



### CONFIDENTIAL Executive Summary

Purchase Price: \$750,000  
 Total Annual Sales\*: \$1,555,556  
 Inventory: \$10,000  
 Owner Operated Cash Flow\*\*: \$269,689

**Denny's Ft. Bragg**  
**901 N. Main St.**  
**Fort Bragg, CA 95437**



\* Trailing 12 Months Ending 10/31/2016

\*\* Cash Flow is a net income projection based on trailing 12 months sales and expenses as stated on Seller's P&Ls. Adjustments are made to reflect brand norms for the region and/or expected increases/decreases in costs. Analysis is for proforma purposes only, Buyer should complete his own due diligence review. Ask your agent for summary of adjustments.

#### Franchise Information:

An iconic brand, Denny's began franchising in 1963 and has grown to over 1700 restaurants worldwide. Franchisor requires at least \$1.4M net worth and \$500K liquid . Restaurant management experience required.

Franchise Agreement Expiration: in 2025

Transfer Fee: \$5,000

Training Location: Near buyer

Royalty: 4.0%

Advertising: 3% nat'l, .5% co-op

Training Period: 12 weeks

Remodel Requirements: Approx \$200K due in 2018

#### Lease Information:

Monthly Base Rent: \$6,000

Options: TBD

Security Deposit: Per lease

Percentage Rent: 6.00%

CAM: None

Real Property Available: No

Expiration: 2/1/2020

Monthly Property Tax: \$0

Increases:

0

#### Location Details:

Business Established: 1/1/1994

Building Type: Freestanding

Building Size: 4500 SF

Owner Since: in 2007

Seating: approx 132

Employees: avg 20 F/T and 15 P/T

Hours of Operation: 24/7

Licenses Needed: business, health

Located on Main St. in downtown Ft. Bragg next to several hotels and close to the Glass Beach Trail. Ft. Bragg is a beautiful tourist destination 3 hours north of San Francisco.

**Remember you have agreed to keep all FranBizNetwork listings confidential.**

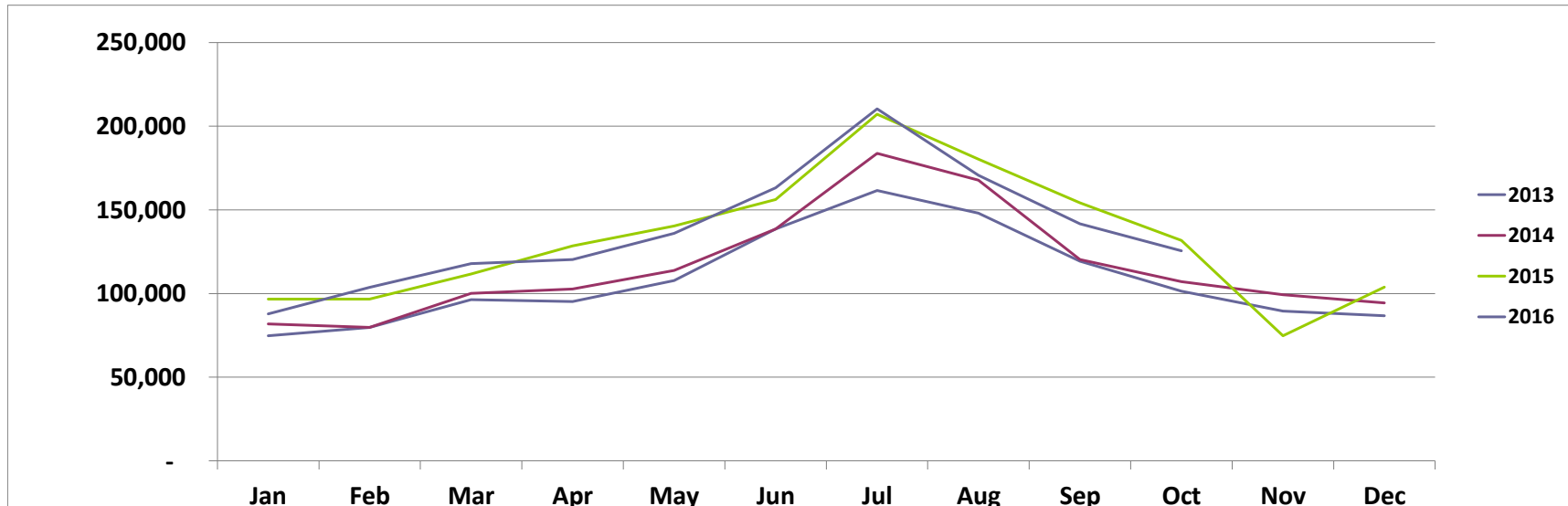
As a part of the due diligence process you are encouraged to contact other franchisees with questions about the brand, but remember you are bound by a confidentiality agreement and cannot share the location or any details about the business you are considering buying. Please direct any questions you might have for the Seller to your FranBizNetwork agent. Feel free to visit the location(s) as a customer, but be discreet and do not ask questions of employees, managers, or other customers. Please do not draw unnecessary attention to yourself, as rumors of a pending sale can hurt the business.

