

# Franchise Information Summary



# Introduction

Thank you for your interest in Spoiled Rotten Photography

Please take some time to read about the details of our franchise opportunity. We look to accomplish the following objectives:

1. To provide you with enough high-level detail so you fully understand what makes Spoiled Rotten Photography unique, profitable, valuable to the customer, profitable for franchisees, defensible in the marketplace, scalable, and a wise place for the right franchise candidate to put their time, money, and effort;
2. To help you determine if the business is in alignment with your goals and objectives;
3. To help ensure you meet our minimum qualifications as a franchisee; and
4. And if we successfully complete objectives 1-3 to your satisfaction, to encourage you to schedule an introductory "Getting to Know You" conversation.

Among other things, the franchise information ebook will answer many frequently asked questions, such as:

- Who is Spoiled Rotten Photography?
- What makes our business model unique?
- What is the investment?
- Based on the existing franchisees' performance, how much money can I potentially make?
- And most importantly, what does it take to win as a franchisee?

We look forward to the opportunity to speak further and answer any additional questions this information creates.

Thank you for investing your time. We don't take such an investment lightly.

Sincerely,

The Spoiled Rotten Photography Leadership Team





## What makes Spoiled Rotten Photography a Good Investment?

1. **Repeat customers.** When franchisees exceed a school's expectations of quality work, convenience, and professionalism, they are rewarded with recurring business, both annually and semi-annually.
2. **High ticket.** Spoiled Rotten Photography offers high-quality portrait products at a premium yet affordable price. **Our average parent spends \$96 on a portrait package.**
3. **High volume.** In 2024, **the average franchisee generated over \$279,000 in annual sales. The top third of our franchisees averaged almost \$558,000 in sales.** A typical photographer will photograph more than 28 kids in a school session, generating over \$1,900 per day.
4. **Highly profitable.** The Average Spoiled Rotten Photography franchisee generated over \$279,000 in sales. The top 50% averaged over \$441,000.
5. **Flexible work schedule and high return on time.** The Bulk of our work happens in Spring and Fall school semesters. The rest of the time, you are slowing down, organizing, marketing, and taking time off to rest, travel, or enjoy hobbies, family, and friends.
6. **Fun to operate.** Kids' natural energy and spontaneity create opportunities to capture genuine, joyful moments, making each session a unique experience for the parents, the partner school, and the franchisee. The studio is often filled with laughter, colorful props, and imaginative setups that appeal to kids (of all ages).



## We combine your love of photography with the art of business



Photographers and photo hobbyists often ask us, “I already own a camera and I know how to take quality photos. What do I need you for?”

Our answer is simple. It isn’t enough to be a great photographer to make it in the photography business. You have to also be a great business person or you won’t make enough money to become a successful business owner and create a sustainable business.

That takes marketing, advertising, and sales skills, financial acumen, organizational skills, and business processes and systems knowledge. That’s where we come in. Yes, we can train you to take better photos. But more importantly, we can help you to become a skilled entrepreneur who makes more money photographing children aligned with the Spoiled Rotten Photography business system than you could on your own.

Our business is tailor-made for the entrepreneur or the photo hobbyist who wants to break into the fun, lucrative, and sustainable industry of children’s portraits.

We teach photo skills to the entrepreneur and entrepreneurial skills to the photographer. You just have to be willing to learn.



## Who is Spoiled Rotten Photography?

Spoiled Rotten Photography is the premier children's school photography franchise, providing unforgettable experiences and capturing memories of childhood. Our franchise is a home-based business. Franchisees set up and operate on-location, including mobile photography studios at preschools, private schools (kindergarten through 12th grade), and prep schools, as well as photographing at school events and other children-related occasions.

We differentiate ourselves by taking artistic, customized school portraits at a high-value price point. We aim to capture the personality and essence of every child we photograph.



