



BLUE MOON[®]

ESTATE SALES

Getting Down to Business

Becoming Your Own Boss vs Finding a Job





Shoot for the Moon & Build a Brighter Future

Think about what motivates you to do more, push harder, and accomplish your dreams. There's nothing more empowering than realizing your goals and investing in yourself to secure professional and financial stability. Scaling the corporate ladder can be fulfilling but frustrating. Navigating the current economy while being your own boss and holding the reins to your future is freeing. Owning a franchise gives you the flexibility you crave with the support you need to withstand any economy.

Where Could Your Dreams Take You?

- A comfortable retirement
- Financial security for your family
- A flexible schedule and power of direction
- Exciting family vacations or a second home
- The ability to support your extended family
- The chance to give back to your community

What is Your *Why*?

There is a motivating factor behind just about everything we do, from a workout before breakfast for better health to socializing for new connections. As you strive professionally to increase your earning potential and job satisfaction, there are likely many reasons for your hustle. Maybe you're dreaming of a vacation house where you can create memories to last a lifetime, or you're saving for your kids' education. No matter your reason, you can build a brighter future with Blue Moon Estate Sales.

You don't have to leap into business alone. We provide brand power, a proven business system, in-depth training, and a powerful technological platform. We're looking for energetic, empathetic people to make a difference in the lives of others during a stressful time of transition. In return, you'll enjoy a flexible schedule, complete market support, and the chance to turn your dreams into reality.

Franchise Ownership Versus Employment

While employment may seem less complicated than ownership, it comes with numerous constraints and challenges. In addition to employer unpredictability, you are required to follow set parameters. Ownership allows you to be your own boss without creative or educational limits.

Franchising provides leadership control and dependable resources, training and support to back you up. By taking charge, you can create a meaningful legacy for yourself and a brand.

Owning a Business

- Leadership and hiring control
- Ability to delegate responsibilities
- Extensive, ongoing training
- Constant career growth
- Unlimited profit potential

Having a Job

- Team members already selected
- Predetermined roles and tasks
- Basic training when starting
- Supervisor can solve problems
- Typical market value profit

A Unique Business Model

With Blue Moon, you can focus on providing compassionate, efficient sales services, while we supplement acquisition efforts. Increase clients, attendance, retention and satisfaction, with us as your partner in command. Additionally, you can rest assured your business will thrive even through recessions or economic changes thanks to an established national network of clients, consumers and referral partners.

Operating a Franchise

- Proven business plans/strategies
- Strong brand presence, including digital traffic
- Recurring sales from eager loyalty program shoppers
- National and local referral guide connections for new clients
- Readily-available guidance from an experienced franchise coach
- Hiring support and high-traffic job listings
- National support network of like-minded professionals

Operating Individually

- Ability to create plans/strategies
- Creative freedom for positioning brand propositions
- Personal outreach to recruit customers
- Ground-up approach to referral guide networking
- Advice or support from personal connections or paid advisors
- Personal coordination of interviewing and recruitment
- Ability to spark new connections with other entrepreneurs

Empowerment of Franchising

The labor landscape has changed dramatically in the past few years, altered by the global pandemic and its impact on the way we view our worth. According to the Bureau of Labor statistics, over 579,000 left their jobs since August, 2021.

The Great Resignation

Employees in nearly every sector have reexamined what is important to them and rejected elements of work that are no longer attractive, inspiring or meaningful. To eschew elements of corporate life including office politics, endless meetings, and tedious commutes, unsatisfied employees are seeking a connection to their work, a positive community impact, and better work-life balance. Franchising has become an enticing and compelling career path for ambitious entrepreneurs.

Shape Your Own Career

A franchise is not only reserved for investors with a surplus of capital. There are options without overhead and build-outs. You can run your own business from home and enjoy flexibility. From baby boomers to Gen Z, there is a franchise that will make sense for you. Stop waiting for that promotion and grab control of your future.

If you're ready to resign corporate life or start a new chapter doing something meaningful and fun, there is no better opportunity than owning an estate sale franchise. Without brick and mortar requirements, there are no mandatory operating hours, so you'll enjoy less cost and greater flexibility.

What's Holding You Back?