**MONTHLY SALES**

**Denny's Ft. Bragg**

|               | Jan       | Feb       | Mar       | Apr       | May       | June      | July      | Aug       | Sep        | Oct       | Nov        | Dec       | TOTAL       |
|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-------------|
| <b>2013</b>   | \$74,739  | \$79,624  | \$96,317  | \$95,197  | \$107,816 | \$138,586 | \$161,572 | \$147,988 | \$119,389  | \$101,438 | \$89,494   | \$86,643  | \$1,298,803 |
| <b>2014</b>   | \$81,805  | \$79,756  | \$100,158 | \$102,711 | \$113,773 | \$138,632 | \$183,777 | \$167,762 | \$120,336  | \$107,034 | \$99,344   | \$94,402  | \$1,389,490 |
| <b>\$ +/-</b> | \$7,066   | \$132     | \$3,841   | \$7,514   | \$5,957   | \$46      | \$22,205  | \$19,774  | \$947      | \$5,596   | \$9,850    | \$7,759   | \$90,687    |
| <b>% +/-</b>  | 9%        | 0%        | 4%        | 8%        | 6%        | 0%        | 14%       | 13%       | 1%         | 6%        | 11%        | 9%        | 7%          |
|               |           |           |           |           |           |           |           |           |            |           |            |           |             |
| <b>2014</b>   | \$81,805  | \$79,756  | \$100,158 | \$102,711 | \$113,773 | \$138,632 | \$183,777 | \$167,762 | \$120,336  | \$107,034 | \$99,344   | \$94,402  | \$1,389,490 |
| <b>2015</b>   | \$96,620  | \$96,607  | \$111,699 | \$128,378 | \$140,327 | \$156,230 | \$207,171 | \$180,318 | \$154,187  | \$131,699 | \$74,746   | \$103,765 | \$1,581,747 |
| <b>\$ +/-</b> | \$14,815  | \$16,851  | \$11,541  | \$25,667  | \$26,554  | \$17,598  | \$23,394  | \$12,556  | \$33,851   | \$24,665  | (\$24,598) | \$9,363   | \$192,257   |
| <b>% +/-</b>  | 18%       | 21%       | 12%       | 25%       | 23%       | 13%       | 13%       | 7%        | 28%        | 23%       | -25%       | 10%       | 14%         |
|               |           |           |           |           |           |           |           |           |            |           |            |           |             |
| <b>2015</b>   | \$96,620  | \$96,607  | \$111,699 | \$128,378 | \$140,327 | \$156,230 | \$207,171 | \$180,318 | \$154,187  | \$131,699 | \$74,746   | \$103,765 | \$1,581,747 |
| <b>2016</b>   | \$87,813  | \$103,613 | \$117,839 | \$120,362 | \$136,038 | \$163,173 | \$210,376 | \$170,624 | \$141,610  | \$125,597 | \$0        | \$0       | \$1,377,045 |
| <b>\$ +/-</b> | (\$8,807) | \$7,006   | \$6,140   | (\$8,016) | (\$4,289) | \$6,943   | \$3,205   | (\$9,694) | (\$12,577) | (\$6,102) |            |           | (\$26,191)  |
| <b>% +/-</b>  | -9%       | 7%        | 5%        | -6%       | -3%       | 4%        | 2%        | -5%       | -8%        | -5%       |            |           | -2%         |

\*Nov 2015 restaurant closed for several days due to construction. Jan 2016 closed several days for heater replacement.





**Denny's Ft. Bragg  
PROFORMA**

| Trailing 12 Months Ending 10/31/2016 |                    |       |
|--------------------------------------|--------------------|-------|
| SALES                                | \$ 1,555,556       |       |
| COGS:                                | \$ 388,889         | 25.0% |
| Crew Labor:                          | \$ 342,222         | 22.0% |
| GM:                                  | Assume Owner is GM |       |
| Other Store Level Mgmt:              | \$ 80,000          | 5.1%  |
| Workers Comp*:                       | \$ 12,667          | 3.0%  |
| Payroll Taxes*:                      | \$ 55,733          | 13.2% |
| R&M:                                 | \$ 29,556          | 1.9%  |
| Non-Ingredient:                      | \$ 26,444          | 1.7%  |
| Utilities:                           | \$ 82,000          | 5.3%  |
| Rent:                                | \$ 72,000          | 4.6%  |
| Percentage rent:                     | \$ 22,905          | 1.5%  |
| Property Tax:                        | \$ 19,600          | 1.3%  |
| Personal Property Tax:               | \$ 1,000           | 0.1%  |
| Local Advertising:                   | \$ 7,778           | 0.5%  |
| Nat'l Advertising:                   | \$ 46,667          | 3.0%  |
| Royalty:                             | \$ 62,222          | 4.0%  |
| Equipment Lease:                     | \$ -               | 0.0%  |
| Insurance:                           | \$ 15,000          | 1.0%  |
| Bank Charges:                        | \$ 600             | 0.0%  |
| Credit Card Fees:                    | \$ 14,000          | 0.9%  |
| Professional Services:               | \$ 4,000           | 0.3%  |
| Outside Services:                    | \$ 1,600           | 0.1%  |
| Laundry/Uniforms:                    | \$ 1,200           | 0.1%  |
| Pest Control:                        | \$ 3,350           | 0.2%  |
| Security:                            | \$ -               | 0.0%  |
| Music:                               | \$ -               | 0.0%  |
| Permits & Licenses:                  | \$ 500             | 0.0%  |
| Cash Over/Short:                     | \$ 1,556           | 0.1%  |
| Non-recurring expenses:              | \$ -               | 0.0%  |
| Dues & Subs:                         | \$ 1,400           | 0.1%  |
| Employee Benefits:                   | \$ 3,750           | 0.2%  |
| Other G&A:                           | \$ -               | 0.0%  |
| Total Expenses:                      | \$ 1,296,638       | 83.4% |
| Other Income:                        | \$ 10,771          | 0.7%  |
| Store Level Net Profit:              | \$ 269,689         | 17.3% |

\*Workers Comp and Payroll Taxes shown as a % of Total Labor.

Executive Summary materials and Proforma were derived from documents provided by Seller and were prepared by FranBizNetwork to help prospective Buyers complete a summary review. These materials should not replace the Buyer's review of actual books and records and a thorough due diligence process. Buyers should not rely on these materials as definitive, but should instead consult the actual due diligence documents.