



FRANCHISE INFORMATION REPORT 2021-2022 edition

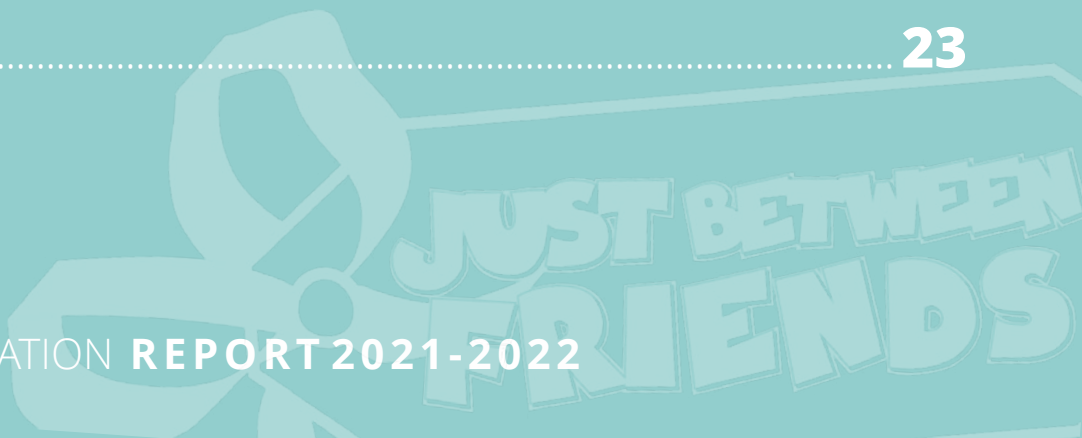


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WHAT IS A JUST BETWEEN FRIENDS CONSIGNMENT FRANCHISE?

CONSIGNMENT SALES EVENT FRANCHISE OFFERS LOW INVESTMENT AND A POTENTIALLY HIGH RETURN

Just Between Friends Consignment is the leading pop-up consignment sales event franchise in North America. It all began in a Tulsa living room in 1997, and our brand has grown to 150+ franchises who host hundreds of Just Between Friends

events every year — in 32 states in the U.S. By helping parents buy and sell their children's outgrown clothing and items, we have become a nationally recognized brand that is continuing to grow like wildfire across the country. Our franchise model is unique in that while there is a low investment to join, our franchisees can choose between making a significant and supplemental, part-time income or owning more than one Just Between Friends franchise as a full-time career.

If you've never heard of pop-up consignment sales, you may be surprised to learn that these temporary, three- or four-day events have become extremely popular and fashionable mainstream businesses. In this age of thrift and concern for sustainable resourcing, discount and bargain shopping are no longer stigmatized but embraced. As a result of the Great Recession and

