honor your mind, honor your body, honor your self

honor Yoga

the path to yoga studio ownership

FRANCHISE BROCHURE
Meet Maria Turco and you feel instantly welcome and inspired. She leads with vision and purpose, but also with poise, intuition, and a need to listen as well as speak. Here is a leader driven by the community she is creating and serves, whose daily mantra is to motivate, support, and guide her Honor family.

Maria made her start as a young and forward-thinking leader in the fitness and health industry. After a successful career as a turnaround specialist, national speaker, consultant, and franchisee within the fitness industry, Maria was in a position to create a yoga franchise situated for success and brought Honor Yoga to life.

The call to yoga came as Maria’s own fitness and health routine grew to include more and more yoga. She experienced first-hand the deeper kind of wellness that yoga offers, much more than physical fitness.

Inspired by what she saw in herself and in others, Maria realized the incredible potential for the next evolution of health and fitness if the practice were made more available and accessible. This was the concept, the seed of the Honor brand.

"An intuitive listener, I lead my business as a mentor, and a colleague, working to support others in identifying their dreams, and to empower them to see them succeed. We are a yoga franchise that stands apart for its emphasis upon accessibility, community, and care for individuals in reaching their healthy happy potential."
meet our team

Leslie Hadley
Circle of Life Director

Sue Carnegie
Retail Director

Heather Artman
Education Director

Joe Casisa
Acro Director

Liz Alvarez
Therapeutics Director

Devon Kelly
Franchise Educator

Barbara Lutsky
Financial Coordinator

Maria Turco
Chief Yogi Officer

Niki Lambo
Mindbody Liaison

Lori Ball Horton
PR & Media Manager

Erica Milcarek
Marketing Director

Dana Toff
Graphic Artist

Katie Ribsam
Retreats Director

Evan Madeo
Online Strategist

Tracy Hill
Bookkeeper

Cathy Madeo
Teacher Training Committee Lead

Beth Byrd
Core Support Specialist

Joespeh Dispenziere
Franchise Educator

Joe Hydro
Master Real Estate Educator

Cathy Madeo
Teacher Training Committee Lead

Erica Milcarek
Marketing Director

Lori Ball Horton
PR & Media Manager

Devon Kelly
Franchise Educator

Barbara Lutsky
Financial Coordinator

Maria Turco
Chief Yogi Officer

Niki Lambo
Mindbody Liaison

Lori Ball Horton
PR & Media Manager

Erica Milcarek
Marketing Director

Lori Ball Horton
PR & Media Manager

Erica Milcarek
Marketing Director

Evan Madeo
Online Strategist

Tracy Hill
Bookkeeper

Heather Artman
Education Director

Joe Casisa
Acro Director

Devon Kelly
Franchise Educator

Leslie Hadley
Circle of Life Director

Sue Carnegie
Retail Director

Heather Artman
Education Director
Mission
Provide welcoming, beginner-friendly, and accessible yoga that fosters and supports community and the environment.

Vision
Deliver friendliness, warmth, and expertise in our studios, which are designed and cared for with the health of the environment as an essential part of wellness.

In living up to our mission, we envision a future where we build healthier, happier communities around the practice of yoga.

Values
We value the practice of yoga for the social, emotional, physical, intellectual, and community health and well-being it supports.

We value community in every studio and amongst our studio owners and our corporate team.

We value the health of the studio environment and the health of the environment as a whole.
**what does honor yoga mean?**

**Honor:** meaning to regard with great respect, to fulfill an obligation, to keep an agreement.

**Yoga:** Yoga is the removal of the fluctuations of the mind.

**Green:** the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, fertility, and environment.

Honor delivers services so that students can connect in all five areas of a complete yoga practice.

physical  intellectual  social  emotional  spiritual
Honor Owners are:

PASSIONATE ABOUT YOGA and making it available to EVERYONE

• BUSINESS SAVVY with strong LEADERSHIP skills.

• Committed to giving and elevating COMMUNITY with readiness to SERVE!

• Greet the day OPEN, WILLING, BRAVE, FEARLESS and with GRATITUDE!

• Willing to INVEST time, energy, and money in their future to create a profitable business.
<table>
<thead>
<tr>
<th><strong>10 million</strong></th>
<th><strong>14 million</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male practitioners</strong></td>
<td><strong>Over the age of 50</strong></td>
</tr>
<tr>
<td>Yoga is for Everybody. There are more male and older practitioners than ever before!</td>
<td></td>
</tr>
</tbody>
</table>

| **1 in every 3** |
| Americans has tried yoga on their own (not in a class) at least once. |

| **The number of American practitioners has grown by over 50% over the last 4 years.** |

| **34% of Americans** |
| Say they are somewhat or very likely to practice yoga in the next 12 months. Reasons cited include flexibility, stress relief, and fitness. |

| **28% of all Americans have participated in a yoga class at some point in their lives.** |

| **Over $16 billion spent by yoga practitioners on yoga clothing, equipment, classes, and accessories in the last year.** |

| **Approximately 37 million Americans practice yoga today - up significantly from 20 million in 2012.** |

| **More than 36 million Americans have participated in a yoga class in the last 6 months.** |

| **59% of practitioners practice at least once a week (yoga enthusiasts).** |

More information from the Yoga Alliance >>
family stories

testimonials from our owners

SHANNON MAGEE • Honor Yoga Mansfield
As a single mother of three small children, I entered into Honor Yoga’s first 200-hour yoga teacher training in 2014. Three years later I successfully co-own a studio in my home town. I was given the playbook of success through Honor Yoga. I live my purpose and my dream everyday by successfully providing for my family by doing what I love!

