

## Frequently Asked Questions

### **What are the costs to join the Proforma Network? Are there any ongoing fees?**

With no previous experience in the promotional product or print industry, there is a fee of \$29,500 to join. In addition to the onetime \$4,500 start-up marketing kit, the monthly and ongoing fees are a declining scale of 8%-6% of sales, 1%-0.5% for your marketing fund as well as a technology fee of \$100 a month.

### **What is the average profit margin and sales volume of a Proforma Owner?**

According to the 2009 Franchise Disclosure Document, Proforma Owners average 35.35% gross margin with an average sales volume of \$430,333.

### **What are the margin splits?**

Typically, individuals who become Proforma Owners are able to take home 80%-85% of the gross profits.

### **Where are the territories?**

Proforma has no territories, this allows you to sell anywhere in North America!

### **Can I leave Proforma at any time?**

Yes. If you decide that the Proforma Network is not for you, all we ask for is a 60-day notice that you plan to leave.

### **Do I have to have 'Proforma' in my business name?**

We do ask that you add Proforma to part of your business' name. By identifying with Proforma we will all benefit from the buying power and brand recognition industry wide.

### **How many Proforma Owners are there? How many are near me?**

There are currently over 660 Proforma Owners that are located throughout North America. Physical location of each Owner has no impact on sales since Proforma does not restrict you to territories.