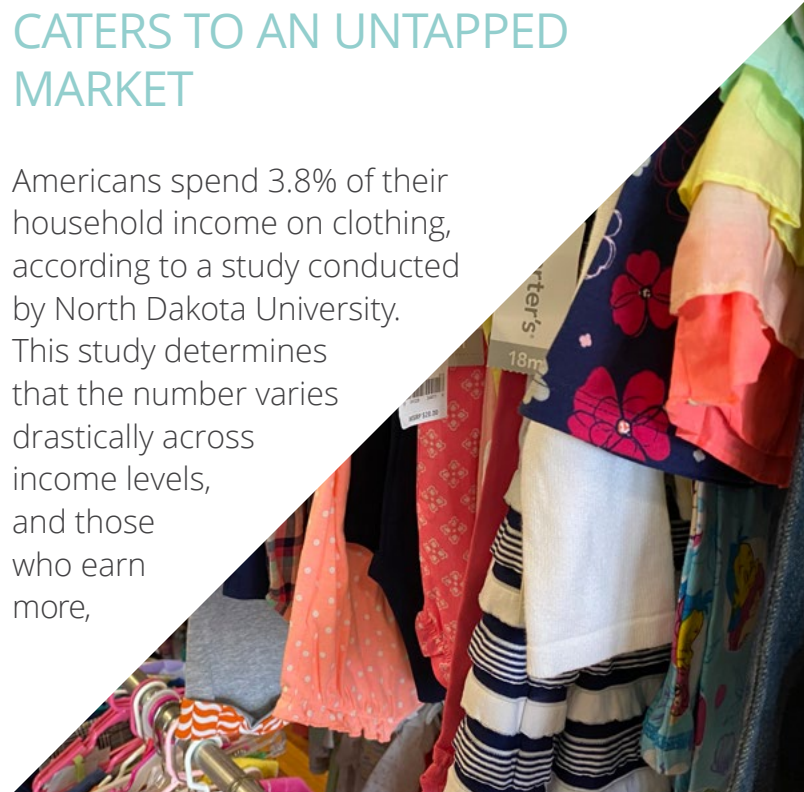


so they have a choice about how big they want their businesses to grow. According to the National Association of Resale Professionals, the resale industry rakes in approximately \$17 billion a year, thanks to today's culture where thriftiness is no longer stigmatized but lauded. In this cultural climate, children's consignment sales have almost unlimited potential, where children's wear is now a \$31.6 billion industry in the United States ("Childrenswear in the US" report by euromonitor.com). Value-conscious families are looking for great quality and awesome deals for toys, equipment and clothing for their children.

The ongoing costs are also low. The main investment the franchisees have to make is renting a venue large enough to serve their sale population. Marketing the sale is the next largest average expense.

JUST BETWEEN FRIENDS CONSIGNMENT FRANCHISE CATERS TO AN UNTAPPED MARKET

Americans spend 3.8% of their household income on clothing, according to a study conducted by North Dakota University. This study determines that the number varies drastically across income levels, and those who earn more,



online shopping, consumers are savvier than ever, and they expect their dollar to go further. Just Between Friends has mastered the ultimate treasure hunt for bargain-hunting parents — a sales event that allows them a chance to buy an entire wardrobe for their children at a fraction of the price they would pay for new items.

LOW INVESTMENT, HIGH POTENTIAL RETURN

The barriers are low to becoming a Just Between Friends consignment franchise owner. The initial investment is affordable, and our franchise business model requires a minimum of two sales per year. While some of our franchisees are stay-at-home parents who want to make additional money for their families, others own multiple territories and are running the business as a full-time career. The beauty of our model is its flexibility which suits the lifestyles of our owners,



spend more. However, Money, an online resource dedicated to analyzing American spending trends, found Americans with an average annual income of \$50,000 spend about \$2,000 on clothing per year. A study conducted by Parenting and Women and Co. pointed out that 90% of parents spend more on their children's clothing than their own, especially leading into the school year, which is when many JBF sales events take place.

Like the clothes and toys and equipment we resell, the Just Between Friends' target demographic is constantly being renewed. According to Babycenter, a publication that studies American parenting trends, there are 4 million babies born each year in the United States. All those new parents will have to find

We do not take for granted the good that comes from each sales event or the trust our families place in our commitment to hold safe, family-supportive events, season after season. We believe in being good stewards of our resources—taking care of each other and reaching out a hand to those who need it, as we all do at one time or another.



Shannon Wilburn

CEO & Co-Founder, Just Between Friends

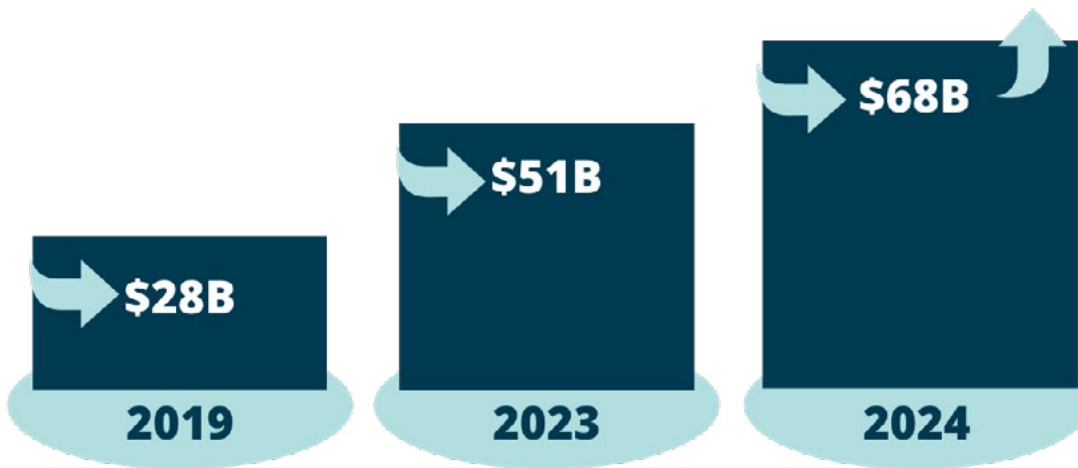
resourceful and affordable ways to clothe their children as they grow rapidly. Enter Just Between Friends: We serve families with children ages 0-12. At one of our events, a parent can get an entire wardrobe for his/her children at a fraction of the price those clothes would cost new. In

