

THE GIBSON CO.

MARKETPLACE

JOIN A COMMUNITY-DRIVEN
RETAIL FRANCHISE WITH A
TRACK RECORD OF SUCCESS



franchise opportunity

The Gibson Co. Committed to Service and Success.

Are you looking for a franchise with an impressive potential for ROI and low startup costs in a market with expansive growth potential? The Gibson Co. is rocking the retail industry with our proven, systemized, and up-and-coming business model. With dedicated training from The Gibson Co. management team, we'll teach you how to leverage our elevated, community-driven home goods and gift business that supports local vendors and artists, no experience required!

Since opening our doors in 2016, The Gibson Co. management team has spent years building, managing, and perfecting The Gibson Co. operating structure. What started as a small furniture refinishing service quickly grew into an established, curated, and elevated retail operation that showcases local artists and vendors. Our family-run business model is relatively simple to operate, focusing on above-and-beyond customer service and the reputation of our brand. After cultivating impressive growth in our flagship market in Georgia, we have developed the sales processes, product selection, vendor recruitment process, safety procedures, and the systems necessary to successfully replicate The Gibson Co. in communities across the nation.

The Gibson Co. offers entrepreneurs a successful, creative, and unique turnkey operation using our proven sales techniques, branding, and vendor recruitment process.

Are you interested in owning an elevated home goods and gift business with a track record of success? If so, this is the opportunity for you!





Feel at Home, Leave Inspired. *Follow your dreams with the Gibson Co.*

At The Gibson Co. the goal is simple: to provide a manicured collection of products that allows the customer to “Feel at Home, Leave Inspired.” Our commitment to customer service and community involvement in a market with explosive growth potential makes this an opportunity unlike any other.

Simple-to-Operate: The Gibson Co. model is simple and structured efficiently to provide profitability and ease of operating management. The operating model is defined by well-oiled processes, protocols, and purchasing systems, which will allow for ease of replication.

Turnkey Concept to Engage Your Community: The Gibson Co. offers franchisees a unique opportunity to tap into their local retail markets with our turnkey business model. With 80%-90% of products sourced directly from local artists and vendors, community outreach and involvement is the main focus of our business model. We don't just change the life of our franchisees, we change the lives of the community members we work with.

Poised for Success: The Gibson Co. system itself is well positioned and poised for growth with a proven track record of success, ample opportunity for growth, and a passionate management team.

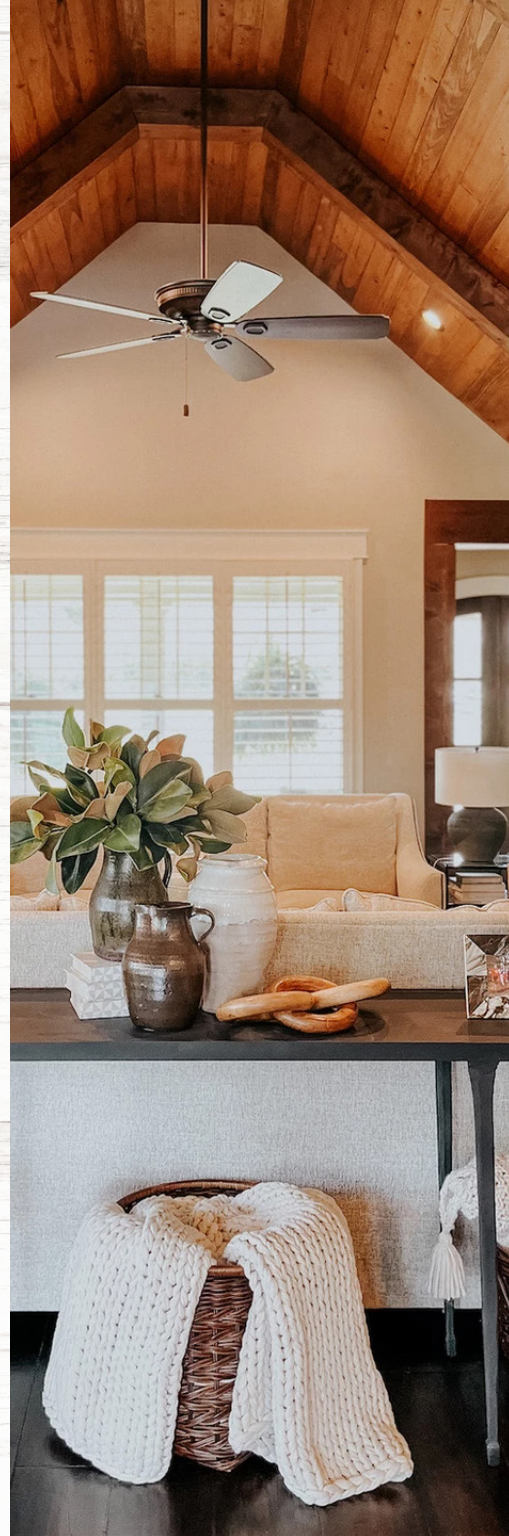
Integrity & Commitment: The Gibson Co. operates with a high level of integrity, credibility, and a commitment to strong customer service. Franchisees will be required to follow in this same core philosophy for the operation of their locations as this is one of the key differentiators that set us apart from other retail stores.

