



## WHY BUY A CECIL'S FRANCHISE?

As a franchisee you will become part of an organization that is built on a standard of excellence in food quality, equipment, and customer service in a unique niche of the food services industry. Cecil's offers a welcomed alternative to the over-saturated pizza and burger market and franchising exponentially increases your probability of success.

You will receive complete training and support every step of the way. Our experienced staff will walk you through every aspect from territory demographics and site solutions, to signage and build-out requirements, and everything in between.

As a franchisee you will also benefit from national food procurement, equipment packages, and insurance programs; plus, the development of localized advertising and marketing for your store.



**Unlock a world of  
opportunity  
as a franchise owner**

*The key to everything  
begins with freedom.*

As a franchise owner with Cecil's you'll have the freedom to be your own boss, to build your business upon a solid name, and to do it all with the support of an organization that has a proven track record of success.

This franchise is only being offered to residents of the state of Florida at this time. This communication is not directed to any person in any other state not listed above or on behalf of the franchisor or anyone acting with the franchisor's knowledge.

No franchises can be offered or sold in any state other than the one listed above until the offering has been registered and declared effective by the appropriate regulatory authority and the uniform franchise offering circular has been delivered to the offeree before the sale within the applicable time frame. This franchise is offered only by delivery of a franchise offering circular.

Cecil's Bar-B-Q  
P.O. Box 56-0648  
Orlando 32856

Phone: 407-423-9871  
Fax: 407-423-9903

**At Cecil's Texas Style Bar-B-Que,  
we're enjoying our freedom and  
we're ready to share it with you.**

## BLAZING TRAILS

In 1992, armed only with a batch of family recipes, Cecil Reaves moved his family from Dallas, Texas to Orlando to bring Texas style bar-b-q to the Sunshine State. Although Cecil had no prior restaurant experience, he was sure he could make it work with just three things: product, service, and image. And so, Cecil's Texas Style Bar-B-Q was born.

Cecil Reaves knew that quality products, freshly prepared daily from scratch; coupled with service, provided by knowledgeable staff in a family-centered atmosphere; and an image that is at all times professional – would guarantee a winning plan. He was right.

Cecil's Texas Style Bar-B-Q has been smoking great bar-b-q and preparing fresh side items daily in Florida since 1992. Now you can benefit from Cecil's proven success.

## WE'RE PARTNERS

We're in business to guarantee your success, which is why a comprehensive operating manual is standard for every new franchise partner. Before you open for business you will be trained in food preparation and our specialized smoking techniques at our corporate location.

For your grand opening, Cecil's will provide you with menus, initial advertising, and public relations efforts to make your opening day one to remember. You will also receive ongoing consultation and marketing support to help maintain efficiency and success beyond your opening day!



## WHAT TO EXPECT

Here's what you can expect prior to opening day:

- License to use the Cecil's Texas Style Bar-B-Q servicemark.
- Training for you and up to two additional key people in your organization.
- Site Selection Assistance/Lease Negotiation.
- A complete Insurance Program including Property, Business Interruption, Crime, General Liability, Automobile and Umbrella Liability.
- Standardized storefront signs, including manufacturing, shipping and installation.
- Regional and local advertising and marketing assistance.
- On-site support during the opening of your restaurant.
- A detailed operations manual.

Here's what you can expect beyond opening day:

- Telephone consultation support.
- Continued visitation and quality assurance inspections.
- Recommendations for inventory and labor cost projections and controls.
- National food contracts to insure simplicity and competitive pricing.
- Central volume printing of menus and advertisements.
- Continued research and development.

## WHAT'S ALL THE FUSS?

- Voted in the Top 15 BBQ in the Country by Kansas City BBQ Society, "bullsheet"
- Orlando Leisure Magazine Most Outstanding 2006
- As seen on Food Network's Roker on the Road
- Texas BBQ Arrives Fast and Delicious. - *Scott Joseph of the Orlando Sentinel*
- Head and shoulders above any and all BBQ in Orlando - *Allan Baker BBQer Magazine*
- Ask us about the many more awards we have received

## INITIAL INVESTMENTS \*

CATEGORY	LOW END	HIGH END
<b>Initial Expenses:</b>		
Franchise Fee	\$25,000	\$25,000
Leasehold Improvements	\$35,000	\$185,000
Architect Fees	\$5,000	\$15,000
<b>Total Initial Expenses:</b>	<b>\$65,000</b>	<b>\$225,000</b>
<b>Build-Out Expenses:</b>		
Real Estate	\$2,000	\$10,000
Insurance (down payment)	\$1,600	\$5,000
Utility Deposits	\$3,000	\$6,000
Equipment	\$35,000	\$125,000
Signs	\$3,000	\$10,500
Uniforms	\$1,000	\$2,000
POS/Computers	\$2,500	\$15,000
Office Equip./Phone Sys.	\$2,500	\$3,500
<b>Total Build-Out Expenses:</b>	<b>\$50,600</b>	<b>\$177,000</b>
<b>Opening Expenses:</b>		
Initial Inventory	\$3,500	\$10,000
Initial Training Expenses	\$1,000	\$4,000
Start-up Marketing	\$2,500	\$5,500
Working Capital	\$10,000	\$20,000
<b>Total Opening Expenses:</b>	<b>\$17,000</b>	<b>\$39,500</b>
<b>TOTALS</b>	<b>\$132,600</b>	<b>\$441,500</b>

\*These amounts are estimates only and are expressed in ranges. The actual amount could vary depending on a number of factors, such as whether your location is leased or purchased, etc.

