



2951 Hessey Ave.
Palm Bay, Fl. 32905
1-321-952-6900

Business Description

With a 30-year track record, the Gold and Silver Refinery is now offering licensing opportunities in Florida and select areas through-out the United States. Our full training program along with our support system that includes regional marketing meetings along with direct realtime corporate help will motivate you and prepare you to operate your Gold and Silver Refinery Store Today.

Licensing Background

Year Established: 1980

Licensing Since: 2008

Operating Units: 7

Licensed
units
Company-
Owned 1
Units:

Geographic Distribution:

U.S.:	7	
Canada:	0	
International:	0	
Total:	7	100.0%

North America:

States/Provinces with the largest number of operating units:

Density	Units
1. Florida	7

Registered in Following Registration States: Florida

Financial Requirements

Investment:

Minimum Net Worth:	\$30K
Cash Investment:	\$15K
Total Investment:	25K
Average Total Investment:	\$25K

Fees:

Initial Licensing Fee:	\$15K
Average Licensing Fee:	\$15K
On-Going Royalty:	\$10,000
Average Royalty:	\$10,000
Advertising Fee:	20% Taken from Royalty Fee

Average Number of Employees: 1
Full-time.

Space Needs (in square footage):

250-500

Preferred Sites: Strip Malls or Free
Standing Building.

Other Sites: Corporate discretion

Encourage Conversions. No

Earnings Claims Provided. No

Licensee Qualifications

Ranked from 1 (unimportant) to 5
(important):

Financial Net Worth:	3
General Business Experience:	2
Specific Industry Experience:	1
Formal Education:	2
Psychological Profile:	2
Personal Interview(s):	5

Terms of Contract

Term of Initial Contract:	10 Year(s)
Term of Renewal Period:	10 Year(s)
Passive Ownership:	Allowed
Area Development Agreements.	Yes, for 1 Year(s)
Sub-Licensing Contracts.	No
Licensee Allowed to Expand Within Territory.	Yes

Support and Training

Site Selection Assistance.	Yes
Lease Negotiation Assistance.	Yes
Financial Assistance.	Yes, Indirect
Product Sales Assistance	Yes

Marketing Support:

Co-Op Advertising:	No
National Advertising:	No
Regional Advertising:	Yes, based on location numbers in the area.
Local Advertising:	Yes
Marketing Materials:	Ad Slicks, Brochures, Coupons/rebates, Direct Mailers,

Additional Services: Promotional
Items, Site Signs
Press Releases,
Sales Strategies
Other Marketing Support: None Specified

On-Going Support:

Central Data Processing: Not Applicable
Central Purchasing: Yes
Field Operation Evaluation: Included in Fees
Field Training: Not Applicable
Initial Store Opening: Not Applicable
Inventory Control: Not Applicable
Franchisee Newsletter: Not Applicable at this time.
Regional or National Meetings: Yes, not included in Fees
800 Telephone Hotline: Not Included in Fees

Training:

1. National Training Center in Palm Bay, FL 5 Days
2. On-Site Not Applicable

Expansion Plans

Projected New Units Over Next 12 months: 30

U.S.: Yes, All United States