addition to clothing, we also help families save money on maternity and baby gear, children's games and toys, and much, much more.

"We do not take for granted the good that comes from each sales event or the trust our families place in our commitment to hold safe, family supporting events, season after season," Shannon Wilburn says. "We believe in being good stewards of our resources—taking care of each other and reaching out a hand to those who need it, as we all do at one time or another."



Projected Resale Industry Growth



source: <https://fortune.com/2019/03/19/resale-clothing.economy.growth/>

WE ARE THE ONLY BRAND IN OUR INDUSTRY WITH A PRODUCT SAFETY AND RECALL SPECIALIST

In a need-based market with a built-in demographic of millions, there is bound to be significant competition. However, we offer something other children's consignment sales franchise systems don't, and it's what our customers value most—child safety.

Every year hundreds of children's items are recalled due to being unsafe. While our competition passes the full responsibility of keeping their customers' children safe on to their franchise owners, Just Between Friends is the only brand that employs a product safety and recall specialist.

Kami Snowbarger, Director of Product Communications and Safety & Recall Specialist with Just Between Friends, is well known in the safety industry and has a great working relationship with the National Consumer Product

Safety Commission and other national safety organizations. She is regarded as an expert in the secondhand safety realm and is featured locally, nationally and internationally for that expertise.

"A good example as to why product safety is important would be if a woman is expecting

a baby, she is going to try and get everything she needs," Kami says. "If this woman needs a car seat, she may go to a consignment sale, or she may check on Facebook Marketplace to save money. She will not know that the items are safe. We appeal to our customers because they know when they attend a Just Between Friends sales event, everything on sale is safe for them to buy for their children."

Kami is especially active in training franchisees and their team members about children's recalls and safety practices and is available to franchisees during their events to answer questions. She is a valuable asset to our franchise system, not only because no other brand can offer our expertise, but because without a product and recall specialist on staff to monitor what items are being sold, no other brand in the secondhand pop-up consignment marketplace can claim that the items being sold are safe to purchase. Our franchise owners and our growing base of customers around the nation know that when they participate in one of our sales events, they are buying and selling items that are safe for them to take home.



THE JUST BETWEEN FRIENDS STORY

HOW A YOUNG MOTHER WENT FROM HELPING FAMILIES IN HER COMMUNITY TO BUILDING A BRAND HELPING FAMILIES ACROSS THE COUNTRY

Sometimes the most extraordinary opportunities are right under your nose. For Shannon Wilburn, CEO and co-founder of Just Between Friends, the light bulb went off when she realized that her children were growing out of clothing almost as

fast as she was buying it. *Might other mothers be interested in buying the beautiful, gently used clothing items that sadly were just being stored in her children's closets?* This thought, as Shannon would soon find out, was going to change her life. Recent studies have focused on Americans' spending habits when it comes to children's clothing. What they've found plays a significant part in our business. Parents spend 3.8% of their annual income on clothing, according to a study performed by North Dakota State University. This is not a standard percentage among people of all income levels, however. *Money* discovered that Americans with an annual \$50,000 income spend around \$2,000 on clothing. In essence, these studies demonstrate parents' demand for children's clothing. We know that most parents,



90%, spend more on their children's clothing than their own, from the results of a joint study by *Parenting and Women and Co.*

With such a huge market, Shannon and another like-minded mother, Daven Tackett, decided to put on a consignment sale in Shannon's living room in Tulsa. They invited other local mothers to buy and sell the clothes their children seldom wore.

