



## DIG IN TO A GREAT FRANCHISE OPPORTUNITY!

Silver Mine Subs was founded in 1996 with a vision of providing premium sandwiches made fast and a delivery service until late at night.

Our concept distinguishes itself with a lighthearted “Old Colorado” theme, which is reflected in our restaurant décor and sandwich names. The Silver Mine Subs menu focuses on fresh-made sandwiches. Simple extras give our concept a wider consumer appeal: delicious subs, wraps and salads, broccoli and cheese soup, chili, and cookies and brownies. Our product, store atmosphere and people work in concert to provide the perfect food for our customers’ lifestyles. Whether it’s a combo meal, box lunches or party platters for a catered event, or that late night snack for folks who work late into the night; Silver Mine Subs will fulfill and exceed our customer’s expectations!



## A PROVEN SYSTEM

- We Keep it simple: focus on great product, make'em fast and provide exceptional delivery service.
- We feature a diverse menu, but a simple back of the house. No grillin' or fryin' here!
- We source high quality ingredients, use a systemwide supplier and negotiate the best prices.
- Our store design is clean, fun and adaptable to different locations.
- Our training is detailed and three weeks long; going through employee to manager to franchise owner!
- We support you with advertising and local store marketing.
- Our POS technology is a proprietary system which includes many necessary modules; such as a robust delivery module and secure remote access for you when you're not on site! ...plus many more. (We are currently in the process of switching to a new 3rd-party Cloud Based POS)



# FREQUENTLY ASKED QUESTIONS

## **Q: What qualifies me to be a Silver Mine Subs Franchise Owner?**

A: You need to have great people skills. Prior business or management experience is preferred. Restaurant experience is not required. You need to be financially stable, able to work as your own boss and be willing to work within the parameters of a franchise system.

## **Q: What training will I receive?**

A: You and a key employee will attend a three week training course at one of our Silver Mine Subs locations, and at our corporate headquarters in Fort Collins, Co. In training, you will learn the fundamentals of running your own Silver Mine Subs franchised location. You will also receive materials, which you are licensed to use as references.

## **Q: What advertising and marketing support will I receive?**

A: Based upon the market your store is located in, advertising and marketing consist of: Social and digital media, print media, radio, billboards, Grand Opening and community outreach programs.

## **Q: What are the franchise fees?**

A: There is an initial franchise fee of \$20k, an ongoing 6% Royalty of Net Sales, an advertising fee of 4% of Net Sales.

**Q: How do I choose my restaurant location?**

A: You may choose the location yourself using a set of criteria we will provide you or with help from your Franchise Business Consultant.

**Q: Can I get help with lease negotiations?**

A: Silver Mine Subs offers help in negotiating your lease and will answer any questions you may have. Contact us for more information.

**Q: Once I choose a location, how long before I open for business?**

A: Every situation is different, typically it takes from 4 to 6 months after signing a Franchise Agreement.

**Q: Where do I buy my equipment and supplies?**

A: Silver Mine Subs will provide you with a list of approved suppliers and specifications for everything you need to get your franchise up and running.

# NEXT STEPS

1. Contact Silver Mine Subs to receive and fill out a no-obligation Personal Profile.
2. Upon financial approval of your application, meet with a Silver Mine Subs representative and receive your copy of the Silver Mine Subs FDD (Franchise Disclosure Document)
3. Evaluate Silver Mine Subs as the right business opportunity for you.
4. Meet again with a Silver Mine Subs representative.
5. Sign the Franchise Agreement and pay your initial Franchise Fee.

## **What happens after I sign the Franchise Agreement?**

1. You will meet with a Silver Mine Subs representative and setup timeline expectations for all steps involved in opening your Franchised Location.
2. Site evaluation and selection.
3. Lease negotiation.
4. Pre-construction design (store layout)
5. Construction contract bidding and project management.
6. Training
7. Order equipment and supplies
8. Hire and begin training your staff
9. Begin marketing your location

Now it's time to open your doors to the public! ...and have your Grand Opening!



## CONTACT INFORMATION

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