



# Franchise Information Report 2023-2024





HELPING FAMILIES SAY *yes!*



## Live more meaningfully with a **Just Between Friends** franchise.

Dear Future Franchisee,

Many people dream about becoming their own boss and living on their own terms. At Just Between Friends (JBF), we understand that you're looking for the next thing, and you want it to have purpose and meaning, something worthy of your time and energy. The problem is that you don't know where to start and what to do, which is overwhelming and, quite frankly, intimidating.

We are here to help. We understand that owning a business can feel daunting, especially if this is your first time.

Our goal is to give you enough information about us so you can determine if Just Between Friends is right for you. In the process, we will get to know you. After all, we want to be friends. We understand business ownership is life-changing, and we want to support you. We're excited to chat more about our events and help you live your life purposefully and on your terms.

To your success,

Tracy Panase  
CEO Just Between Friends Franchise System



## Quick Stats



Current Awarded Franchises: **152**



States: **32**



VetFran Discount: **10% Discount on initial franchise fee for veterans and military spouses**



CEO: **Tracy Panase**



Home Office: **Reading, Pennsylvania**



Founders: **Shannon Wilburn and Daven Tackett**



Company Founded: **1997**

## Industry + Size

### Retail Industry



Child & Baby Products  
**\$73 Billion**



Secondhand Market  
**\$175 Billion**

### Event Industry



Event  
**\$3.2 Billion**

## Territory Size



**Minimum 300,000 population**

## Investment Range:

**Total:** \$66,135-\$96,835

## Franchise Fee:

\$24,900



## Royalties:

**Years 1 and 2:** \$5,250/year or 3% of gross sales, whichever is greater.

**Years 3+:** \$10,500/year or 3% of gross sales, whichever is greater.

## Technology Fee:

\$2,100 per year

## Marketing Brand Fund:

1% of gross sales with a cap of \$3,500 per year

# Meet the Franchisor



## Tracy Panase understands what it takes to build a successful team and business.

After sitting at #1 for 8 years, Tracy knew it was time for her to change her seat at the table. In December 2022, after 14 years as a JBF franchisee, she took on the role of CEO and owner of Just Between Friends Franchise System.

Her goal is to help her franchisees make JBF a household name. No small task, but Tracy doesn't do anything small – ask her husband John, who is now operating the two of the top franchises in the nation, and her two adult kids, who have grown up within JBF. The mission of JBF is to **help families say yes** through kids' resale events, and saying yes starts with you. So, as Tracy likes to say, **“Let's Go!”**

**Kids grow fast** which can put a strain on families' finances. At Just Between Friends, we host events where local families can sell "gently" used children's items.

During the 3-4 day event, parents buy everything their kids need at 50-90% off retail prices. It's a win-win: sellers declutter and earn money, while buyers save money by not buying new items.

Not only do these events benefit families, but they also have a positive impact on the environment. Thousands of gently used items find new homes, extending their lifespan and reducing landfill waste.

We lead the industry in children's and maternity consignment sales events. And we set the trend for secondhand shopping, especially for children's items.

Now, we're looking for franchise owners who share our mission and are eager to make a difference in their communities.



- Fall, Spring, Holiday Events
- 100-1,000 local families selling
- 1,000-6,500 shoppers
- Children's items for ages 0-18
- Rental Venue Size - 10k/sq/ft to 80k/sq/ft

**JUST BETWEEN FRIENDS**



[jbf.salefranchise.com](http://jbf.salefranchise.com)

## 2022 Brand Accomplishments



**Culture of High Achieving Owners**



**200 Owners Strong**



**Simple Business Model**



**150+ Charity Partners Nationwide**



**\$6.9M In-kind Donations (1.5M Items)**



**8.5M Items Rehomed and Out of Landfills**



**\$26.7M of Income for Local Families**



## Awards



**JUST BETWEEN FRIENDS**



## Training



**Online**  
33-45 Hours



**Classroom**  
8-16 Hours



**Onsite  
Apprenticeship**  
31-56 Hours

\*Support staffers  
and trainers are also  
franchise owners.

