



## CONFIDENTIAL Executive Summary



Purchase Price: \$239,000  
Total Annual Sales\*: \$275,293  
Inventory: \$5,000  
Owner Operated Cash Flow\*\*: \$64,848

**Dairy Queen**  
**2547 Plainfield-Naperville Rd**  
**Naperville, IL 60564**

\* Trailing 12 Months Ending 12/31/2017

\*\* 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.

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### Franchise Information:

American Dairy Queen Corporation, founded in Joliet, IL is a subsidiary of Berkshire Hathaway, Inc. Franchisor requires restaurant or business experience and a minimum of net worth of the greater of 50% of the purchase price or \$75K (excluding residence and personal items) and liquid assets of the greater of 20% of the purchase price or \$30K (after downpayment).

Franchise Agreement Expiration: 10/1/2023

Transfer Fee: \$5,000

Training Location: Certified Training Store (TBD)

Royalty: 5.0%

Advertising: 5.0%

Training Period: 15 days

Remodel Requirements: none

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### Lease Information:

Monthly Base Rent: \$1,648

Options: year-to-year

Security Deposit: \$3,081

Percentage Rent: 10.56%

CAM: Included

Real Property Available: N/A

Expiration: 10/31/2018

Monthly Property Tax: \$704

Increases: 3% annually

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### Location Details:

Business Established: 10/1/2013

Building Type: inline

Owner operated

Building Size: 968 SF

Owner Since: 10/1/2013

Seating: outdoor only, 2 benches

Employees: 8 to 14

Hours of Operation: Mon-Sun, 12-10 PM

Licenses Needed: Business & Health, Food Safety

Equipment Value: \$30,000

This 'Treat Only' Dairy Queen is located in a strip mall with a variety of business including dry cleaners, dentist, orthodontist, & physical therapy/rehab office. Elementary, middle schools and a high school nearby the DQ as well as golf courses and a public library. Many customers who frequent this DQ are within walking and biking distance. A pre-school/daycare is next to the strip mall on the south side and a restaurant is located on the north side. The current owner-operator closes the store 3 months out of the year by choice, thus there are no sales listed for 3 months. A new owner could operate this store all year if desired.

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**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.





## Dairy Queen PROFORMA

Trailing 12 Months Ending 12/31/2017		
SALES	\$ 275,293	
COGS:	\$ 58,224	21.2%
Crew Labor:	\$ 41,294	15.0%
GM:	Assume Owner is GM	
Other Store Level Mgmt:	\$ -	0.0%
Workers Comp*:	\$ 826	2.0%
Payroll Taxes*:	\$ 5,162	12.5%
Repair&Maint:	\$ 3,854	1.4%
Non-Ingredient:	\$ 6,332	2.3%
Utilities:	\$ 16,050	5.8%
Rent:	\$ 19,776	7.2%
CAM:	\$ -	0.0%
Property Tax:	\$ 8,453	3.1%
Personal Property Tax:	\$ 500	0.2%
Local Advertising:	\$ -	0.0%
Nat'l Advertising:	\$ 13,765	5.0%
Royalty:	\$ 13,765	5.0%
Equipment Lease:	\$ -	0.0%
Insurance:	\$ 5,000	1.8%
Bank Charges:	\$ 600	0.2%
Credit Card Fees:	\$ 4,405	1.6%
Professional Services:	\$ 4,000	1.5%
Outside Services:	\$ 2,600	0.9%
Laundry/Uniforms:	\$ 1,360	0.5%
Pest Control:	\$ -	0.0%
Security:	\$ -	0.0%
Music:	\$ -	0.0%
Permits & Licenses:	\$ 610	0.2%
Cash Over/Short:	\$ 275	0.1%
Non-recurring expenses:	\$ -	0.0%
Personal Expenses:	\$ -	0.0%
Mgmt Fee/Owner Draw:	\$ -	0.0%
Employee Benefits:	\$ 1,370	0.5%
Other Gen & Admin:	\$ 2,225	0.8%
Total Expenses:	\$ 210,445	76.4%
Other Income:	\$ -	0.0%
Owner-operated Cash Flow:	\$ 64,848	23.6%

\*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.



