



POTBELLY FRANCHISE INVESTMENT EXAMPLE

NON DRIVE THRU SHOP

Type of Expenditure	Amount	To whom payment is to be made
Total Estimated Initial Investment (excluding real estate lease/ acquisition cost)	\$564,050-\$782,700	
Initial Franchise Fee	\$40,000	Potbelly Franchising LLC
Real Estate/ Rent	As determined by your lease	Landlord
Security Deposit	As determined by your lease	Landlord
Construction/ Leasehold Improvements	\$240,000 - \$350,000	Outside Suppliers
Architect Fee (for your architect)	\$22,000 - \$28,000	Architect
Furniture Fixtures and Signage	\$65,000 - \$95,000	Outside Suppliers and Potbelly Sandwich Works, LLC
Equipment (including smallwares)	\$96,000 - \$114,000	Outside Suppliers and Potbelly Sandwich Works, LLC
Point-of-Sale and Computer Systems	\$25,000 - \$28,000	Outside Suppliers
Opening Inventory	\$11,000 - \$16,000	Designated and Approved Suppliers
Market Introducing Program	\$1,000 - \$7,000	Marketing Sources (possibly us if you do not conduct program as required)
Insurance (12 months)	\$10,000 - \$15,000	Insurance Company
Training Expenses	\$40,00 - \$45,000	Third Parties
Professional Fees	\$2,000 - \$5,000	Professional Advisors
Business Licenses and Permits	\$250 - \$1,700	Government Agencies
Office Equipment and Supplies	\$800 - \$3,000	Third Parties
Additional Funds - 3 Months	\$25,000 - \$35,000	Employees and Suppliers

READY TO OWN YOUR OWN POTBELLY? VISIT WWW.POTBELLY.COM/FRANCHISING FOR ADDITIONAL FRANCHISING INFORMATION.

Our Franchise Disclosure Document (FDD) is available to qualified prospects only by email link to our secure website when we have provided a password. The FDD will be made available to you by PDF. You will need an active e-mail account and a computer equipped with e-mail software (e.g. Outlook), an internet browser, Adobe Acrobat software (downloadable for free at www.adobe.com) and a printer in order to view and print the FDD.