Strong Potential ROI: The Gibson Co. has an impressive potential ROI for a franchise owner. With low overhead, low startup costs, and applicability in just about any market, the concept is financially sound.

Are You a Good Fit for The Gibson Co.?

The most successful franchisees will have an upbeat, energetic attitude, entrepreneurial mindset, strong presence within their community, and the ability to make the most of every opportunity to develop the business. We are seeking franchisees who have the following qualities to join our team:

- » Incredible Work Ethic, Discipline, and Integrity
- » Dynamic Sales Skills
- » An Eye for Aesthetic Design
- » Strong Guest Service Abilities
- » Leadership Mentality





Support Where it Counts.

We provide the knowledge, experience, marketing materials and equipment necessary to make each The Gibson Co. a profitable business.

- » **Comprehensive Training:** An extensive dual-phase initial training program will help set up our franchise partners with all the knowledge they need to run a The Gibson Co..
- » **Operational Support:** We will provide ongoing training and support in many areas, including management and oversight, maintenance, customer-service techniques, product ordering, suggested pricing guidelines and administrative procedures.
- » **Marketing Support:** We'll help you leverage our established and recognizable brand. We will coordinate development of advertising materials and strategies, consumer marketing plans, and materials.
- » **Ongoing Business Development Support:** We will provide our continued research methods and techniques to enhance unit-level profitability.

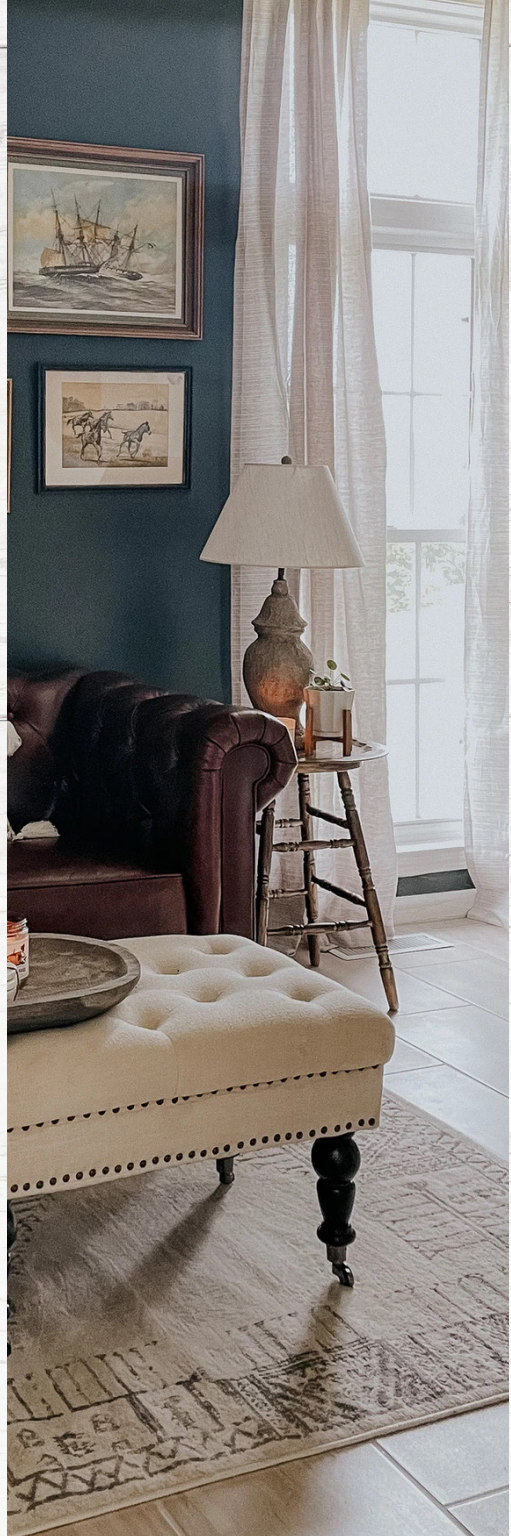
Financial Snapshot

Franchise Fee: \$30,000

Estimated Minimum Initial Investment:
\$111,950 (with franchise fee)

Royalty Fee: 5% of Gross Sales





Are You Ready to Invest in Your Future and Your Community with The Gibson Co.?

Take the next step in becoming a part of The Gibson Co. family. To learn more, visit our website at ShopTheGibsonCo.com or email us at franchises@ShopTheGibsonCo.com

THE **GIBSON** CO.
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This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.