**Franchisees have two goals:**

1. To delight every parent with stunning portraits; and
2. To deliver a joyful, organized picture day.

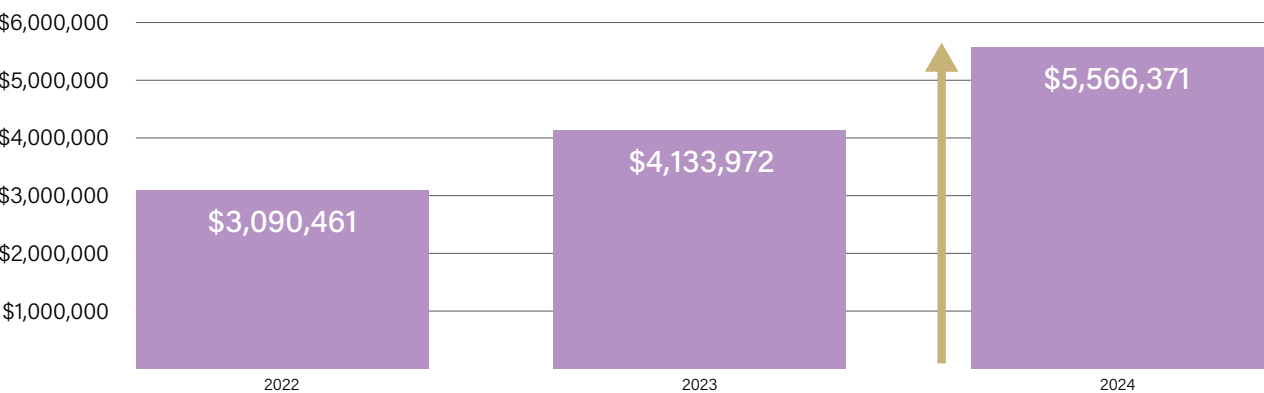


# Investment Highlights

We often get asked, “What was the impact of COVID on our business?” and “Why would anyone take portraits when they have good cameras on their iPhones and Android phones?” They often think this double-whammy is a fatal flaw in our business and expect our sales to decline and our business to be in trouble. The opposite is true.

Our systemwide sales **are up 80% since 2022**, driven by growth in franchisees’ sales and the doubling of our size by opening new studios. So our franchisees and brand are thriving.

## Systemwide Sales Growth since 2022



## Customer Orders increased 81% since 2022

Our revenues didn't increase because we raised prices. Our revenues increased because we served more customers. In this economy, you can only raise prices so much before customers push back and the business stalls. The best way to grow any business is to offer tremendous value and win more customers.

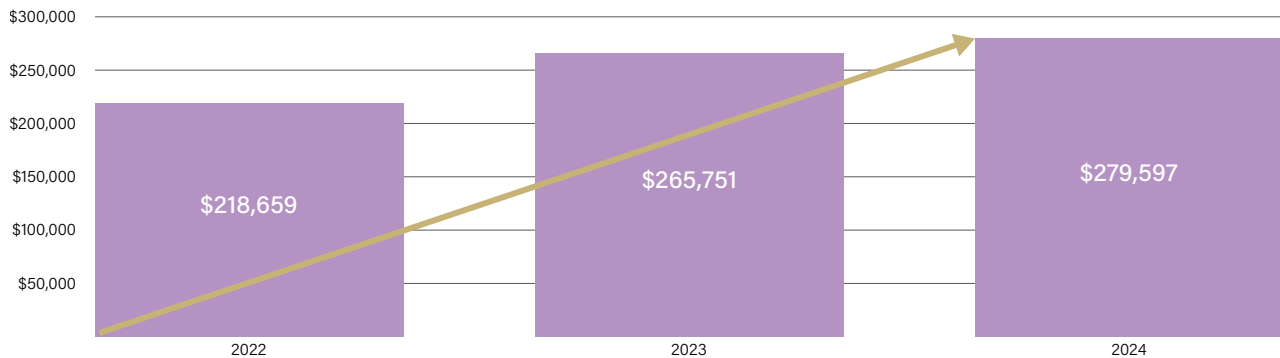
Franchisees’ businesses are growing rapidly, all while we are successfully launching new territories.