"We called the event Just Between Friends," Shannon says. "Because we really thought that this was going to be a little event between friends. We just wanted to make a little extra money for our families."

The very first Just Between Friends sales event in Shannon's living room grossed \$2,000. The incredible success of this small sale inspired Shannon and Daven to think bigger. If they found a larger venue, Just Between Friends could host two events a year and serve the entire Tulsa metropolitan community.

"We had no idea it was going to become the community event that it is," Shannon said. "The Tulsa sale now grosses almost \$800,000 annually!"

JUST BETWEEN FRIENDS BREAKS INTO THE MAINSTREAM

Shannon believed that if Just Between Friends consignment sales events were a hit in Tulsa, then the concept could work anywhere. The company opened their doors to franchising in 2003.

*"I never thought that I could be a business person," Shannon says. "Other people went into business. I was a mother and a wife, and I loved my life. My husband is a pastor, and when we decided to go forward with franchising, we prayed about it. I went out and bought the book *Franchising for Dummies*, and I read it cover to cover. Daven and I wanted to start with 10 franchisees, and that's what we did. It was an immediate proof-of-concept."*

Now the company hosts hundreds of events per year around the country and has franchises in 30 states. Last year, the company's systemwide sales totaled \$31.5 million, which is a tremendous leap from that \$2,000 event in Shannon's living room.



Just Between Friends is a concept that benefits everyone, which drives the brand's popularity across the country and earns publicity from national and local media.

"I've literally saved my family thousands of dollars by not having to buy my children new clothes," Shannon said. "In fact, I didn't have to buy my children new clothes until they were in middle school. And now many sales offer teen sizes, too! The success of our brand is built around saving families with young children money. In good times and bad, we all can use a little extra money in the bank."

FUTURE OF JUST BETWEEN FRIENDS IS GETTING BRIGHTER EVERY YEAR

Because of our brand's inherent appeal to families with young children, our customers have the potential to remain with us for years. We sell items for children ages 0-12. According to an internal survey to determine how many families we help, we discovered that Just Between Friends sales events serve over 1 million families nationwide. In this age of thrift,

the stigma of shopping for gently-used items has all but disappeared. According to a survey conducted by thredUP, a leading consignment website, almost 9 out of 10 parents would clothe their children in secondhand attire. What's more, half of the millennials surveyed believe that buying clothing secondhand supports an eco-friendly lifestyle. We believe that as well, and our Just Between Friends sales events are stocked with items that will receive a second life, keeping our children in the latest fashion and keeping the earth green while we do it!

One reason Just Between Friends is growing, with plans to grow internationally, is that our franchise model suits the lifestyles of our owners. Just Between Friends can be a supplemental income or a full-time career. While many of our owners are young parents and grandparents who earn a healthy additional income by hosting the minimum of two sales events per year, other franchisees own multiple territories and are the livelihood of their families.

Ongoing costs are also low; the main investment the franchisees make is in renting a venue large enough to serve their communities' sale population. Marketing is the next largest expense for franchisees.

"Our model allows our franchisees to be present in their children's lives and contribute to the wellbeing of their communities," Shannon said. "This is an empowering business. It definitely empowered me. The majority of our franchisees are women, and I'd like to think that we have empowered them. Our concept works because it feels good to help young parents buy their children beautiful clothes without breaking the bank. Our franchises are definitely making an impact in their communities, and that is what we're all about."



WHY A JUST BETWEEN FRIENDS CONSIGNMENT FRANCHISE?

LOW INITIAL INVESTMENT AND A MINIMUM OF TWO SALES PER YEAR, OUR MODEL ALLOWS OUR FRANCHISEES TO MAKE A BIG IMPACT IN A SHORT AMOUNT OF TIME

Just Between Friends is the leading popup consignment sales event franchise in North America. If you've never heard of a pop-up consignment sale, you might be

surprised at how popular they have become. We live in the age of thrift, where discount and bargain shopping is no longer stigmatized and helping the environment matters. As a result of the Great Recession and online shopping, consumers are more savvy than ever, and they expect every dollar to go further.