## Customer Acquisition



**Marketing  
Department**



**Referral / Word  
of Mouth**



**Sales**



**Recession  
Proof**

## Technology



**CRM**



**Website**



**Inventory  
Management  
& POS**

# Ideal Franchise Owner



We treat people like friends



We figure things out



We value progress over perfection



We are better together



## Ideal Candidate

- Self-starter, goal-oriented
- Ability to troubleshoot
- Business acumen
- Desire to provide superior customer service
- Resourceful
- Team oriented



## Current Franchisee Backgrounds:

- Education
- Medical
- Retail
- Marketing
- Military
- Information technology
- Insurance
- Real estate
- Finance
- and more!

**Net Worth: \$150,000**

**Liquidity: \$100,000**

**JUST BETWEEN FRIENDS**



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# Initial Investment

## Overview\*

Type of Expenditure	Amount	
	LOW	HIGH
Initial Franchise Fee	\$24,900	\$24,900
Initial Equipment	\$10,000	\$20,000
Initial Inventory	\$5,000	\$5,000
Storage	\$0	\$375
Pre-Opening Labor	\$700	\$1,000
Jumpstart Guide	\$2,500	\$3,500
Estimated Travel & Expenses for Training and Site Visit	\$1,800	\$2,800
New Franchise Technology License and Setup Fee	\$1,500	\$1,500
Building Lease (as required by the landlord)	\$2,500	\$10,000
Business Registration and Tax permits	\$800	\$1,000
Insurance	\$500	\$1,000
Advertising	\$5,000	\$8,000
Additional Funds (Not more than 300 days)	\$10,250	\$15,250
Technology Fee	\$185/mo	\$2,100
Financial Management Course	\$0	\$400
<b>TOTAL</b>	<b>\$66,135</b>	<b>\$96,835</b>

\*Item 7 in the Franchise Disclosure Document. For more information regarding the JBF Franchise Item 7, please review the full franchise disclosure document.





*Marisa Clark*

## Paying it forward

Finances were tight when my husband and I were expecting our son. Finding JBF was a complete Godsend. We were able to get everything that we needed for \$800. Fast forward three years, we were given the opportunity to buy a JBF, and I instantly jumped on it. I wanted to give other people the same opportunity I had been given.

## Wanted a challenge

I am always looking to save money, JBF was my favorite sale each time it came around. I wanted something to give my brain a purpose while staying home with three kids, and I got so much more than that.



*Karen Miner*



*Yolanda Price*

## All-out with an off-season

I wanted something that I felt was well-suited to my personality and skillset. I loved the idea of a seasonal business that allowed me to go “full-throttle” and then take a break and regroup. I can be very intense, which allowed me to balance out that part of my personality during the off-season. Having been an entrepreneur already, loving consignment sales, and being an event planner at heart, honestly—I felt like it was something that I could ROCK!

## The Path to Ownership

STEP

1

### Pre-Qualification Call

A Just Between Friends recruiter will reach out to you to introduce you to the JBF franchise opportunity. We'll spend time getting to know each other and reviewing your goals for owning a JBF franchise. We'll also explore territory availability as well as examine and verify financials.

STEP

2

### Complete the Application & Assessments

You'll need to complete a series of short assessments for our franchise application process.

STEP

3

### Franchise Disclosure Document Review

We'll arrange a phone call to review the FDD with you, ensuring you have all the information you need to decide about owning a Just Between Friends franchise. We'll also be available during the call to answer any questions.

STEP

4

### Due Diligence

Next, you must search for a suitable venue for hosting your JBF event. Also, you'll be able to speak with a current JBF franchisee and gain insight into their experiences. It's recommended that you learn more about the daily routine of a franchise owner, the obstacles they face, and the benefits of owning a JBF franchise.

STEP

5

### Business Plan and Final Approval

To proceed with the franchise opportunity, you'll need to submit a business plan for review and meet with JBF's leadership team. During this call, they will assess whether you share JBF's goals and values, and evaluate your potential contributions, communication skills, and cultural fit. They will also gather any additional information required to award you a franchise.



## Contact



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