



Commonly asked questions and answers

About the 'g' Green Design Center franchise

What type of franchise is available?

Start-up franchises that are Individual owner-operated are the preferred format. 'g' Green Design Center is a combination retail shop and showroom serving a mission to provide customers with all they need to create green, sustainable environments that are both beautiful and responsible to our earth. Our "one-stop shop" contains items ranging from green building materials and home improvements to lifestyle products.

How much does a franchise cost?

The estimated Investment to establish a 'g' Green Design Center ranges from \$98,450 to \$206,183. This includes a franchise fee of \$35,000.

What are the benefits of being a 'g' Green Design Center franchise?

Operating under the umbrella of the 'g' brand makes you part of a recognizable entity in the highly fragmented, fledgling eco-friendly marketplace. As a member of our franchise, you also benefit from adopting an existing business structure that has been tried and proven. And, while you'll own your own business, you will be guided by our expertise, experience and support to help you along the way.

Will I have an exclusive territory?

You will receive an area of primary responsibility, not an exclusive territory, which will be fully described in the franchise agreement.

Will I receive training?

Yes. An initial training program pertaining to the operation and administration of your design center will include sales and marketing, merchandising, green building (at your level of expertise), community outreach, financial controls, maintenance of quality standards, customer service techniques, record keeping, reporting techniques and other operational issues. Ongoing support, verification of product ideas, individual customer requests and research are just some of the ways the staff at franchise headquarters can assist you.

What about advertising?

You will contribute 2% of gross sales to our cooperative marketing fund and will spend 3% of your gross sales on local advertising. 'g' Green Design Centers focus both on traditional advertising and promotional activities for publicity.

Are there any other costs?

There is a royalty fee of 6% of gross sales. These funds are used for ongoing development at the franchise headquarters, researching new products, providing marketing materials, ongoing sales support and promotional programming.

Franchise Fee	\$28,000 - \$35,000
Real Estate / Rent	\$1,500 - \$8,333
Utility Deposits	\$100 - \$500
Leasehold Improvements	\$5,000 - \$15,000
Insurance	\$300 - \$4,500
Initial Inventory	\$8,500 - \$12,500
Training	\$2,500 - \$5,000
POS System	\$2,500 - \$5,000
Signage	\$1,500 - \$2,500
Vehicle	\$500 - \$25,000
Office Equipment & Supplies	\$2,500 - \$6,000
Displays from Suppliers	\$3,500 - \$6,000
Grand Opening	\$3,000 - \$5,000
Furniture, Fixtures & Equipment	\$7,500 - \$12,500
Dues & Subscriptions	\$500 - \$1,250
Licenses & Permits	\$50 - \$600
Legal & Accounting	\$1,000 - \$1,500
Additional Funds (3 months)	\$30,000 - \$60,000
Total	\$98,450 - 206,183

Does the franchisor have to approve of every product I sell?

Yes, we all benefit from each 'g' Green Design Center offering the same consistent quality products that have been thoroughly researched and tested. We are always open to your suggestions and welcome your input as new products emerge on the marketplace. We are also available to support you in specific cases where your customer may need something unique.

What is the next step?

Simply complete the confidential Franchise Evaluation Form and return it to us. If, after reviewing your qualifications, we feel that you have the potential to join the 'g' Green Design Center franchise system, you will be invited to meet with us, preferably at 'g' headquarters on Cape Cod. If you have any questions in the meantime, please call 508.477.7988.

