

GOOD TO KNOW

VooDoo BBQ & Grill Frequently Asked Questions

What makes a VooDoo BBQ & Grill different from another BBQ restaurant that might already operate in my city?

We are able to offer our guests a unique New Orleans experience with every visit. From our great tasting "New Orleans Style BBQ" to our attention to detail and guest service, VooDoo BBQ & Grill is changing the perception of the BBQ experience. In the restaurant industry you are only as good as the food you serve. At VooDoo BBQ & Grill we strongly stand behind the quality and taste of our food, and it is evident in our name. Come "Taste Our Magic!"

Why not just start a restaurant on my own?

The value of partnering with a franchise is the ability to instantly obtain the experience and knowledge from the franchise regarding past experiences. We are able to provide our franchisees with a proven business model because of our years of franchising experience. The knowledge and experience that we have obtained will become priceless as you transition through each phase of development and growth. Becoming a VooDoo BBQ & Grill franchisee will allow you to be in business for yourself but not by yourself.

What are the minimum financial qualifications to become a VooDoo BBQ & Grill franchisee?

Financially, a potential VooDoo BBQ & Grill franchisee must have a net worth of at least \$600,000.00 and be (or be able to become) liquid for a minimum of \$150,000.00. If a prospective franchisee meets these qualifications along with having an adequate secondary source of income and a good credit score and history, VooDoo BBQ & Grill can assist in the process of securing financing.

Does VooDoo BBQ & Grill help with financing?

VooDoo BBQ & Grill does not offer lending options in-house but we do assist our franchisees in working with third party lenders. One example of how we assist our franchisees is through our relationship with BoeFly – the online marketplace connecting business borrowers with lenders. Due to FTC restrictions, candidates are encouraged to speak with franchisees and banking officials for assistance in answering their financial questions.

How much money can I make as a VooDoo BBQ & Grill franchisee?

VooDoo BBQ & Grill does show this data to candidates who have filled out our Franchise Application. It is part of our Franchise Disclosure Document in Item 19 – "Financial Performance Representation." As you go through our awarding process you will have an opportunity to analyze our disclosed earnings data.

Can I be an absentee owner of a VooDoo BBQ & Grill franchise?

No, we require our franchisees to be owner operators or semi absentee owner operators. Franchisees who wish to be semi absentee will be required to have either an operating partner or certified general manager dedicated full time to the development of the restaurant. We believe having our franchisees involved in the day to day activities is vital to our franchisees success. A "semi-absentee" owner means that the owner might be working full time "On" the business" but has limited involvement working "In" the business.

How much are royalties and advertising contributions?

VooDoo BBQ & Grill's royalty is 5% of the gross sales of the business. The Advertising Fee is 2% of gross sales, which is used for the design and production of system-wide advertising materials and targeted marketing campaigns.

What about location? Do I have to find the location on my own?

VooDoo BBQ & Grill is with you every step of the way, starting with location and finishing with the opening of your business. We have a full-service approach and it starts with our Real Estate team working with you and local real estate professionals to identify every location in your market that meets VooDoo BBQ & Grill's criteria. This includes physical attributes of the locations, such as access, visibility, signage, tenant mix and traffic patterns. It also includes a demographic review looking at the population and makeup of the trade area around the proposed location. Ultimately, the location is selected by the franchisee with VooDoo BBQ & Grill's assistance, and then it is up to VooDoo BBQ & Grill to approve your site. Once the location is identified, VooDoo BBQ & Grill offers assistance through the lease negotiation and culminating in the execution of a lease for your new business location.

How big is the typical VooDoo BBQ & Grill?

Our locations can range from 2,400 sq. ft. to 3,000 sq. ft. Our ideal location would be 2,800 sq. ft. The size of your restaurant will depend not only on your plans, but also on the availability in your local market.

What about marketing? Does VooDoo BBQ & Grill help?

VooDoo BBQ & Grill Marketing programs include: Local programs, which the franchisees utilize to build and develop awareness and loyalty with current customer base. Regional and cooperative advertising, where VooDoo BBQ & Grill franchisees get together with other franchisees and leverage their strength in numbers.

All fired up about owning your own VooDoo BBQ franchise?
Take the next step and call us toll free at 877-902-4BBQ (4227) or visit voodoofranchise.com.

We look forward to hearing from you!