



CONFIDENTIAL FRANCHISE APPLICATION

We welcome your interest in ShapeXpress, Inc. franchise opportunities! To determine if you qualify for a ShapeXpress, Inc. franchise, complete this application and return it and your Application Fee of \$45.00 to our office at 15 East 5th Street, Suite 3900, Tulsa, OK 74103. The completion of this form does not obligate you, nor does it constitute an offer of a franchise by ShapeXpress, Inc. This is not a contract, and all information contained herein shall be considered confidential. ShapeXpress, Inc. may at its own discretion, conduct a credit check and/or verify all references submitted.

PERSONAL INFORMATION (PLEASE TYPE OR PRINT CLEARLY)

Last name: _____ First: _____ Middle Initial: _____ Sex: M__ F__

Social Security Number: _____ Street Address: _____

City: _____ State: _____ Zip: _____ How long at this address?: _____ Own? Y N

Home phone: _____ Work phone: _____ May we contact you at work?: _____

Email address: _____ Date of birth: _____ Are you a U.S. Citizen?: _____

Marital status: _____ Spouse's name: _____ Spouse's occupation: _____

Spouse's annual salary _____ Spouse's Social Security Number: _____

EDUCATION

Last year of school completed	Name of college and/or postgraduate school	Degree

Describe any training in sales, management, or fitness industry

EMPLOYMENT INFORMATION (Please Attach Resume)

Present employer: _____ Title: _____ Salary: _____

Nature of duties: _____ Street address _____

City _____ State _____ Zip _____ Date started _____

Previous employer _____ Title _____ Salary _____

Nature of duties _____ Street address _____

City _____ State _____ Zip _____ Date started _____

GENERAL QUESTIONS

Will you be an owner-operator or investor?: _____ How did you hear about ShapeXpress, Inc.?: _____

How soon will you be available to open the business?: _____

Please list your preferences for locations (City & State): _____

1st: _____ 2nd: _____ 3rd: _____

Will you have a partner? _____ Name: _____ Relation: _____

Will your partner be active? _____

NOTE: If you have a partner, he or she will be required to submit a separate Confidential Franchise Application.

Have you ever been convicted of a felony?: _____ If yes, explain: _____

Have you ever owned a Franchise before?: _____ If yes, explain: _____

Have you ever been self-employed?: _____ If yes, explain: _____

Are there currently any lawsuits against you?: _____ If yes, explain: _____

Have you ever-declared bankruptcy?: _____ If yes, explain: _____



GENERAL QUESTIONS continued

Why are you looking for a new business opportunity?: _____

How long have you been looking for a business?: _____

What types of business have you looked at?: _____

What did you like about these businesses? _____

What did you not like about these businesses?: _____

What did you like most about your past jobs or business?: _____

What did you least like about your past jobs or businesses?: _____

On the basis of your past business experience, your strengths are: _____

_____ ; your weaknesses are _____

What do you consider your highest achievement?: _____

You wish to invest in a franchise business because _____

Rate yourself on a scale of 1 to 5 (5 being strongest) in the following personality characteristics:



GENERAL QUESTIONS continued

Rate yourself on a scale of 1 to 5 (5 being strongest) in the following personality characteristics:

Independent	1 2 3 4 5	Creative	1 2 3 4 5	Money-oriented	1 2 3 4 5
Motivated	1 2 3 4 5	Problem-solver	1 2 3 4 5	Decision-maker	1 2 3 4 5
Management	1 2 3 4 5	Self-confident	1 2 3 4 5	People-oriented	1 2 3 4 5
Technical	1 2 3 4 5	Energetic	1 2 3 4 5	Communicator	1 2 3 4 5
Determined	1 2 3 4 5	Patient	1 2 3 4 5	Crisis Manager	1 2 3 4 5
Achiever	1 2 3 4 5	Detailed	1 2 3 4 5	Sales/Mktg	1 2 3 4 5
Intellectual	1 2 3 4 5	Leader	1 2 3 4 5		

What is important for you about a business you would like to own?

What are your business preferences?

What is your business style?

Answer these questions by underlining your choices (except for #9 and #11)

Then add whatever else you wish.

1. Do you like working in an office? Prefer a store? Or, out and about calling on customers in their places of business or their homes?

2. Do you like a lot of people around you? Or do you prefer to work on your own?

3. Is there a set amount of money that you need to make in order to be content? Or are you driven to higher and higher levels of success?

4. Do you prefer the strong support typical of larger organizations? Or do you prefer more flexibility and freedom to make your own decisions with less support and intervention?

5. Do you want a business that is very hands-on, where you will be heavily involved? Or do you want a business that you can back away from, or run as an absentee owner?

6. Are you prepared to work either nights or weekends? Or do you prefer more traditional business hours?

7. Do you like to be in a "suit and tie" environment? Or do you prefer something more casual?



8. Do you want to “cherry pick” locations or markets by being amount the first in your community to open the franchised outlet? Or do you prefer to wait until others are already in business, to benefit from their experience?
9. Are there certain categories of business that, no matter how profitable they may be, just do not make sense to you? _____
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10. Would you prefer to have multiple outlets? Or if you can achieve the same monetary success, would you prefer to have just one?
11. What other preferences do you have? _____
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Now, sort through your answers to identify your short-term needs (these are your “entry strategy”) and your long-term goals (these are your “long-term strategy”). Label each an “S” or “L” as appropriate. Any business that fits both of these strategies will be an ideal fit for you.

FINANCIAL INFORMATION

(Please attach prepared financial statement, if available)

ASSETS		LIABILITIES	
Cash in checking account	\$ _____	Notes payable to banks	\$ _____
Cash in savings account	_____	Notes payable to finance companies	_____
Real estate, home	_____	Real estate, indebtedness	_____
Other real estate	_____	Automobile(s) indebtedness	_____
Cash surrender of life insurance	_____	Owing on life insurance	_____
Stocks and bonds	_____	Charge accounts	_____
Automobile(s)	_____	Credit cards	_____
Your own business	_____	Taxes payable	_____
Money due you	_____	Other liabilities	_____
Other assets	_____		
Total	\$ _____	Total	\$ _____

NET WORTH (total assets minus total liabilities) \$ _____

What amount of money do you feel comfortable investing? Liquid Capital \$ _____
 Amount to finance \$ _____
 TOTAL INVESTMENTS \$ _____

