

Rent-to-own franchises



Premier Rental-Purchase
Trooper Earle (troop@premierrents.com)
P.O. Box 244
Lightfoot, VA 23090
800/2-Premier
www.premierrents.net



Type of rent-to-own business: Home furnishings

Company-owned stores: None, though in late 2007 or 2008, company-owned stores will begin opening

Franchise-owned stores: 48, but 60 expected by the end of the year

Expansion plans: In the next two years, Premier expects to exceed 100 stores. Plans are eventually to be everywhere throughout the United States and, within a few years, Canada.

Type of franchise owner they're looking for: Seasoned operators.

Why they're different: For financing, they'll negotiate with your bank, rather than hooking you up to their bank. They feel that they tailor their franchise program more to the individual, rather than fitting a square pegged individual into their rounded hole.

What they'll do for you: Tailoring everything so that the individual shifts the focus from "I'm paying you to take care of my business and if it fails, it's your fault" to you participating in the decisions and are responsible. Our dealers have choices," says CEO Trooper Earle.

License master franchise rights: Yes

Selling primary multiple store location agreements: Yes

Selling franchise agreements for just one store: No

Active franchisee advisory board: No. There is a marketing advisory board and a purchasing board.

Net worth of candidate: It theoretically can be zero, because they use SBA funding and guidelines.

Franchise fees: \$20,000

Royalties: 3 percent

Advertising co-op: \$100 per month per location



**Association of Progressive
Rental Organizations**
The official voice of the
rent-to-own industry
800.204.2776
www.rtohq.org