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100% Chiropractic

Contact Information - Who Gets Lead Referrals

Date Last Updated: June 23, 2022

Referral Agreement Date: January 29, 2020

Name: Dr Brandon Livingood

Address: P.O. Box 1014, Rancho Santa Fe , CA 92067

Phone: 719-244-5142

Fax: N/A

Main Email: drbrandon@100percentdoc.com

Email to send leads to: 100percentdoc@myfranconnect.com, drbrandon@100percentdoc.com

Territory check email: drbrandon@100percentdoc.com

Website: www.100percentchiropractic.com

FranNet Referral Fee: Single Unit/Territory: \$24,000.00 for each single unit/territory

Subsequent/Additional Units/Territories \$10,000.00 for (within 24 months of the signed agreement) Any leads and/or Franchisees placed by FranNet in the pipeline prior to 06/27/2022 will still go by the original terms in the FranNet agreement dated January 29th, 2020 Resales: \$24,000.00

Business Basics

Industry	Chiropractic & Massage	Year started franchising	2015
Year business started	2004	Franchise units open	80
Number of Company units open	4	Investment Range \$	Single: \$169,671.00 - \$400,870.00 Investment range depends on site selected, lease negotiations, tenant improvement reimbursement & buildout costs.
Franchise fee \$	The franchise fee is \$50,000. Multi-unit discounts offered:	Required liquid	\$100,000

	3 Units \$135,000 5 Units \$200,000 10 Units \$350,000	Capital \$	
Required net worth \$	\$250,000 Networkh	Royalty	6.5% of Gross Revenue from all sources. The amount will not exceed \$7,500 per month nor be less than \$2,500 per month with \$1,500 minimum for the first 3 months.
Industry size \$	16 Billion per year for Chiropractic. 12 Billion per year for Massage.	Available in Canada/ Internationally	No/No
SBA Registry?	Yes	Discount Program Offers	None
Offer Group Health Insurance?	Yes	Buyer Motives	A/B/E/S
In House Financing?	No	Item 19	Yes
Semi Absentee/Absentee	Yes	Semi Absentee/Absentee Ramp-up Timeframe	9-12 months

State Registrations

Registration States

Currently not approved and not available in:
CA, HI, IL, MN, NY, ND, RI, WA, WI

Non-Registration States

Currently not available in:
NE, SD

US Territories

Currently not available in:
GU, PR

Canadian Provinces

Currently not available in:
NB, NL, AB, NT, NS, PE, QC, SK, ON, YK, MB, BC, NU

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Business Features

100% Chiropractic provides unique opportunities to invest behind a full service wellness clinic that offers cutting edge chiropractic care, massage therapy, and a full line of quality nutritional supplements.

- Chiropractic (wellness, corrective, pediatric, athletic, prenatal, full service family care)
- Massage Therapy
- Nutritional Supplements (a full line of 100% Chiropractic branded supplements)
- X-Ray imaging on site
- Full Body Scans (Fit3D technology)
- All insurance accepted (100% owns the insurance billing company)
- Proprietary EHR system (Chiro HD)

100% Chiropractic has been building successful offices since 2004, with proven business systems, taking chiropractic mainstream. 100% Chiropractic began franchising in 2015 and hasn't looked back since.

Recession Resistant

The "Wellness Revolution" in today's society is growing exponentially. According to the Global Wellness Economy Monitor, the United States is number one in consumer dollars spent on the wellness industry. Between 2015–2017, the worldwide wellness industry grew 12.8%, from \$3.7 trillion to a \$4.2 TRILLION market.

Issues and Ambushes

The selection of the Doctors/Clinic Directors is essential to the success and stability of the practice. Local and state laws on a non-doctor ownership must be adhered to with a management agreement.

Failures

100% Chiropractic has succeeded in all markets it has opened in. Like all businesses, chiropractic comes with its own unique set of challenges. We feel comfortable with our ability to identify these risks and have the problem solving skills to know how best to navigate them with the backing of our franchise systems, billing company, training team and in house designed software system.

Hooks and Hangers

By combining full-service chiropractic care, in house massage therapy, and a full line of nutritional supplementation, we feel we have positioned ourself as a unique concept in the healthcare market. We feel our social media marketing program has cracked the code on driving a high volume of new patients into our custom designed clinics, allowing doctors to implement the systems and build the practice rapidly. Our quarterly "Tribe" meetings allow our doctors and clinic directors a chance to understand the clinic's numbers at a high level as they present these numbers to their peers. 100% Chiropractic is evolving chiropractic through constant accountability, competition and mentorship.

Discovery Day Process

Our current discovery day process consists of one on one meetings with potential franchisees allowing us to answer their unique questions and concerns.

Consultant Payment Terms

Standard FranNet terms of 10 days net.

VetFran/Minority Discounts

Not Applicable.

E2 Visa/EB-5 Program Status

No

State Deferments

Not Applicable.

Candidate Sales Process

After all questions and concerns are addressed by potential franchisees, FDD is sent for review period. A strategic onboarding session is planned once potential franchisee is deemed to be a fit for the 100% Chiropractic model.

Owner Roles

What will be the role of the owner?

Leadership in creation of business and implementation of systems allowing for clinic director and staff to run a successful practice.

What will be the role of the multi-unit operators?

See above

What will be the role of the single unit operators?

See above

FranNet Comments/Validation Summary

Not Available