



**wewhiten** <sup>★</sup>

**Franchise Opportunity**



"I can't believe these are my teeth!! Friendly staff, clean office and amazing product!" - **Jake J. 10/9/21**

(GOOGLE)

We Whiten<sup>®</sup> was founded on the idea that helping people achieve whiter smiles would also be a great business.



A woman with long blonde hair is smiling in front of a green wall with white flowers. The text "Our Mission" is overlaid on the top part of the image.

# Our Mission

**We focus our efforts on being the absolute experts in teeth whitening. In a very short time, We Whiten has grown to be the most trust teeth whitening professional in our home market of Utah.**

**Our goal is to now expand to cities all over the country and become the largest and most trusted brand for professional teeth whitening in the United States.**

# Why Teeth Whitening?



**High Perceived Client Value**

**No or Minimal Licensing Required**

**Large Market Potential**

# Why a We Whiten Studio?

**Semi-Absentee Model**

**Proprietary Products**

**Area Developer Opportunities**



**Multiple Revenue Fronts**

**Market Availability**



# Why a We Whiten Studio?



**Lead Generation**

**0 Royalties Month 1**

**Centralized Call Center**

**Ambassador Program**

**Dedicated Franchise Support**

# Numbers to Know

**Royalty**

**5%**

**Marketing Fund**

**2.5%**

**Initial Franchise  
Fee**

**\$34,900**



# Estimated Start Up Costs

(SINGLE STUDIO)

Low Cost Estimate

\$126,050

High Cost Estimate

\$274,283



\*Please refer to We Whiten FDD for more detailed information.

 jordanjmua  
Yesterday when back to  
@we.whiten



 mia.gualtier





@we.whiten



# Social Proof

 mrcharliebird

@mckennarosebrown  
took me to @we.whiten  
for a little 🦷 work!



life.school.together



Took some time for myself with a  
little teeth whitening.

I'm shocked at the difference  
from one session!



 bretagnepullens  
Lil' Pete · Pearly White Teeth 🦷

After doing my hair, I felt like I  
needed to keep going...  
Just got my teeth whitened, what  
do you think?! 😍🦷 @we.whiten



# Timeline: What to Expect



## Introduction to We Whiten

An overview of the We Whiten™ Franchise Opportunity including expectations, available locations, costs & items, and reception of the Franchise Disclosure Document (FDD). You can then review the FDD and take the steps to prepare for the interview in Phase 2. This is also when you will select your territory.



## Interview

This interview is an opportunity for us to get to know you better and make sure we are both a great fit for each other, in addition to better understanding your operation plan.



## Studio Location Proposal

You'll submit a location within your selected territory for approval.



## Completing the Purchase

After your location is approved, you'll then sign the WeWhiten™ Franchise Agreement and pay the franchise fee and other initial fees.



## Onboarding & Training

All necessary training and orientation then takes place to prepare you for opening your studio. You will receive all of the support you need to ensure that when your doors open, you are fully prepared to operate your studio the We Whiten™ way.



## Construction

We begin physical construction and buildout of your studio including all necessary permits.



## Grand Opening

Finally Your Grand Opening Day arrives! Your We Whiten™ Studio will now be fully operational and ready to transform smiles of all ages!

# OW Franchising

550 W 900 S, Salt Lake City, UT 84101, Suite B

[wewhiten.com/franchising](http://wewhiten.com/franchising)

[franchising@wewhiten.com](mailto:franchising@wewhiten.com)



The information here is not intended as an offer to sell, or a solicitation of an offer to buy an We Whiten™ franchise from and should be gathered for informational purposes only. Any offer of a We Whiten™ franchise is made by means of our Franchise Disclosure Document only. We Whiten™ franchises are available to qualified prospective franchisees only in certain states.