## Customer Orders vs Year



## Franchisees' Average Annual Sales up 28% from 2022 to 2024

### Average Annual Sales vs Year

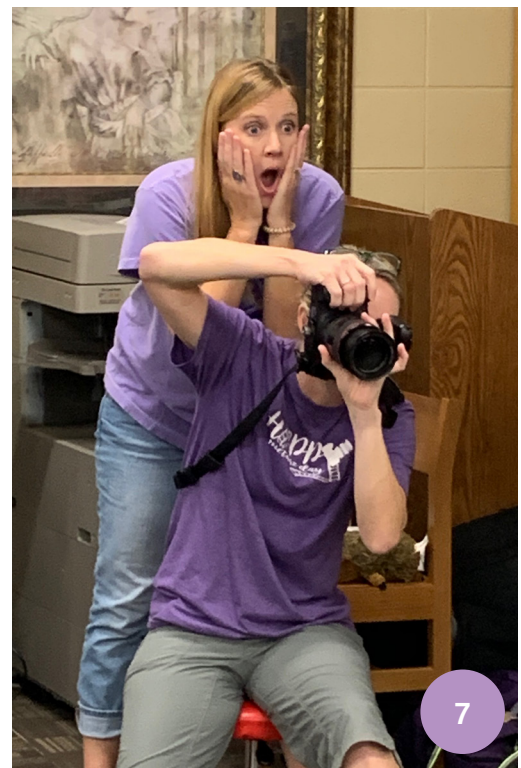


Not only are we successfully opening new territories (where your interest lies), our existing franchisees are achieving record sales volumes, over 28% from 2022 through 2024.

### A Rising Tide Raises All Boats

According to Verified Market Reports, the children's portrait industry is expected to grow between 4-5% per year through 2030, more than double the economy. Spoiled Rotten Photography franchisees have been growing at more than 10% per year, more than double the projected industry growth rate, and four times the growth rate of the economy.

To put it another way, franchisees are growing twice the rate of an average competitor, which is a testimony to our franchisee training and support and our business systems.





## About the Children's Portrait Industry

The portrait photography market, which includes children's portrait photography, generated over \$11 billion in 2022. Children's photography is in demand due to key life events, such as newborn photos, first birthdays, and school portraits.

The market is expected to grow between 4-5% into the foreseeable future. Our franchisees, however, are seeing better growth numbers. **Our average franchisees' sales increased 28% from 2022 to 2024.**

In recent years, the rise of digital platforms and social media has increased demand for personalized and professional children's portraits. Parents often seek high-quality images for personal keepsakes and online sharing. Statistics show that over 90% of families invest in

professional photography services at least once by the time their child turns five.

Seasonal peaks, such as holidays and back-to-school periods, are common for booking increases. While franchisees work harder during peak times, this also gives way to slower times, allowing franchisees greater flexibility and work-life balance.

While the children's photography industry is competitive, there are few professional brands offering high-quality and high-value portrait packages. The industry largely consists of small, unsophisticated freelancers, small local studios, and only one national brand. Spoiled Rotten Photography is one of the fastest growing and most successful brands in the industry.



## How do Spoiled Rotten Photography Franchisees compete?

Simply put, we offer customers a better value than others. Our artistry is far superior than the large, national one-size-fits-all-kids photo sessions. Our price is more affordable than custom portrait photographers, who often charge \$150-\$500 per sitting. Because our photographers set up mobile studios at preschools, private schools, and other venues, they photograph an average of 36 children per day per photographer.

By creating more volume, we can afford to offer families a greater value than a photographer who is setting up only one photograph at a time.

**Our average package costs \$96.** Simply put, we offer a great product at a price families can afford, which creates happy, repeat customers.



## A Gallery of Our Work

Here is a sample of the work you will be delivering to your customers.









## Our Brand Position

Spoiled Rotten Photography provides a fresh, fun, and professional approach to school photography, specializing in capturing children's unique personalities from preschool to high school. With our semi-custom photography sessions, Spoiled Rotten ensures a personalized experience that parents, kids, and schools value.

### Preschool Photography

Spoiled Rotten Photography offers semi-custom sessions in the preschool environment, allowing children to feel comfortable in familiar surroundings. Elective spring and fall mini-sessions give parents the different looks and unique themes, such as sessions for the holidays and adorable cap-and-gown portraits to celebrate little ones' milestones.

### School Photography for K-12

Expanding our expertise beyond preschool, Spoiled Rotten Photography also caters to K-12 schools. Our services include yearbook portraits, class photos, spring portraits, and even sports and club photography.

Our mobile studio sets are designed to balance creativity and the speed necessary for a high-volume production environment. With this thoughtful approach, Spoiled Rotten Photography is redefining the school photography experience for business owners, schools and parents alike.



## Brand History

Spoiled Rotten Photography was started in Huntsville, Alabama in 2003 by **our founder and CEO, Melissa Tash**. We have been in operation for over 20 years. According to the U.S. Bureau of Labor Statistics, only 20% of businesses that opened in 2003 are still in operation today.

Tash, a former U.S. Army Officer, worked as an industrial engineer at Teledyne, working on the International Space Station Project. In her spare time, she studied photography and enjoyed taking portraits of her kids. Word got out about the quality of her work and her reputation grew around Huntsville. She was invited to take portraits at a preschool, which turned out to be a smashing success, artistically and financially.

