



Kristen Westlake, Ltd.

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Kristen Westlake Gallery Business Type: Franchise

Benefits for established businesses - especially the hotel, spa, airport, travel, and tourist industries. A Westlake Gallery is a business within your business.

- Adds a New / Diversified revenue stream to your business
- Gallery is a draw for art sales as well as for your current business (Increased ROI for existing business)
- Each business promotes the other (example: Starbucks & Barnes & Nobles/Target)
- The gallery promotes new opportunities for networking, workshops, events and more.
- Fine art adds décor & serenity to your existing business environment at a wholesale price
- Your company is promoted on KristenWestlake.com. You reap the networking and promotional efforts that go with the Kristen Westlake name

How it works – Simple! :

Minimum photography investment includes:

Gallery Walls:

Canvas Images: sizes: 16 x 20, 20 x 30, 30 x 40, & 40 x 60 inches (approximate sizes).

Please see www.wisconsinphotos.com to pick your images!

3 Levels of Franchise Investment:

Entry Level:

Business purchases art at 75% of the retail price & sells at full retail (earnings 25%)

Your business may accept orders for photography other than what you display:

- Please collect full retail price + shipping from the customer
- Send order with 75% of retail amount + shipping to Kristen Westlake, Ltd.
- Kristen Westlake, Ltd will produce & drop ship to your customer.

Minimum Franchise Purchase Investment:

\$5000 - 9500 retail / \$3750 – 7125 wholesale

Gold Level:

Business purchases art at 65% of the retail price & sells at full retail (earnings 35%)

Your business may accept orders for photography other than what you display:

- Please collect full retail price + shipping from the customer
- Send order with 65% of retail amount + shipping to Kristen Westlake, Ltd.
- Kristen Westlake, Ltd will produce & drop ship to your customer.

Minimum Franchise Purchase Investment:

\$9501 - \$19,999 retail / \$6175.65 - \$12,999 wholesale

Platinum Level:

Business purchases art at 60% of the retail price & sells at full retail (earnings 40%)

Your business may accept orders for photography other than what you display:

- Please collect full retail price + shipping from the customer
- Send order with 60% of retail amount + shipping to Kristen Westlake, Ltd.
- Kristen Westlake, Ltd will produce & drop ship to your customer.

Franchise Purchase Investment Over:

\$20,000 & above retail / \$12,000 wholesale & up

Additional expenses: lighting, consulting fees

Consulting fees apply to: Virtual design, picking photographs, phone consulting, on premises help, etc.