While making money is important, it is even more important to feel good about how we make our money. Just Between Friends is the epitome of Conscious Capitalism—giving franchisees a way to make money while making a difference in their communities. With an affordable initial investment and a minimum of two sales events per year, Just Between Friends can supplement a family's income. The ongoing costs are low; the main investment the franchisees have to make is in renting a venue large enough to serve their communities' sale population. Marketing is the next largest expense.



"I do seven events a year, and that is manageable for me as a mother," says Laura Staggs, owner of three Just Between Friends franchises in Colorado. "The beautiful thing about my job is that I can take my kids to school, go to their afterschool activities, and spend the rest of my time working on my business. You don't have to be a mom; anyone can own a Just Between Friends franchise."

HOW OUR EVENTS WORK

Once the papers are signed—and you are no longer just dreaming about presiding over your own pop-up consignment sale—the reality of putting on that three-day-plus sale will present itself. Don't worry. We will be right there with you through the entire process of helping you through your first event. You will be trained by Just Between Friends franchise owners who have successfully staged and operated consignment sales in their territories. These Just Between Friends all-stars will walk you through everything you need to know about running your first sale.

All of our trainers are current franchisees operating successful businesses with JBF. You'll receive 16 hours of online pre-training, 32 hours of classroom training, 21 hours of onsite training and 13 hours of post-training. Leading up to the sale, owners will spend 8 to 10 weeks marketing the sale, finding and communicating with consignors, securing and preparing the venue and working with vendors and charities. Pre-sale tasks generally involve marketing and communications and will include all necessary tasks to operate the event.

We have men and women who own franchises. Contractually, the requirement is one sale held between January 1 and June 30 and one sale held between July 1 and December 31 each year. Owners can choose to have as many events as they would like."





RECOMMENDED AWARD-WINNING BUSINESS

It's one thing to recommend your own business.
It's another thing altogether when others recommend your business.
We are proud to be an award-winning business—for a number of years now.





While some want to keep their franchise activity small, other franchisees run the business fulltime and own multiple territories. Again, the beauty of the model is that your reward is entirely up to you. You can choose to do the minimum of two sales events per year and potentially earn a nice supplemental income for your family, or like Laura, you can do multiple events per year, scale your business, and take on multiple territories to have as large a business as you would like to manage.

WHAT ARE THE FINANCIAL QUALIFICATIONS TO BUY A JUST BETWEEN FRIENDS CONSIGNMENT FRANCHISE?

Just Between Friends consignment franchise Our initial entry fees are minimal compared with other retail franchises. Our franchise system works to suit the needs and schedules of our franchise owners. With the minimum requirement of two sales per year, our system can either be a substantial supplemental income with a flexible schedule or it can become a full-time career path. The financial details are listed below:

- U.S. Franchises: **\$17,900**
- **USD** Technology fee: **\$1,500**
- Royalties are **3% of gross sales**

In addition to the franchise fees listed above, we estimate you will need \$18,000 to \$45,000 for materials, supplies and marketing to launch your first event.



SUSTAINABILITY: GREEN IS GOOD

At a time when we are growing ever more concerned about our world, GREEN businesses just make sense—to everyone.

One of the beautiful things about Just Between Friends is that we've been GREEN since before green was even a thing. It just makes so much sense. It's a business that people hear of and then want to be a part of as there is just so much they can feel good about by participating.

And today's customer is more conscientious about their purchases than ever.

In a recent study by the National Retail Federation and IBM, results show:

*Sustainability has reached a tipping point. As consumers increasingly embrace social causes, they seek products and brands that align with their values. Nearly six in 10 consumers surveyed are willing to change their shopping habits to reduce environmental impact. Nearly eight in 10 respondents indicate sustainability is important for them.**

Just Between Friends keeps items out of landfills and keeps resources in the local community. Local families sell items and OTHER local families buy them. Local charity partners benefit from donated goods after the sale.

[*Meet the 2020 consumers driving change: Why brands must deliver on omnipresence, agility, and sustainability](#)



VISION 2030: A GOAL TO GIVE BACK OVER \$100 MILLION IN DONATIONS

Supporting families across this country through donations of items is the third “win” of the Just Between Friends. Our families shop and sell to save and earn money, our planet is spared tons of waste as items find new life in local homes, and our charity partners receive donated goods after each



sales event. It’s this final “WIN” that is the heart of Vision 2030—a goal that together, we will donate \$100,000,000 worth of items by the time we reach the end of 2030.