Tash saw the opportunity and applied her engineering mind to create replicable processes and systems. She used technology to create a better customer experience.

Tash opened the first Spoiled Rotten Photography studio in Huntsville, Alabama in 2003, which is still in business today.

In 2024, our company territory in Huntsville generated over **\$867,000 in sales**. (See FDD for more details)



## Meet the Leadership Team

Aside from CEO and Founder Melissa Tash, our team includes the following leaders:



**Jamie Tash**  
**Franchisee Support**

Responsibilities: Accounting, payroll and monthly filing/reporting, royalties and materials debits, legal (FDD updates and contracts), shipping and receiving, technology oversight and troubleshooting, SEO and website updates, and email.

He also leads training for customer service, business set-up, HR, and accounting.

Jamie has a Master's degree in Environmental Health (Health and Safety).



**Elizabeth Bailey**  
**Director of Franchise Owner Success**

Elizabeth joined Spoiled Rotten Photography as our second owner. She sold her business and relocated to a new city, later joining our corporate team to help other owners replicate her success.

Responsibilities: She helps owners with customer acquisition and sales, social media, marketing, advertising campaign management, seasonal set promotional video, franchise owner support, and quality control.



**Scott Wehrenberg**  
**Software Development**

Spoiled Rotten Photography intelligently uses technology to streamline our business and improve our customer experience.

Scott continues to develop and enhance our proprietary CRM software, which includes an on-line sales cart, reporting, email, and text marketing features.

## What Do We Stand For?

Spoiled Rotten Photography is a values-based company. We make decisions aligning with our values. We only do business with franchise candidates who respect these values. All franchisees pledge to do business according to the following common values which unite us:

1. Respect others
2. Be joyful
3. Make a positive impact
4. Be generous
5. Exceed expectations
6. Do what is right

If you share our values and fit the other qualifications of a successful franchisee, you will find a home here.



## What are the Startup Costs?

The franchise fee for launching any Spoiled Rotten Photography location is \$39,000. The total all-in investment ranges between \$52,695-\$64,350. The investment breaks down as follows:

### Item 7: Estimated Initial Investment

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is to be made
Initial Franchise Fee <sup>1</sup>	\$39,000	Lump Sum	At time of execution of Franchise Agreement	Franchisor
Computer Accessories <sup>2</sup>	\$2,000 - \$4,600	Lump Sum	At time of execution of Franchise Agreement	Vendor
Software <sup>3</sup>	\$120 - \$500	As Incurred	At time of execution of Franchise Agreement	Vendor
Equipment <sup>4</sup>	\$6,000 - \$8,000	Lump Sum	At time of execution of Franchise Agreement	Vendor
Travel and Living Expenses while Training <sup>5</sup>	\$2,000 - \$5,400	As Incurred	During Training	Airlines, hotels, restaurants
Inventory <sup>6</sup>	\$350 - \$600	Lump Sum	Before Opening	Franchisor
Marketing and Set Materials <sup>7</sup>	\$1,000 - \$1,800	Lump Sum	Before Opening	Franchisor
Technology Fee - first 3 months <sup>8</sup>	\$375 - \$750	Lump Sum	After Opening	Franchisor
Business Licenses <sup>9</sup>	\$50 - \$500	As Incurred	Before Opening	Government
Legal and Accounting Fees <sup>10</sup>	\$500 - \$1,000	As Incurred	As Incurred	Attorney/Accountants
Initial Insurance <sup>11</sup>	\$400 - \$700	As Incurred	Before Opening	Agent/Company of your choice
Additional Funds - 3 months <sup>12</sup>	\$900 - \$1,500	As Incurred	As Incurred	Gifts shops, Vendors, Utility providers
<b>Total</b>	<b>\$52,695 - \$64,350</b>			

#### Notes:

- (1) The Franchise Fee is paid and deemed fully earned upon signing the Franchise Agreement.
- (2) Franchisee must purchase a computer and accessories from a Franchisor approved supplier.
- (3) Franchisee must purchase software from a Franchisor approved supplier. The low end of this estimate includes a one-year subscription to the Adobe photography suite, which can be paid in full or on a monthly basis.
- (4) Franchisee must purchase photography equipment from a Franchisor approved supplier. This equipment currently includes three (3) professional strobe lights, modifiers and stands, a backdrop stand, two (2) 24 megapixel mirrorless or DSLR cameras, and a 24-105mm f4 lens.
- (5) Travel, lodging, and living expenses for you and one additional person to attend the eight (8) days of initial training in Huntsville, Alabama or other location designated by Franchisor.