MARK & KATHI SZABO • Honor Yoga Hamilton
Turning 50 in 2014, I wanted to find some way to earn a living that was more satisfying. I was ready to retire from the corporate world and wanted something that would have a positive impact in my community. Mark and I were already dedicated to our yoga practice and thinking about teaching. We heard that Honor Yoga was looking to expand and now here we are with our beloved studio and growing community. I love the direction Honor Yoga is moving in and am truly excited to be a part of it.

SUASN FAVALE • Honor Yoga East Brunswick
I can run my business independently yet never feel alone in making decisions: I would recommend any studio owner consider conversion to an Honor Yoga studio. It only gets better! I was able to DOUBLE my revenue in one year after conversion to Honor. Most important is the community: Honor Yoga creates a space where people enjoy the energy of coming together as a community — once you step in our door you step into possibilities of change and growth.

EVAN & CATHY MADEO • Honor Yoga Princeton
Under the Honor brand, we have been supported in building both our own yoga brand identity and student following while helping Honor grow its member community. Honor has given us a path and we have grown side by side. We wouldn’t want to do it any other way. The synergy with Honor is what makes this more than just opening our own studio.
The Honor Yoga brand prides itself on the quality, consistency, and diversity of our class offerings. At any Honor location, students will find what we call our Core Classes, offering something for everyone every day and supporting a balanced practice with room to grow.

The Core of the Honor Yoga Practice

Beginner Classes
Intro to Roots | Roots | Gentle

Mixed Classes
Flow & Heated Flow | Calm & Strong | Restorative
Aerial | Meditation | Power & Heated Power

Specialty Classes
Chair | Prenatal | Family | Kids | Tween | Teen

Workshops, Series & Immersions
Restorative | Yin | Alignment Refinement

Watch our Core Curriculum Video on our YouTube Channel
Teacher Trainings
We offer Studio owners the opportunity to host teacher trainings in their studios and provide lead experts to oversee and instruct the training.

200-Hour RYS Yoga School:
Our unique program goes above and beyond the Yoga Alliance requirements. We blend all aspects of a complete yoga practice into our training: philosophy, meditation, pranayama, Ayurveda, and anatomy, all taught by experts in their field.

300-Hour RYS Teacher Training
Our newly developed program provides an opportunity to expand upon your Yoga Alliance requirements and yoga training. Through modules, we provide an environment from which you will hone your strengths and experience, while deepening your understanding of your and your practice.

Teacher Training Certifications
Prenatal Yoga | Yoga for Fertility | Senior and Chair Yoga
Kids and Family Yoga | Restorative Yoga
Aerial Yoga | Reiki and Meditation | Yin

Core Curriculum
Under Honor’s Director of Education, we provide owners and their instructors with access to certification in Honor’s core curriculum classes and workshops. The core curriculum ensures studios are providing consistent and up-to-date instruction.

Core Curriculum certifications:
Gentle | Intro to Roots | Calm & Strong
Restorative Yoga | Heated Power
30-Hour Business School
We provide our studio owners with education and trainings to ensure you and your staff are prepared for your day-to-day business and interactions with your community.

Includes:
Community Connector Training | Golden Hour Strategy
Honor’s 30-hour Business School
Social Media Management | Owner Ethics and Onboarding

Watch our Teacher Training Video on our YouTube Channel
Therapeutics
Offers yoga that is accessible, safe, and nurturing to those recovering from, or living with, any injury or illness.

Retreats
We bring outside the studio, helping them connect to the earth and their community through yoga theme travel.

Circle of Life
Yoga that is designed to meet individuals at distinct times in their lives with curriculum for prenatal, children, family, and senior specific yoga.

Workplace Yoga
Enhances the well-being of employers and employees through the practice of yoga, making them more focused, productive, and healthy both mentally and physically.

Mind & Energy
Supports bringing the healing power of Reiki, Meditation, and Mindfulness to communities with trained experts in these yoga-related modalities.

Aerial
Dedicated to expanding the practice of aerial yoga, we provide curriculum and teacher training in the aerial practice as well as expertise in bringing aerial to your studio.

Acro
Dedicated to the growing practice of Acro Yoga, we support studios in bringing the acro practice to their studios with workshops, teacher training, and acro yoga events!