Our amazing sellers have the opportunity to choose that “DONATE” box each time they create their tags. When they do so, it means that a family in their community will receive the item if it doesn’t sell at the sale. It has been our honor to support hundreds of charities across North America since we first started. We recognize that we all have so much to give and so much to gain from helping one another—especially in those times when we find life has just not worked out well for us.

It is our honor and privilege to have worked with the amazing charities below who help their clients through those times when they need the help most. See more of their stories here:





WHAT ARE THE STARTUP COSTS?

JUST BETWEEN FRIENDS FRANCHISE IS A LOW-INVESTMENT, WORK-FROM-HOME BUSINESS

Entrepreneurs researching ownership of a work-from-home franchise rightly look for which business opportunity presents the best potential for long-term success. We're proud to announce, for three years in a row, that Just Between Friends was listed in the Top 10 list of "Best Franchise to Buy," by Forbes, which measured five years of our continued growth when determining our ranking. The reason why we rank so highly is in large part due to what our continued growth over the last five years symbolizes in the marketplace: the Just

Between Friends work-from-home franchise has plenty of room to grow, as consumers all across the nation prove that the age of thrifty shopping is here to stay.

The great benefit of owning a Just Between Friends consignment sales event franchise is the savings you will pass on to your customers, many of whom are parents starting families and grandparents who want to dote on their grandchildren. Your own investment in a Just Between Friends franchise will be affordable, with a relatively quick ramp-up time and tons of support to ensure that your sales events are successful.

The beauty of our model is that your business can be as large or as small as you would like to manage. While some of our work-from-home franchise owners are stay-at-home parents who own one territory, many own multiple territories. Our minimum requirement is that you host two sales annually per territory.

Franchise Disclosure Document

ITEM 7

Type of Expenditure	1 Unit	2 Unit	3 Unit	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee (1) *	\$17,900	\$33,900	\$48,900	Cash	Execution of Franchise Agreement	JBF
Initial Equipment (2) *	\$4,000 - \$6,700	\$4,000 - \$6,700	\$4,000 - \$6,700	As you arrange from supplier	Varies with supplier	Persons or entities other than JBF
Initial Inventory (3) *	\$5,000	\$10,000	\$15,000	Cash	Before first sales event	Persons or entities other than JBF
Storage (4) *	\$0 - \$375	\$375 - \$750	\$750 - \$1,125	Cash	Varies with Supplier	Persons or entities other than JBF
Pre-Opening Labor (5) *	\$700 - \$1,000	\$1,400 - \$2,000	\$2,100 - \$3,000	Cash	Prior to Sales Event	Persons or entities other than JBF
Optional At Event Existing Franchisee Coaching (6) *	\$0 - \$2,850	\$0 - \$5,700	\$0 - \$8,550	Cash	At least 90 days prior to Sales Event	JBF
Estimated Travel & Living Expenses during training and site visit (6) *	\$1,800 - \$2,800	\$1,800 - \$2,800	\$1,800 - \$2,800	Cash	Prior to training and site visit	Persons or entities other than JBF
Technology Update Assessment	\$1,500	\$3,000	\$4,500	Cash	Before Opening	JBF
Building Lease (7) *	\$900 - \$3,750	\$17,900	\$17,900	Cash	As required by landlord	Landlord
Business Registration & Tax Permits	\$800 - \$1,000	\$800 - \$2,000	\$800 - \$3,000	Cash	Per policy	Government
Insurance (8) *	\$500 - \$1,000	\$500 - \$2,000	\$500 - \$3,000	Per policy	Per policy	Insurance Company
Advertising	\$2,380 - \$3,730	\$4,760 - \$7,460	\$7,410 - \$11,190	As required	At or before event	Persons or entities other than JBF
Additional Funds - Initial Period from signing franchise agreement to first sale (Not more than 300 days) (9) *	\$2,500 - \$5,500	\$2,500 - \$11,000	\$2,500 - \$16,500	As required	As required	Persons or entities other than JBF
Technology Fee (11) *	\$175 - \$1,050 (\$175 per month)	\$350 - \$2,100 (\$350/month)	\$525 - \$3,150 (\$535/month)	Cash	1/2 due January 15, 1/2 due July 15	JBF
Financial Management Course	\$400	\$400	\$400	By January 15th for the current year	Subject to change by 30 days prior written notice.	JBF (but this is optional at the discretion of each franchisee)
TOTAL: (12) *	\$38,555 - \$54,575	\$65,585 - \$97,310	\$91,615 - \$139,065			

*For more information and details regarding the JBF Franchise Item 7, please review the full franchise disclosure document.