- (6) Franchisee must purchase a year's worth of inventory from Franchisor. Currently, this investment is close to \$350.
- (7) Franchisee must purchase six months' worth of marketing and set materials from Franchisor, including the then-current seasonal backdrop and props. One hundred (100) director brochures and business cards are provided complimentary by Franchisor.
- (8) You will begin to pay us the monthly Technology Fee when you open for business. Currently, the Technology Fee is \$125 per month, and this estimate includes your first three (3) months.
- (9) Franchisee must obtain all licenses and permits required to operate a business in their community, county, and state. This estimate includes your first year of such licenses and permits.
- (10) You should consult with an attorney, accountant and/or other business advisors regarding the purchase and operation of your Franchise. This item includes an estimate of the cost to incorporate as an entity and an initial consultation with an accountant or attorney.
- (11) You must obtain business liability insurance that meets the minimum requirements specified in Section 15 of the Franchise Agreement. If you fail to obtain the required insurance, our System Standards provide that we may purchase insurance on your behalf and charge you for doing so. See Item 8 for more details. This estimate is for your first year's annual premium.
- (12) This is an estimate of start-up working capital needed to cover your business (not personal) expenses during the first three (3) months of operation. Your actual working capital needs will depend on the time of the year you purchase your franchise and your actual business expenses. This estimate reflects miscellaneous expenses, but does not include any personal expenses, or any draw or salary for you. This item also does not include financing interest or debt service obligations that you may incur. Because your SRP Franchised Business is seasonal, you may need additional funds for longer than a three-month period, depending on when you begin operating your SRP Franchised Business. We have based these estimates on our experience developing and operating SRP Businesses and supporting our SRP franchisees with developing and operating their SRP Franchised Businesses.

## How Much Can You Make?

In 2024, the average revenue for all our franchisees was \$279,597, up 28% since 2022. The top third of our franchisees averaged \$558,770.

In 2024, our franchisees averaged a profit margin of nearly 44%. Many service business franchisees struggle to achieve 20% of net profits on sales. Many restaurant franchises, for instance, struggle to achieve 12%.

See the FDD for more details.



## Who are our Customers?

Our primary customers are families with children aged 0-5, particularly those residing in middle- to upper-income areas with preschools and childcare facilities that have an enrollment of 50 students or more. This demographic of customers prioritizes both high-quality educational and social development experiences for their children.

We focus primarily on partnerships with early childhood education centers, including preschools and pre-K programs, which allow us to establish strong relationships within the community. We donate a percentage of our revenue back to our partner school, making us a solid strategic partner for the preschool and childcare facility owners.

Franchise owners may also consider expanding into the K-12 school photography space, where we aim to reach a broader base of customers while maintaining our core focus on delivering exceptional service and memorable experiences for families and their children.

Our customers value professionalism, creativity, and a personal touch, making our offerings not just a service and a product, but a cherished part of their children's early education and childhood development.





## What are Customers saying about Spoiled Rotten Photography?

Location	Name	Rating	Comment
Little Sunshine Playhouse - Claremont  MO - Springfield	Emma M.	Excellent	The photos turned out AMAZING!! I'm so impressed with how well you guys were able to capture my (2 year old!) daughter! Every photo I received was absolutely beautiful. Thank you so much!
Valley Fellowship Christian Academy  AL - Huntsville	Kristy S.	Excellent	Picture quality is great
Cadence Academy Preschool  TX - San Antonio	Dominick Elijah M.	Excellent	Poses
Brookhill Elementary  AL - Huntsville	Melissa S.	Excellent	I love how the photographers get more than just one shot and one pose. They are really great at making the kids smile and they are so sweet while taking their pictures.
Primrose  AZ - N Scottsdale	Stacey T.	Excellent	Did an amazing job with our baby and the photos are so epic!
Little Sunshine's of Overland Park  KS/MO - Kansas City	Morgan R	Excellent	SRP is always amazing! Always gets the best pictures to match my kiddo's personality
Holly Springs Elementary  GA - Alpharetta	Mariah H.	Excellent	The photos came out amazing
Discovery Point Prominence Point  GA - Alpharetta	DeLaney C.	Excellent	Pictures were adorable!



