Junk & Move franchise locations operate in an average of 2 territories each

**RAMP UP DATA FOR NEW LOCATIONS AND ANNUAL GROSS SALES BASED ON
NUMBER OF YEARS IN OPERATION AS OF DECEMBER 31, 2022**

		Monthly Gross Sales			Annual Gross Sales by Tenure				
		1st Month	6th Month	12th Month	1 Full Year in Business	2 Full Years in Business	3 Full Years in Business	4 Full Years in Business	>4 Full Years in Business
# in Group		74	57	30	25	17	17	9	63
Gross Sales	Average	\$24,909	\$49,394	\$66,157	\$793,378	\$1,315,550	\$1,310,943	\$1,767,195	\$2,203,455
	Median	\$18,684	\$45,483	\$57,216	\$663,377	\$1,236,766	\$1,301,894	\$1,825,429	\$1,633,047
Highest Gross Sales		\$110,487	\$200,397	\$172,800	\$2,605,872	\$2,752,523	\$2,151,075	\$2,829,936	\$11,142,644
Lowest Gross Sales		\$2,692	\$3,083	\$2,574	\$349,613	\$507,674	\$223,289	\$806,523	\$200,078
#/% of Franchised Businesses Who Achieved or Surpassed Annual Gross Sales	Average	31/42%	25/44%	11/37%	7/28%	6/35%	8/47%	5/56%	20/32%
	Median	37/50%	29/51%	15/50%	13/52%	9/53%	9/53%	5/56%	32/51%

NOTES:

- i. The 'Monthly Gross Sales' portion of the above table represents the monthly income by month-in-business of franchise locations in operation for less than 24 months as of December 31, 2022

TRUCKONOMICS

The following table represents the monthly income and costs related to the operation of a single junk removal service vehicle or a single moving service vehicle.

Monthly Sales per Truck				
	Junk	Move	Junk Notes	Move Notes
Jobs Per Day	3.5	1.5	Assuming truck performs 3.5 jobs per day (current average)	Assuming truck performs 1.5 jobs per day (current average)
Average Revenue Per Job	\$399	\$1,130	Not including recycling income	Not including up-sells (such as boxes sales)
Median Revenue Per Job	\$392	\$1,077		
Work Days Per Month	26	26	6 days per week (Mon-Sat)	6 days per week (Mon-Sat)
Monthly Gross Sales	\$36,000	\$44,000		
Monthly Cost per Truck-Payroll Related (6 days per week operating 10 hours per day)*				
Driver Lead	\$3,900	\$4,290	\$15 per hour at 3120 hours per year (6*10*52) (assumes bonus incl.)	\$16.5 per hour at 3120 hours per year (6*10*52) (assumes bonus incl.)
Wingman	\$3,380	\$3,510	\$13 per hour at 3120 hours per year (6*10*52) (assumes bonus incl.)	\$13.5 per hour at 3120 hours per year (6*10*52) (assumes bonus incl.)
FICA/FUTA/SUTA	\$775	\$831	10.65% (7.65% + 3%) of personnel costs (driver + Wingman)	10.65% (7.65% + 3%) of personnel costs (driver + Wingman)
Workers Comp	\$1,092	\$1,248	15% of personnel costs (driver + Wingman)	16% of personnel costs (driver + Wingman)
Monthly Costs- Fuel per Truck and Other Variable Costs				
Fuel & Other Variable Truck Costs	\$1,440	\$1,760	4% of monthly Gross Sales (Tracking, Fuel, Parketing, Tolls)	4% of monthly Gross Sales
Disposal/Transfer Fees	\$2,520	-	7% of monthly Gross Junk Sales	-
Supplies/Damages	-	\$880	-	2% of monthly Gross Sales
Vehicle Insurance	\$1,500	\$1,500	Per truck - decreases as additional trucks added	Per truck - decreases as additional trucks added
Truck Payment	\$1,400	\$1,800	Assuming truck is financed/leased	Assuming truck is financed/leased
Local Advertising	\$3,600	\$4,400	10% of Sales (current average)	10% of Sales (current average)
Truck Maintenance	\$720	\$880	Oil changes, tires, tarp replacement, etc.	Oil changes, tires, tarp replacement, etc.
Royalty	\$2,520	\$3,080	7% of in-terrotory monthly Gross Sales/8% of out-of-terrotory monthly gross sales	7% of in-terrotory monthly Gross Sales/8% of out-of-terrotory monthly gross sales
First Contact Sales & Loyalty Center Fund	\$2,040	\$1,507	Assuming \$815 (Junk Only) flat fee plus call center bookings needed for 4 jobs/day (\$19 per booking)	Assuming \$964 flat fee plus call center bookings needed for 4 jobs/day (\$19 per booking)
National Brand Development Fund	\$720	\$880	2% of monthly Gross Sales	2% of monthly Gross Sales
Total Monthly Costs**	\$25,607	\$26,566		
Plus Recycling Income	\$720	-	Approximately 2% of monthly Gross Sales	-
Plus Box and Other Sales Income	-	\$1,760	-	Approximately 4% of monthly Gross Sales
Net Operating Profit Per Truck**	\$11,113	\$19,194		

NOTES:

- i. Material Assumptions: The data presented in the above data set is based on the system-wide operation of junk removal and moving service vehicles during the 2022 fiscal year. These service vehicles may have been operated by franchisees or our affiliates and may be operated as part of a College Hunks Moving® and College Hunks Hauling Junk® business or a business offering only Junk or only Moving services. The average revenue per job is based on the system-wide average for the 2022 fiscal year. The “jobs per day” metric assumes that the service vehicle operates a single standard Zone with only one such service vehicle. The Workers Compensation Rate is established by the state and will vary depending on the state in which you operate your Franchised Business. Otherwise, the data presented is based on historical information related to the operation of franchised College Hunks Moving® and College Hunks Hauling Junk® businesses.
- ii. The junk removal or moving service vehicles included in the above data set may be the only service vehicle providing these services in the Designated Territory or one of multiple such service vehicles.
- iii. Payroll costs will vary based on the compensation established, minimum wage requirements in the state in which you operate the Franchised Business, the number of jobs performed and whether your employees work full time or part-time.
- iv. The above income and expense figures relate to income from the operation of a junk removal service vehicle or moving service vehicle and costs related to the operation of the service vehicle together with Continuing Royalty Fees, Brand Development Fees, and First Contact Sales & Loyalty Center Fees attributable to the operation of the service vehicle. The data does not include the operating expenses that you may incur in the operation of the Franchised Business, including, for example, rent, insurance and utilities.
- v. Written substantiation for the financial performance representations described above will be made available to you on reasonable request. Please carefully read all of the information in these financial performance representations, and the notes following the tables, in conjunction with your review of the historical data.
- vi. Some College Hunks Hauling Junk businesses have earned these amounts. Your individual results may differ. There is no assurance you will earn as much.
- vii. Results may vary among College Hunks Hauling Junk businesses depending on prevailing economic or market area conditions, demographics, geographic location, interest rates, your capitalization level, the amount and terms of any financing that you may secure, the property values and lease rates, your business and management skills, staff strengths and weaknesses, the cost and effectiveness of your marketing activities and weather/seasonal factors.
- viii. We strongly urge you to consult with your financial advisor or personal accountant concerning the financial analysis that you should make in determining whether or not to purchase a College Hunks Hauling Junk® and/or College Hunks Moving® Franchise.
- ix. Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor’s management by contacting Nick Friedman at 4411 West Tampa Bay Boulevard, Tampa, Florida 33614 and (800) 586-5872, the Federal Trade Commission, and the appropriate state regulatory agencies.