















cozy homes, happy closets and unforgettable shopping experiences





Join the Franchise Family

REAL DEALS®







hello!

DO YOU:

Love home décor & fashion?

Want to be your own boss?

Love connecting with your community?

Turn these passions into profit in an ever-growing décor and fashion industry by owning an award-winning Real Deals franchise.

OUR STORY *(the short version)*

Real Deals began when five sisters opened décor shoppes in their communities for fun. When requests poured in from people who wanted to open a shoppe "just like yours", they decided to franchise in 2006 and hardly anticipated an international franchise that would be listed in Entrepreneur's Top 500.

Real Deals is made up of a group of locally-owned shoppes, run by the most amazing owners in the business. It's the premier destination for **home décor** and **women's fashions** at prices that keep customers smiling.





family

OUR PASSION

Real Deals understands the desire to make a house a home, loves to celebrate individual style, and sharing life with those you love. **We are REAL peple engaging in REAL connections with our customers!**

Our amazing and talented owners are individuals who are juggling life like everyone else. Our passion is to provide our Real Deals owners with support and tools they need to thrive in their local communities and for their family.

Real Deals is such an amazing place to shop! Not only do they have the CUTEST things at the greatest prices, but they also have the most awesome and helpful employees! Real Deals is a MUST visit!

- Jody, Grand Blanc, MI

I wish I could give this 6 stars! I love being able to shop for trendy clothing and home interior all at one place, locally OWNED! Absolutely a store that has something for everyone!

- Aurilla, Corning, IA







local

IN OUR SHOPPES

Real Deals shoppes are known to be “the happy place” of many customers, and our special events, like ladies’ nights and seasonal open houses, are **the talk of the town.**

Each shoppe is locally-embedded, with each owner celebrating its unique community through the addition of local product to a thoughfully crafted selection of RD fan favorites. The end result is each of our shoppes having a **curated collection** specifically tailored to its locale and its fans.

Real Deals shoppes are provided with personalized logos, highlighting the city/town in which the shoppe is located. It provides our customers with yet another way to feel a **personal connection** with *their* Real Deals.

Love.. love.. this fun and friendly place. Everyone is super nice. Lots to look at. You could come here everyday and see something new. Plenty of unique items, to where you want one of everything. It’s exceptionally nice to see the owner hands on. A must place to go for your holiday or any day decorations.

- Rene’, Eugene, OR





connection

WHY INVEST IN A BRICK & MORTAR FRANCHISE?

We understand we live in an age where technology is at our fingertips. But, as a franchise, our focus on the ***customer*** and the ***experience*** pushes us beyond another storefront and a scroll, to a sought-after destination.

We're committed to being authentic, personal, locally-driven, and delivering outstanding quality merchandise at budget-friendly prices. Our product reflects our passion for the home décor & fashion industry, but our true focus is the attention we give to the experience we create for our customers.

Very warm, inviting atmosphere. They have a little something for everyone on your shopping list for all occasions. The owners and staff are so kind. A great place to shop year round.

- Mandy, Edmond, OK

From the friendly greetings by staff to the gorgeous displays of merchandise to the reasonable prices... what more would we need?! Such a wonderful place to find the perfect gift or simply to treat myself.

- Kristin, Ankeny, IA

Investment Breakdown

Our remarkable owners and loyal fans have helped us create something incredible. We're so grateful to go to work every day doing something we're passionate about, for people we love.

YOUR ESTIMATED INITIAL INVESTMENT:

ITEM	AMOUNT RANGE	METHOD OF PAYMENT	WHEN DUE	PAYMENT TO:
Initial franchise fee	$30,000	Lump sum	At signing	Real Deals Inc
Real Deals branded products, such as website, print & promo items	$500-$2000	Lump sum	As incurred	Real Deals Inc
Training: travel & living expenses	$1,500-$3,000 per person trained	As incurred	During training	Airlines, hotels, restaurants
Real estate & improvements	$5,000-$25,000	As incurred or negotiated	As incurred or negotiated	Suppliers/contractors
Premises Lease	$1,350 -$5,350	As incurred or negotiated	As incurred or negotiated	Suppliers & landlords
Equipment, fixtures, furniture, décor & supplies	$5,000-$13,000	As incurred or leased	Before opening if paid to Real Deals Inc or an affiliate, or as negotiated	Real Deals Inc & suppliers
POS system, computer hardware, and software	$3,000-$4,500	As incurred or leased	Before Opening	Vendors & suppliers
Termination Deposit	$5,000	Lump sum	At signing	Real Deals Inc
Storefront signage	$5,000-$8,000	As incurred	Before opening	Suppliers
Pre-Opening advertising	$5,000	As incurred	Before opening	Real Deals Inc or media vendors & suppliers
Misc. opening costs	$500-$3,000	As incurred	As incurred	Suppliers, utilities, etc.
Opening inventory	$55,500-$85,500	Lump sum	Before opening	Vendors & suppliers
Advertising: Three months	$9,000-$15,000	As incurred	As incurred	Marketing vendors & suppliers
Additional expenses: Three months	$20,000-$30,000	As incurred	As incurred	Suppliers, accountant, employees, etc.
Total*	**$146,350-$229,350**			

JOIN THE REAL DEALS FAMILY!

LOW ENTRY-LEVEL COST

lowest franchise entry-level costs in the industry

ONE FRANCHISE

awarded per territory

BILLION $$ INDUSTRY

home décor & fashion industries are constantly on the rise



Scan the QR code visit our website and learn more.

let's talk

There's never the *right time* to start anything, but it's always the *right time* to start your dream.

Our franchise is growing and we want to award you with your territory!

Have questions?
Contact us at development@realdeals.net

Absolutely LOVE this boutique! Such cute and unique finds and the greatest customer service by the sweet owner(s). My "go-to" 'for seasonal finds and fun gifts. Definitely worth a visit!!

- Julie, Martin City, MO

REAL DEALS®