WHAT TRAINING AND SUPPORT DO WE OFFER?

JUST BETWEEN FRIENDS FRANCHISE OWNERS RECEIVE TRAINING AND SUPPORT THAT GOES FAR AND ABOVE WHAT OUR COMPETITION OFFERS

Just Between Friends is spreading like crazy across the United States because our franchise owners go above and beyond to make their pop-up consignment sales successful. When we opened our doors to franchising in 2004, we knew we would also have to go above and beyond with our training of franchise owners.

The Just Between Friends concept is a proven business model. This business is rewarding for the franchisee who holds the event, and it is highly beneficial for parents who need to make every dollar stretch. Our God-led franchise dramatically changes the lives of its franchisees and its customers.

The Just Between Friends franchise model is ideal—with a low initial investment, your business can either supplement your income or become a full-time career.

“Once we onboard a new franchisee, they are given a wealth of material to review,” says Allison Stephens, V.P. of Operations. “We train our owners in every aspect of their business, from marketing in their communities to utilizing social media, to customizing their websites, to the point of sale system, to how to set up and tear down a sales event. Each Franchisee works with a Success Coach on a regular basis to



have mentoring calls which help guide them through the entire sales process. We are with them every step of the way.”

OUR SUPPORT STAFFERS ARE ALSO FRANCHISE OWNERS

Once the papers are signed and you are no longer just dreaming about presiding over your own pop-up consignment sale, the reality of putting on a three-day plus sale will present itself. Don't worry. We will help you through the entire process of staging and running your first event. You will be trained by Just Between Friends franchise owners who have staged and operated several financially rewarding consignment sales in their territories. Your Franchisee Success Coach will walk you through everything you need to know about staging your first sale during 16 hours of online pre-training, 32 hours of classroom training, 21 hours of onsite training and 13 hours of post-training.

Once you launch you'll be in the hands of experienced JBF franchise owners who also handle some support. For instance, Melissa Cook has been a JBF owner since 2014, owning the Grand Rapids, MI franchise and has also taken on the role of one of JBF's Success Coaches. She loves her role as she gets to walk with a franchisee through their seasons, helping them navigate to success.

“I love getting to be a cheerleader for franchisees and I'm only a phone call or a text away,” says Melissa, who has also worked closely with franchisees as on-call support. Melissa owns a very successful sale, so she knows first hand what it is like to launch a sale from the ground up in brand new territory. Melissa spends a large portion of her time each week personally coaching franchisees, helping them grow their business and prosper.

“...how awesome it was to have a coach helping me to prepare for my first event. Having gone thru the process this way, I can't even fathom how previous owners did this without a coach. It was genius to create this role and add it to your staff.” says Sue Endle, Woodbury, MN, owner.



Melissa says the supportive atmosphere at JBF is just one of the many reasons it is a great business to own. *“From our CEO on down it is a very family oriented atmosphere. Our corporate staff is amazing. There is someone always available for you. Someone is always on call. If you are in the middle of your sale at 11 at night, there is someone there to answer your call if you are stuck or need assistance. The owners at JBF are always willing to share information, and at our annual conference we come together and do continuing training and sharing of ideas which is predominantly owner led. JBF really is a family environment.”* She looks forward to coaching franchisees to help them grow. Melissa is one of four Franchise Success Coaches who work with owners in their JBF journey.

“I’m a little biased, but the support that Just Between Friends offers our new franchisees is tremendous,” says Laura Staggs, sale owner of Longmont and Colorado Springs, CO. *“We go through the beginning of running a sale to the end of the running a sale.”*

Prior to purchasing your JBF Franchise, you will be asked to do venue research in your territory. We want to make sure that you are set up for success before you make your initial investment.



