



Locally Made Gifts & Goods - All In One Place!

Franchise Overview







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ESTD 2015  
6.7 FL. OZ.  
200 ML  
Hot's  
**SMOKEN  
GHOST**  
— YOUR EVERYDAY —  
HOT SAUCE  
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HOT'S  
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## A Showcase For Local Gifts & Goods

If you've been looking for a one-of-a-kind business that appeals to the local community, visitors to your city AND B2B customers, Locals Only Gifts and Goods is your answer!

Locals Only Gifts and Goods is truly a one-of-a-kind retail gift shop that showcases carefully curated products from local artisans. One hundred percent of the items are locally made from that shop's home state with an emphasis on items made in the city in which the store operates. The store includes professionally packaged and high-quality items such as stationery, skincare, gourmet and small-batch food items, candles, fine art, clothing, and MORE.

Locals Only Gifts and Goods provides a unique shopping experience for tourists AND locals alike. This supports a thriving business throughout the year. Whether it's offering a diverse selection of "that perfect gift" or creating custom gift boxes for corporate gifts, owning a Locals Only Gifts and Goods Franchise will have your heart bursting with pride in a consistently thriving business.

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*This is the perfect business for anyone whose heart is in their community. You're supporting your local makers, other small businesses, your employees, and your own family.*

-Danielle





# A Feel-Good Business You Can Be Passionate About

When it comes to opening a new retail business, we realize you may be thinking...

**“Retail sales fluctuate greatly. The holidays are what keeps this type of business afloat the rest of the year!”**

And you'd be right in most cases, but with Locals Only Gifts and Goods, we have created a unique business model that has made concessions for fluctuating seasons (or quarters) so that every franchise is prepared. Christmas is still a thriving time, but we also sell our products in various ways that create sustainability throughout the WHOLE year! There is not a “slow season” in a Locals Only Gifts and Goods franchise location.

**“The recent challenges of the pandemic made it difficult for many retail establishments to survive.”**

And you're right again! As a company that sells exclusively locally made goods, we are a destination for people wanting to support their neighbors through challenging times. Locals Only Gifts and Goods actually saw year-to-year sales increase in the 4th quarter of 2020! We are confident in our easy-to-operate business model, digital marketing support, and ability to function with minimal staff, which makes our business prevail through any economic pause.







**“I’m not great at finding quality hand-made products nor with negotiating wholesale contracts with the makers.”**

This is a great concern, but one you do not need to worry about. We will locate, negotiate with and select your local vendors and products for your location. We also stay on top of the seasonal trends and communicate those with vendors.

**“I do not have a creative bone in my body.”**

That’s okay, neither do we! That’s why we showcase those who do. The products really do speak for themselves!

**“I am concerned about the costs & headaches associated with hiring and training employees.”**

We have developed a business model that can be run on a slim labor-to-sales budget and a system that provides you with the tools to select the best candidates and train them to be customer service rock stars!

**Owning a Locals Only Gifts and Goods Franchise allows you to support the local economy, support your neighbor, and provide for your family.**

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*We carefully research and procure products that have great packaging and trending aesthetics. We have an eye for that so you won’t find a lot of hot glue, lace, or glitter. This is a feel-good business you can feel passionate about.*

**-Danielle**





## From a Curated Gift Basket to Brick & Mortar Business

It wasn't a grand plan. In fact, Locals Only Gifts and Goods started out as one housewarming gift basket that Danielle made for Eric to give to his client. The request? That the basket be filled with local items only. There was only one problem. Where would Danielle go to find what she was searching for? Needless to say, she spent a lot of time that week running from place to place looking for items from local artisans.

That one basket turned into more baskets when Eric's coworkers started requesting them for their clients. Danielle seized the opportunity and created a website and social media accounts. After that, the online sales continued rolling in. It wasn't long before she was opening up her first brick-and-mortar location to sell all kinds of local products and getting daily gift box orders!

Their current location is now even bigger, bringing pride to their artisans and happiness to the lucky people who shop with them. Danielle and Eric truly have a big heart for their community which not only shows through their products and services but in their giving. They enjoy giving back to local nonprofits, adopting public school classrooms, and doing school supply drives.

**Can you picture yourself as a Locals Only Gifts and Goods franchise owner?**

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*We feel strongly about community engagement & are all about the city & state we live in. Owning a Locals Only Gifts and Goods truly is a great way to support your local economy and makers.*

-Eric



# Locals Only Gifts and Goods is a Heartfelt Franchise

If you have a passion for the community and would enjoy sharing about the makers and their products, owning a Locals Only Gifts and Goods Franchise is an ideal opportunity for you.

Here are a few more characteristics that would make a good franchise owner:

- ◆ Owner/Operator
- ◆ Optimistic attitude
- ◆ Sales background
- ◆ Appreciation of quality
- ◆ An enthusiastic spirit
- ◆ Top-notch customer service
- ◆ Retail management experience
- ◆ Ambassador for visitors to your area

And above all...HEART.

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*What we do is a very satisfying, passionate business. With us, there's a feel-good component that you'll really like.*

-Danielle







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*I am super accessible & available to help our franchisees in any way that I can.*

-Eric

## Every Day is a Good Day

What does your new life as a franchise owner look like? It all comes down to making sure your customer experience is great and the store vibe is warm & friendly. In order to create this environment, this is what a day in the life of your exciting new venture will look like:

### You will:



Share knowledge about the artisans and the products.



Spend a lot of time in the store (especially in the beginning).



Make sure your store is clean, well-stocked, and looks AMAZING.



Personally connect with customers and hire staff that engages well with customers.



Be a local ambassador, offering helpful information from local dining, activities, and directions.



Be responsible for the usual retail behind-the-scenes tasks (bank runs, managing inventory, hiring staff, adhering to budgets, etc.)

Training will take place at our flagship location in Chattanooga, Tennessee for approximately 1 week (40 hours). Then we will finish up training at your location for approximately 3 to 4 days, including the day of opening.





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*The numbers on our proforma, the sales projections we have year-to-year for our franchisees are not just numbers we're pulling out of thin air. They are based on real numbers we've had in our own experience*

-Eric

## Investment Requirements

Investing in a Locals Only Gifts and Goods has a lower cost of entry compared to others in this industry. With a \$30,000 franchise fee and an overall estimated investment of \$163,000 to \$269,000, you can become a Locals Only Gifts and Goods franchise owner.

**We will be happy to provide a full description of expenditures to qualified individuals.**





## Steps to Ownership

- 1 Complete the Franchise Application.
- 2 Schedule a meeting with us to learn more.
- 3 Review & Sign the Franchise Disclosure Agreement.
- 4 Pay the Franchise Fee.
- 5 Complete your training with us and open for business!

### For more information, contact:

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<https://www.localsonlygiftsandgoods.com/>

Disclaimer: This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. An offer is made only by Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of, or wish to acquire a franchise for a Locals Only Gifts and Goods Franchising LLC to be located in, one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. Locals Only Gifts and Goods Franchising LLC, 10 Frazier Ave., Chattanooga, TN 37405, (423) 280-8154









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