

REAL  DEALS®



find yourself home  
when you  
find yourself *here*

happy  
always





# 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 people 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.



*Such a cute selection of home and clothing items at very affordable prices. I think I just found my go to spot, and even better, it's a local business! A must see on your shopping list!*

- Diana Patterson, Winchester, VA





Tailgating Girls'  
Night Out Event:  
Real Deals - Ankeny, IA



# RETAIL THERAPY *In Session*

## IN OUR SHOPPES

Real Deals shoppes are known to be “the happy place” of many customers, and our special events, like after hours GNOs (girls’ night out) 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 thoughtfully 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.



SHOPPING  
IS ALWAYS A  
*Good Idea*

## *Why Real Deals?*

### **WHY INVEST IN A BRICK & MORTAR FRANCHISE?**

We understand we live in an age where we are online a good chunk of our day. But, as a franchise, our focus on the *customer* and the *experience* pushes us beyond another storefront 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.

*...according to most estimates, about 91% of all retail sales last year were still transacted in a brick-and-mortar location. And despite the anticipated continued rapid growth of online shopping, more than 80% of all retail sales will likely still be done in actual physical stores in the year 2025.*

- Steven Dennis  
Senior Contributor, Forbes

*Physical Retail Isn't Dead. Boring Retail Is.*  
Forbes.com



# 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
Training: travel & living expenses	\$1,500-\$3,000 per person trained	As incurred	During training	Airlines, hotels, restaurants
Real estate & improvements	\$5,000-\$20,000	As incurred	As incurred	Vendors/contractors
Equipment, fixtures, software & supplies	\$1,500-\$10,000	As incurred or leased	Before opening	Real Deals Inc & suppliers
Storefront signage	\$1,500-\$5,000	As incurred	Before opening	Suppliers
Grand opening advertising	\$5,000	As incurred	Before opening	Real Deals Inc or media vendors & suppliers
Misc. opening costs	\$1,500-\$2,000	As incurred	As incurred	Suppliers, utilities, etc.
Opening inventory	\$60,000-\$80,000	Lump sum	Before opening	Real Deals Inc & suppliers
Advertising: Three months	\$9,000-\$12,000	As incurred	As incurred	Real Deals Inc or media vendors & suppliers
Additional funds for three months	\$25,000-\$35,000	As incurred	As incurred	Suppliers, accountants, employees, etc.
<b>Total*</b>	<b>\$140,000-\$202,000</b>			

\* Does not include ongoing royalties, advertising fees & lease payments

# 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

## 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!

Fill out our online form at [realdeals.net/franchise-opportunities](http://realdeals.net/franchise-opportunities)

## Have questions?

Read our franchise development FAQs on our website or contact us!



*Oh my gosh, what a fun place!!  
Had a great time & found the  
coolest stuff that you won't find  
anywhere else!! Will definitely be  
making it one of my favorite places  
to go!*

- Frances W., Eugene, OR

*Real Deals is my happy place. I  
come to look, buy, talk with friends  
and feel cozy.*

- Kimberly W., Twin Falls, ID

*This store is gorgeous and filled  
with great values!!*

- Deanna R., Billings, MT