Before you even begin planning your first sale, we will ask that you attend a Just Between Friends sales event. You will shadow the owner and get a feel for how a successful pop-up sales event should run.

At our classroom training, you will get a great grasp of our brand, see how to run a successful sales event, obtain our marketing materials, learn about customer service and how to implement our marketing in your territory. You may also have the opportunity to meet your Success Coach and some of our great trainers as you step into your franchise ownership.

“We also have a yearly conference where we bring in industry experts,” Allison says. *“It’s a great way for owners to learn about a number of different topics that can help them in their businesses.”*



This also gives our owners a chance to talk shop and learn from each other. Our owners are a very tight-knit community and are very open with each other if they are utilizing practices that are enabling them to be successful."

Our training and support staff guides every new owner through the process of hosting their first sales event, ensuring that a new owner is using the practices and methods learned during their training. Again, no need to worry! We guide you through the process of finding a terrific venue for your first event, which is a process that begins before you partner with us in order to ensure that a Just Between Friends franchise can be a viable business in your area.

"Once the franchisee completes their first sale, the Success Coach discusses post sale best practices, strengths, weaknesses, opportunities and challenges from the event and helps develop a plan to implement for a successful second event and onward. Just Between Friends also offers 24/7 On-Call Support where our owners can call for any reason to get needed support."



HOW YOUR COMMUNITY WILL HELP MAKE YOU SUCCESSFUL

For parents, word of a Just Between Friends pop-up consignment event coming to town is great news. Your sale will give those parents a chance to buy an entire wardrobe or fleet of toys for their children at a fraction of the price they would pay for new items. As a result of our beneficial business model, news of your sale will generate a lot of buzz among local parents, and local media are always hungry for a feel-good story.

"One of the most exciting aspects of our brand is just how many people discover us through word of mouth," says Shannon Wilburn, CEO and co-founder of Just Between Friends. "In the communities where Just Between Friends hosts events, we create an enormous amount of buzz because people love to tell their friends about any opportunity to save money!"

In addition to your community loving the fact that you've arrived, you will also be able to reap the benefits of your second community: Just Between Friends franchise owners who are active on social media—ready and willing to help. *"Owners have a private Facebook Communications page group that is very active," Allison says. "We are always bouncing ideas off each other, asking each other what is working and what isn't. It's an amazing community where you can share knowing that fellow franchisees want to help you succeed, too!"*

In short, we are here for you every step of the way. Your success in your territory will benefit not only your community but the entire Just Between Friends brand.



SALES DURING COVID TIMES

Families need ways to save money—and make money—now more than ever.

The tremendous impact COVID-19 has had on our world is undeniable. Families across every sector and region are facing challenges in ways they never have before.

When COVID-19 began to change our world at Just Between Friends, there was a time of pause as we saw shifts in the ways shopping happened. As the world shut down, we went into action. A special JBF COVID Task Force was convened who researched and monitored all recommendations coming from health organizations to create new

safety guidelines for all franchisees. Safety has always been a top priority—and even more so now (if that’s even possible). The COVID Task Force produced a “Re-opening Guidebook” used by Franchisees to host COVID-safe sales by late summer/early fall in 2020. These safety guidelines are still being used today as they help Franchisees ensure the wellbeing of participants at their sales.

And the demand for Just Between Friends sales continues to grow! Into 2021, sales are continuing to report high volume and even greater levels of participation than before the pandemic. Economic indicators show that families need to make money—and save money—now more than ever. As long as our communities need us, we will be there to serve them in a safe, effective, family-supporting way.

We continue to monitor conditions. All sales work with local health officials to provide as safe a sale as possible.



NEXT STEPS

READY TO BECOME A PART OF THE RAPIDLY-GROWING CONSIGNMENT SALES EVENT INDUSTRY?

A member of our franchising staff will reach out to you by phone. The first call usually lasts just a few minutes and gives us a chance to introduce ourselves to one another and address initial questions.

We are looking forward to speaking with you and are excited that you're interested in getting in on the ground floor of the Just Between Friends brand as we rapidly expand across the nation. Thank you for your interest in becoming a Just Between Friends franchise owner!