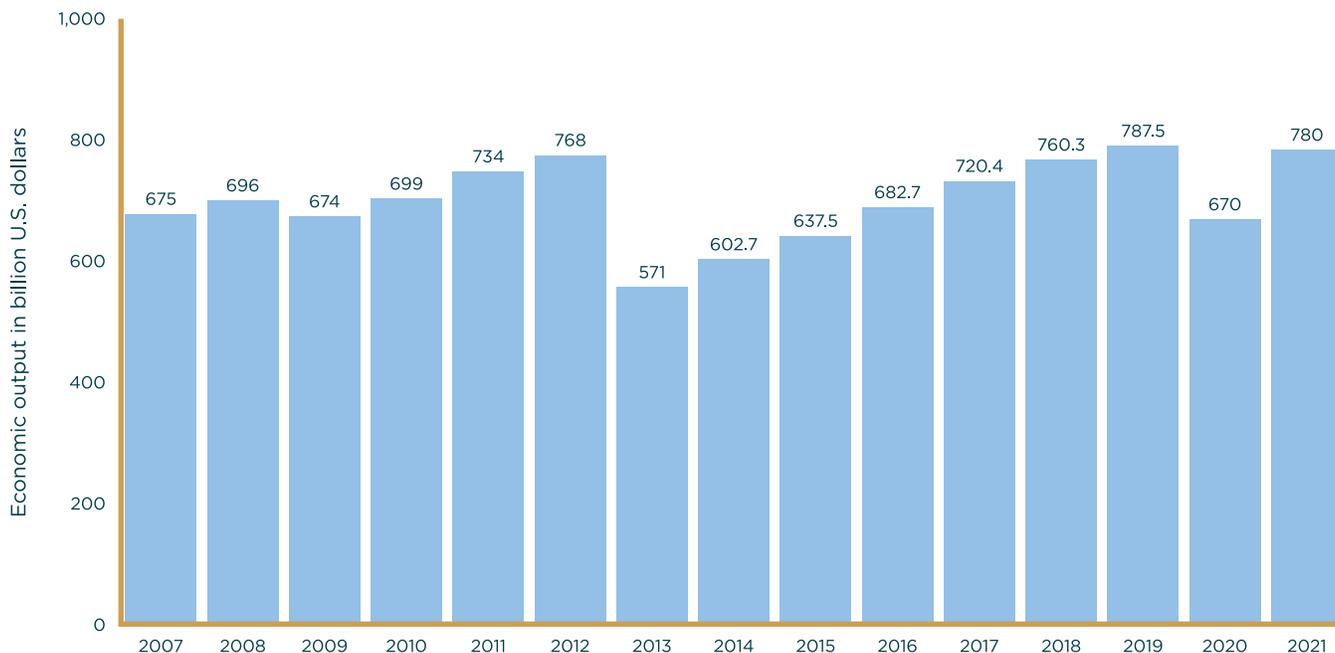
If you've always been intrigued by the option of purchasing a franchise but have concerns about the concept, be sure to keep in mind:

- **Franchising can be affordable.**
There are possibilities for every price, and upfront franchise fees and royalties come with benefits that start-ups can't provide.
- **Your creativity can flourish.**
You can guide your business, decisions, network, marketing and hiring.
- **A lack of experience won't slow you down.**
With a corporate partner, ongoing training, continued support, and marketing collateral, you'll never be on your own.
- **Franchising isn't limited to retail or food services.**
The opportunities for franchising spill into many industries.
- **Franchising can give you flexibility and the ability to delegate.**
As you hire staff and establish workflow, you can organize accordingly.
- **You'll gain a positive reputation and name recognition.**
Credibility as a small, unique business can set you ahead in the market.

Industry & Market Growth

- Franchise employment will provide **8.5 million jobs in 2022.**
- The output of franchise businesses will increase to **\$826.6 billion in 2022.**
- Over **73% of entrepreneurs** think it's a good time to start a business due to local/small business support and industry growth.

Economic output of U.S. franchise developments from 2007-2021 (Statista 2022)



The Estate Sale Industry

The estate sale industry is expanding as people downsize or relocate every day. According to the National Association of Realtors, 6.5 million existing homes were sold in 2021. Additionally, estate sales are a popular sustainable shopping option.