Location	Name	Rating	Comment
The Nest Schools Gastonia NC - Charlotte	Tramayne A.	Excellent	That the photographer didn't get frustrated with our daughter, who isn't easy to photograph.
The Learning Center TX - Katy	Erin C	Excellent	Last year at our previous daycare we didn't get any pictures...just the photographer's flyer with the word 'crying' written on the top corner. I don't know what magic y'all used to get our son to not only take the pictures but to pose, look at the camera, AND actually smile; I had to do a double-take! We'll cherish these forever, thank you!
Little Sunshine TX - San Antonio	Marguerite H.	Excellent	Every one of my grandson's photos were adorable! The photographer really captured his essence and the photos weren't fake looking. My grandson looked like he was having a great time in the photograph! Thank you so much for the time you took with him.
Madison Academy AL - Huntsville	Tammy L.	Excellent	Photos are always so good and I still remember how great you were about helping us with retakes last year. Great customer service!
Madison County Elementary School AL - Huntsville	Leala T.	Excellent	Very easy to understand and follow instructions on the order form. Great notifications when the pictures were ready. The wonderful options to choose from. Really good photography.
KinderCare Murfreesboro TN - Brentwood/Franklin	Jessica S.	Excellent	It was hard to pick between them all, every single picture of my son was better than the next. The poses were adorable and you captured his personality perfectly!!!
Macedonia Elementary GA - Alpharetta	Christy L.	Excellent	The pictures are so cute! I love all of the different poses and options.
Decatur High School AL - Huntsville	Cliff V.	Excellent	Friendliness of staff. Fast turn around of proofs.

# What Training and Ongoing Support Will You Receive?

This section first covers the training you receive before you launch and then explains the support you will receive after you launch.

## Initial Training

Spoiled Rotten Photography offers a comprehensive initial training and pre-launch support program designed to equip new franchisees for success. The pre-launch timeline spans approximately 60-90 days, starting with signing the franchise agreements. During this period, franchise owners engage in pre-training, which consists of self-paced online modules and interactive video conferences. This pre-training phase typically lasts about a month, ensuring that owners are well-prepared for the hands-on training experience that follows.

During this time, franchisees also work on business setup, which includes obtaining the necessary licenses, forming a business entity,

opening bank accounts, and establishing vendor accounts. This parallel process helps streamline operations and readiness for launch.

Following pre-training, franchisees participate in an intensive in-person training program at the Corporate Headquarters in Huntsville, AL. This immersive experience covers essential operational and marketing strategies, equipping owners with the skills needed to manage their photography business effectively.

After completing the training, franchisees are prepared to launch their business and typically photograph their first school within two months, ensuring a swift and confident launch into the market.

Subject	Hours of Classroom Training	Hours of On-the-Job Training
Spoiled Rotten Culture <sup>1</sup>	1	0
Operational Overview <sup>1</sup>	2	0
Basic Photography Review <sup>1</sup>	8	0
Pre-Session Operations <sup>2</sup>	1	2
Studio Lighting <sup>2</sup>	4	2
Studio Session Operations <sup>2</sup>	2	24
Post Session Operations <sup>2</sup>	2	2
Ordering Operations <sup>2</sup>	1	1

Subject	Hours of Classroom Training	Hours of On-the-Job Training
Customer Care <sup>2</sup>	1	0
New Business <sup>2</sup>	4	0
Business Basics <sup>1</sup>	2	0
Managing Independent Contractors <sup>2</sup>	1	0
Customer Relationship Management <sup>2</sup>	1	0
Customer Operations <sup>2</sup>	1	0
<b>Total</b>	<b>31</b>	<b>31</b>

1. Virtual

2. Huntsville, AL

## Post-launch ongoing support for Franchisees

We know that ongoing support is essential for the initial and long-term success of our franchise owners. Our comprehensive post-training support structure is designed to assist franchisees to achieve mastery in all areas of their business, including sales, advertising and marketing, photographer hiring and retention, financial management, goal setting, operations, and customer satisfaction. Our support spans all the business, technical, and creative aspects of your franchise.

