



## Franchise Overview

2016

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## FRANCHISE BRIEF

### About the Company

Chateau Shooters™ is one of the leading companies offering still imagery, walkthrough video tours and drone aerial imagery for both residential and commercial use. Founded in 2012 in Dallas, Texas , and expanding to Austin, Texas in 2015, Chateau Shooters™ seeks active owner-operator franchisee partners who share a common passion for providing world-class image assets.

### Primary Focuses

- World-class imagery
- 24 hour turnaround
- Ready scheduling availability
- Streamlined customer experience
- Excellent customer service

### Franchise Fee Overview

Chateau Shooters™ prides itself on having one of the lowest franchise fees available and relatively low overall startup costs. The following is included as

- Dedicated franchise region
  - 2 days of training in our Dallas, TX office
  - Access to overseas editing staff resources
  - Use of existing software subscriptions
  - Use of proprietary software
  - Use of Chateau Shooters™ training resources for contracted photographers
  - Listing on [chateaushooters.com](http://chateaushooters.com)
  - Use of the company name and trademark
  - Recommended vendor list for promotional and advertising material
  - Deescalating royalty fee percentage
  - Inclusion in the Chateau Shooters™ referral network
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## STARTUP COST ESTIMATES\*

The following breakdown is reflective of costs the average franchisee will encounter when starting a Chateau Shooters™ franchise. Recommended gear and hardware costs listed reflects market rates for new assets. Many of these costs may be diminished or eliminated depending on the equipment and hardware the franchisor already has in their possession.

Description			Cost
Franchise Fee			\$ 3,000
Marketing & Advertising Fee			\$ 700
Recommended Gear (New)			\$ 2,300
Recommended Hardware (New)			\$ 3,000
Miscellaneous			\$ 500
<b>Total</b>			<b>\$ 9,500</b>

\*Startup Cost Estimates includes estimated retail prices to begin offering photography only. Walkthrough video tours and aerial drone photography may require additional costs, however may vary depending on the franchisee's selected service offerings.

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## ANNUAL REVENUE ESTIMATES\*

Annual revenue estimates are found below, categorized by volume.

Description			Est. Revenue
Low Volume (10-25 properties/month)			\$ 26,250
Medium Volume (25-50 properties/month)			\$ 56,250
High Volume (50+ properties/month)			\$ 75,000+
<b>Medium Volume Revenue Estimate</b>			<b>\$ 56,250</b>

\*Estimates are used for benchmark and goal-setting purposes only. Actual revenues may vary depending on franchisee's chosen pricing model and services provided.

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