## Adjustment Summary

Dairy Queen  
2547 Plainfield-Naperville Rd  
Naperville, IL 60564



P&L Period:	YE 2017	
Total Sales from P&L:	\$275,293	P&L sales of \$296,311 minus sales tax of \$21,018.
Net Income from P&L:	-\$22,309	
Amortization:		
Depreciation:	\$20,876	
Interest:	\$124	
Taxes:		pers. Income tax
EBITDA:	<b>-\$1,309</b>	

### Adjustment Detail

EXPENSES:	Actual:	% of Sales	Projected:	% of Sales	Difference	% of Sales	Notes
COGS:	\$58,211	21.15%	\$58,224	21.15%	-\$13	0.00%	
Crew Labor:	\$31,016	11.27%	\$41,294	15.00%	-\$10,278	-3.73%	
GM:	\$0	0.00%		0.00%	\$0	0.00%	
Other Store Level Mgmt:	\$30,000	10.90%		0.00%	\$30,000	10.90%	Owner operated
Workers Comp*:		0.00%	\$826	2.00%	-\$826	-0.30%	% of total labor
Payroll Taxes*:	\$7,654	12.54%	\$5,162	12.50%	\$2,492	0.91%	% of total labor
Repair&Maint:	\$3,862	1.40%	\$3,854	1.40%	\$8	0.00%	
Non-Ingredient:	\$6,295	2.29%	\$6,332	2.30%	-\$37	-0.01%	supplies
Utilities:	\$13,874	5.04%	\$16,050	5.83%	-\$2,176	-0.79%	util, phone
Rent:	\$27,503	9.99%	\$19,776	7.18%	\$7,727	2.81%	
CAM:		0.00%	\$0	0.00%	\$0	0.00%	included in prop tax
Property Tax:	\$0	0.00%	\$8,453	3.07%	-\$8,453	-3.07%	includes CAM
Personal Property Tax:	\$0	0.00%	\$500	0.18%	-\$500	-0.18%	
Local Advertising:	\$0	0.00%	\$0		\$0	0.00%	
Nat'l Advertising:	\$15,537	5.64%	\$13,765	5.00%	\$1,772	0.64%	
Royalty:	\$13,801	5.01%	\$13,765	5.00%	\$36	0.01%	
Equipment Lease:	\$0	0.00%		0.00%	\$0	0.00%	
Insurance:	\$7,005	2.54%	\$5,000	1.82%	\$2,005	0.73%	moved some to w/c
Bank Charges:	\$0	0.00%	\$600	0.22%	-\$600	-0.22%	
Credit Card Fees:	\$4,569	1.66%	\$4,405	1.60%	\$164	0.06%	
Professional Services:	\$3,130	1.14%	\$4,000	1.45%	-\$870	-0.32%	accountant
Outside Services:	\$2,591	0.94%	\$2,600	0.94%	-\$9	0.00%	
Laundry/Uniforms:	\$1,360	0.49%	\$1,360	0.49%	\$0	0.00%	
Pest Control:	\$0	0.00%		0.00%	\$0	0.00%	
Security:	\$0	0.00%		0.00%	\$0	0.00%	
Music:	\$0	0.00%		0.00%	\$0	0.00%	
Permits & Licenses:	\$605	0.22%	\$610	0.22%	-\$5	0.00%	
Cash Over/Short:	\$0	0.00%	\$275	0.10%	-\$275	-0.10%	
Non-recurring expenses:	\$0	0.00%		0.00%	\$0	0.00%	
Personal Expenses:	\$14,797	5.38%		0.00%	\$14,797	5.38%	auto, meal/entertain, donations
Mgmt Fee/Owner Draw:	\$31,200	11.33%		0.00%	\$31,200	11.33%	officer salary
Employee Benefits:	\$1,366	0.50%	\$1,370	0.50%	-\$4	0.00%	training, benefit
Other Gen & Admin:	\$2,222	0.81%	\$2,225	0.81%	-\$3	0.00%	dues & subscrip., office expense
<b>TOTAL EXPENSES:</b>	<b>\$276,598</b>	<b>100.47%</b>	<b>\$210,445</b>	<b>76.44%</b>	<b>\$66,153</b>	<b>24.03%</b>	
Other Income:	0	0.00%		0.00%			
EBITDA:	<b>-\$1,305</b>	<b>-0.47%</b>	<b>\$64,848</b>	<b>23.56%</b>			

\* Workers Comp and Payroll Taxes are shown as % of total labor.

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