1. **Weekly Growth Meetings:** New franchise owners, along with any owner requesting extra support, participate in weekly “growth” meetings led by our support team. These sessions primarily focus on account acquisition, but also provide a platform to address operational challenges and any other needs that arise. Owners typically remain engaged in these meetings until they achieve a certain sales benchmark, which ensures their new businesses will succeed.
2. **Monthly Franchise System Meetings:** To foster collaboration and sharing of best practices, we host monthly Zoom meetings for our entire franchise system. These meetings encourage networking and provide valuable insights that can enhance performance across the board.
3. **One-on-One Calls:** Franchise owners have the opportunity for individualized support through one-on-one calls. This personal engagement allows owners to discuss their specific challenges, set future goals, and align their strategies for growth.
4. **Annual Conference:** Our annual conference, held every February, is a cornerstone of our franchise support. This collaborative conference serves as a crucial opportunity for franchisees to connect, learn, build relationships, and share common experiences.
5. **Peer-to-Peer Support:** We recognize the collective genius of our franchisee community, which is why we provide access to a dedicated Facebook group for peer-to-peer assistance. This platform allows owners to share insights, ask questions, and receive support from fellow franchisees who are in the trenches, experiencing the same business challenges.
6. **Emergency Assistance:** For urgent matters, we offer an Instant Messenger solution, enabling franchise owners to “dial 911” and seek immediate help and guidance from other franchises and brand leadership.
7. **Ongoing Training Tools:** We utilize an online learning management system (LMS) to facilitate ongoing training practices post-launch, ensuring that franchise owners have access to essential resources and training materials whenever they need them.
8. **Mobile Studio Set Designs:** Every Spring and Fall we design new photo sets to go hand-in-hand with fashion trends and home decorating styles. These set designs are easy to set up, easy to break down, and make for wonderful new children's portraits.

# Advertising and Marketing

## How Do You Find New Customers?

Spoiled Rotten Photography franchisees leverage a multi-faceted marketing strategy to attract new customers effectively. Upon onboarding, each owner receives tools such as customized email campaigns, an introductory brand video, and direct mail collateral to establish their presence in the community. Franchisees network locally, calling on and building relationships with school directors and principals, fostering trust and collaboration leading up to portrait events.

In addition to networking, franchisees leverage connections on social media and LinkedIn, to expand their network. Referrals play a crucial role, as satisfied clients often recommend their services, while teachers and directors moving to new schools frequently bring Spoiled Rotten Photography along with them. Franchisees are equipped with a comprehensive and proven set of marketing tools and approaches.



Hi <<First Name>>! It's [Leigh Gonah](#) again!

Thank you for allowing me to share the photography services I am honored to provide for local Gilbert/Chandler/Mesa area preschools.



CLICK ON VIDEO TO PREVIEW A OUR FALL SET

Your parents will LOVE you for working with me!

- I bring a boutique portrait experience - which means your parents get amazing portraits - just by bringing their kids to school!

Here is a preview of our 2023 Fall Set, "Free Spirit". Our claim to fame is making portraits actually look like our marketing material. Our unique system allows us to give the parents images that they could expect if they went to a boutique photography studio.



### CONTACT ME!

Let's discuss how I can get your school on my schedule for the upcoming season!

talk/text: (480) 779-7513  
Alleigh@SpoiledRottenPhoto.com  
www.SpoiledRottenPhotography.com



Hey << Test First Name >>!, We are Aubrie and Peter Cook - local children's/preschool photographers.

As parents, we know how quickly childhood passes! We are honored to create beautiful memories for Prosperity/Lewisville families! We would love to bring our fun portrait experience to your school this Spring!



**spoiledrotten**  
photography

Boutique  
Preschool Portraits

We'd love to hear about your school and see how I can make your [picture day](#) easy, and your families happy!

### CONTACT US!

Let's discuss an easy partnership with photographers that love their job and will serve your school and parents well.

talk/text: [480-850-2085](#)  
Aubrie@SpoiledRottenPhoto.com  
www.SpoiledRottenPhotography.com



Find Out More



Hi << Test First Name >>! It's [Natalie Simpson](#) a local preschool photographer.

I hope you were able to view the [Picture Day Guide](#) I sent in the previous email.



I want to make your life easier! One of the ways we do that is by always bringing a professional photographer (me) AND an assistant to each session. We want to make it easy on your staff so we always bring 2 people to your sessions. Here's a short video showing how we love to interact with the kiddos! We'd be honored to create beautiful images for your parents.



Photographer with an assistant always at arms reach to help interact and bring out the smiles that parents love to see.

### CONTACT ME!

Let's discuss an easy partnership with a local woman that loves her job and will serve your school and parents well.