Blue Moon Top Clientele

Blue Moon has a massive shopper following from collectors, hobbyists, and interior designers to business owners selling on a smaller scale. Estate sales may take place after the loss of a loved one, but **80% of franchise owners' clientele** are retirees looking to reduce their belongings before relocating. With the senior population predicted to rise to almost 90 million people by 2050, more clients will need estate liquidation services than ever. We also service C-level executives, divorcees and families wanting to move. Blue Moon even partners with national real estate companies (Berkshire Hathaway, Remax, etc.) for referrals.





What Makes Our Franchise a ‘Once in a Blue Moon’ Opportunity?

Blue Moon is resilient in any economy. We offer the highest profit return for sellers and quickly solve their needs to ensure peace of mind. We are the first and largest franchised estate sale company in the U.S.

Proven Business

- Over 80 existing franchisees to network with
- Over 100,000 loyalty program customers to market to
- Over \$1.7 million in sales revenue in the first 6 months of 2022

Professional Empowerment

We have a skilled team in place that will train you on all the fundamentals. There’s no prior experience required, and the typical learning curve is dramatically shortened with Blue Moon, and our highly-skilled, experienced team is here to act as an ever-present resource. We are proud to be on the forefront of revolutionizing the estate sale industry and are seeking the right candidates to join our franchise team.

Flexibility

Owners can get creative with staffing infrastructure, and the long-term goal is to build an asset that provides flexibility for the owner and a service to the community. Blue Moon is generally home-based, but an owner may wish to set up a small office. Because owners are visiting a client’s home to do an assessment and the client is not coming to them, a business office is not necessary.

Financial Security

Compensation Potential

Blue Moon franchisee revenue is derived from the commissions charged to sellers of estates. Typically, this commission is a percentage of the gross sales. Profits are raised through corporate level advertising and operational enhancements.

In addition to increasing consumers and clients, Blue Moon provides principal preservation during recessions and the off-season. Referral partners continue market expansion while the marketing team pursues ongoing brand awareness.

With Blue Moon, you will start off on the right foot and maintain a successful business.

At Blue Moon, we prioritize both simplicity and success for our franchise locations. You will be given navigational tools and a clear understanding of the market, business and audiences. You will benefit from easy-to-operate methods that turn a quick profit, with the opportunity to have weekly sales.

Return on Investment

On average, our franchisees make a return on their investment in under one year—much faster than many other franchise concepts. Earnings are dependent on the number of sales. Our top owners earn over \$1 million in annual gross revenue.

Additionally, the market is ever-expanding as people continue to relocate, right-size, retire or redecorate. The franchising industry and estate sale market are both promising ventures with proven growth year after year. In fact, the output of franchise businesses is predicted to increase to **\$826.6 billion in 2022.**

Further details on earnings are presented in our Franchise Disclosure Document (FDD) prior to signing a franchise agreement



Traits of a Successful Franchisee

Wondering if you have what it takes to run your own business? Here are a few characteristics that may translate from your past work experience, regardless of the field.

- **Coachability:** The franchise system supplies the opportunity to learn from the success and missteps of others in the franchise system. These valuable tools are there for you as support. If you ask your management team and fellow franchisees for advice, you can grow beyond your wildest dreams.
- **Ability to Work Smarter:** Successful franchisees utilize proven systems. Having operations that are tried and true will put you on the right path to success and help you avoid pitfalls that commonly happen when a business is starting up.
- **Networking Prowess:** If you have a natural affinity for connecting with people, a franchise is a perfect option. Growing and maintaining customer and business relationships is a major part of the work and your ability to do this can make you an outstanding franchisee.
- **Leadership Ability:** Even if you've never been a director, manager or business owner, you may have the ability to motivate co-workers and lead a team. These are strong skills even if you haven't had the title on a business card.
- **Risk Aversion:** Thanks to a strong franchise system, a recession-proof business model, and a known brand to work with, you're making a sound decision to achieve success with a running head start.

To learn more about Blue Moon franchise ownership, give our specialist Heather a call at (248) 781-8808 or email her at hsmith@bestlifebrands.com