Natalie Simpson  
talk/text: [479-888-0660](#)  
Natalie@SpoiledRottenPhoto.com  
www.SpoiledRottenPhotography.com



Find Out More



Hi <<First Name>>! It's [Leigh Gonah](#), a local preschool photographer.

Thank you for taking the time to read my previous emails.



Another thing that schools LOVE about Spoiled Rotten Photography is that we use on-line ordering. This means no forms to collect and no money to keep up with! And it makes it super easy and convenient for your parents and grandparents to get beautiful portraits! [CLICK HERE](#) to see how easy it is for your parents to view and order!

### CONTACT ME!

Let's chat about ways I can make your picture day a breeze!

talk/text: (480) 779-7513  
Alleigh@SpoiledRottenPhoto.com  
www.SpoiledRottenPhotography.com



Find Out More



## What is the Labor Model?

Spoiled Rotten Photography franchisees start as an owner-operator labor model, where franchisees provide children's portrait services on a Spring/Fall seasonal basis. When you first start up, you'll hire an assistant. As the business grows, franchise owners generally hire photographers and more assistants who are looking for flexible, part-time opportunities, often through referrals, such as stay-at-home parents seeking a bit of extra work.

## Smart Use of Technology

At the core of Spoiled Rotten Photography's technology solutions is EZGo, a proprietary web-based platform that serves as a comprehensive unit-level point of sale. This powerful software includes a customer relationship management (CRM) system, session management tools, and integrated marketing capabilities, allowing franchisees to create tailored information and

Above: an example of an introductory YouTube video that franchisees use to introduce themselves to the leadership of new schools.

registration web pages for each photo session. Additionally, EZGo facilitates customer-facing email and text message marketing, alongside sales and expense tracking and reporting.

Currently, franchisees use Zoho for email and surveys, ensuring that they gather valuable feedback and maintain connections with clients. QuickBooks is used for bookkeeping and financial management. We have several other easy-to-use technologies to drive the business, such as marketing automation software, business management solutions, and a learning management system.

If you are not tech-savvy, don't worry. These tools are easy to learn and easy to use and we will support you all the way.

For portrait editing, franchise owners currently use industry-standard software such as Adobe Photoshop and Lightroom.

## Do You Get a Protected Territory?

Spoiled Rotten Photography franchisees' interests are safeguarded by awarding protected territories consisting of a population with 400K+ in total. These territories will generally have children aged 0-5 years as our primary customer base, robust enough to create a thriving business.

## Where is Spoiled Rotten Photography currently located?

[Click here](#) to visit our website for a list of current markets we serve.



## Who is the Ideal Franchise Candidate?

Spoiled Rotten Photography is looking for three types of candidates, all of whom need to be passionate about working with children.

### The Entrepreneur Who Seeks a High Volume, High Margin, Sustainable Business

This person may or may not know anything about photography. They like our brand, opportunity, unit-level economics, scalability, low entry cost, and low risk. They know a good business when they see it. They understand that Spoiled Rotten Photography has built a better mousetrap than the local competition.

### The Photohobbyist

This person has a love of photography. They may be a professional photographer on the side, taking photos with their iPhone or Android. They seek a career change and have often thought about opening a business such as ours, but until now didn't know how or who to call for help.

### The Professional Photographer

This person is currently a photographer. Perhaps they do it as a side-hustle, or they may currently operate full time. They understand the art and technical sides of photography, but know they lack the necessary business and marketing acumen to fully capitalize on their talent. They are looking for better business systems and mentoring and support in the business.

### Additionally,

- Be financially responsible, earning a credit score of at least 660
- Be a U.S. resident or Green Card holder
- Have no criminal background other than traffic tickets
- Have no bankruptcy over the last seven years
- Have at least \$65,000 in cash to start a business





## How do You Finance the Business?

Franchisees finance their business in a number of different ways. We have contacts that can help you using the following financing vehicles:

- ROBS (401K Rollover)
- HELOC (home equity line of credit)

Some just self-fund using cash.

As long as you meet the criteria of the Ideal Franchise Candidate outlined above, we should be able to help you finance a portion of your business.



## How Long Does it Take to Get Started?

Because we are a home-based business, you can get started right away after training. You should be fully trained and prepared to launch your business within 90 days of signing your agreement.

## What is the next step?

If you have \$65,000 to invest in a business and want to learn more, take the initiative to schedule a no-risk introductory call with a member of the franchise team by clicking the button below.

[SCHEDULE A CALL](#)



# Spoiledrotten<sup>®</sup> Photography