Watch our Division Video on our YouTube Channel
The Studios

The Honor Yoga studio is the sacred space of the Honor brand where each person’s yoga journey is brought to life. In addition, it is here that each owner nurtures his or her yoga community.

Our studios are intended to provide all that’s needed and nothing more. Spacious floor plans, cubbies for personal belongings, beautiful lighting, lobbies devoid of desks but alive with green walls -- everything needed for the ease and comfort of your visitors.

Sustainable Design and Eco-Friendly Environment

We are committed to reducing our impact on the environment and make conscious choices in how we design, build, and maintain our studios.

- indoor green wall gardens
- bamboo floors as a wood substitute
- discourage disposable: we sell reusable water bottles, eco-friendly tote bags, and yoga mats made of recycled materials
- encourage re-use: we use cloth towels and ceramic mugs over paper and plastic
- all-natural cleaning products and essential oils for safe cleaning

Watch our Eco-Friendly Video on our YouTube Channel
Single Studio
1,900 square feet

- Welcoming & Comforting Retail and Greeting Area
- One yoga room, approx. 1,100 sq. ft.
- Two uni-sex restrooms
- Storage / Mechanical room/s
- All core offerings except Aerial

SAMPLE INVESTMENT SCENARIO

<table>
<thead>
<tr>
<th></th>
<th>Total low</th>
<th>Total high</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost to open studio</td>
<td>110,908</td>
<td>196,108</td>
</tr>
<tr>
<td>Total Cash Required for Studio</td>
<td>83,181</td>
<td>147,081</td>
</tr>
<tr>
<td>Total Owner Out of Pocket (estimated)</td>
<td>27,727</td>
<td>49,027</td>
</tr>
</tbody>
</table>
Double Studio
3,000 square feet

- Welcoming & Comforting Retail - Greeting Area
- Two yoga rooms, approx. 1,000 sq. ft. and 600 sq. ft.
- Optional Treatment Room for Reiki, Tai Massage, Energy Work
- Two uni-sex restrooms
- Storage / Mechanical room/s
- All core offerings

SAMPLE INVESTMENT SCENARIO

<table>
<thead>
<tr>
<th></th>
<th>Total low</th>
<th>Total high</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost to open studio</td>
<td>133,908</td>
<td>210,808</td>
</tr>
<tr>
<td>Total Cash Required for Studio</td>
<td>100,433</td>
<td>158,106</td>
</tr>
<tr>
<td>Total Owner Out of Pocket (estimated)</td>
<td>33,474</td>
<td>52,702</td>
</tr>
<tr>
<td>Type of Expenditure</td>
<td>Estimated Amount Single Studio Low - High</td>
<td>Estimated Amount Double Studio Low-High</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Initial Franchise Fee(^1)</td>
<td>$38,108</td>
<td>$38,108</td>
</tr>
<tr>
<td>Construction, Leasehold Improvements(^2)</td>
<td>$15,900-34,500</td>
<td>$25,900-44,500</td>
</tr>
<tr>
<td>Furniture, Fixtures and Equipment(^3)</td>
<td>$10,350-16,850</td>
<td>$13,350-19,850</td>
</tr>
<tr>
<td>Signage(^4)</td>
<td>$1,500-7,750</td>
<td>$1,500-7,750</td>
</tr>
<tr>
<td>Computer, Software and Point of Sales System</td>
<td>$400-800</td>
<td>$400-800</td>
</tr>
<tr>
<td>Opening Inventory/Opening Retail Package</td>
<td>$5,500-7,500</td>
<td>$5,500-7,500</td>
</tr>
<tr>
<td>Rent Deposits(^5)</td>
<td>$3,000-18,000</td>
<td>$3,000-18,000</td>
</tr>
<tr>
<td>Insurance Deposits and Premiums(^7)</td>
<td>$1,200-2,000</td>
<td>$1,200-2,000</td>
</tr>
<tr>
<td>Pre-Opening Travel Expenses(^8)</td>
<td>$150-5,000</td>
<td>$150-5,000</td>
</tr>
<tr>
<td>Grand Opening Advertising(^9)</td>
<td>$10,000-15,000</td>
<td>$10,000-15,000</td>
</tr>
<tr>
<td>Professional Fees(^10)</td>
<td>$2,500-7,500</td>
<td>$2,500-7,500</td>
</tr>
<tr>
<td>Business Permits(^11)</td>
<td>$300-1,100</td>
<td>$300-1,100</td>
</tr>
<tr>
<td>Additional Funds – 6 Months(^12)</td>
<td>$32,000-42,000</td>
<td>$42,000-52,000</td>
</tr>
<tr>
<td>Total Estimated Initial Investment(^13)</td>
<td>$110,908-196,108</td>
<td>$133,908-210,808</td>
</tr>
</tbody>
</table>

* Subject to change. Please review the FDD for the most up to date Breakdown of Investment.
We support you with everything needed to run a successful and beautiful studio and building a strong member community.

**Brand Identity:**
We offer you a strong brand identity and culture as reflected in our mission and values.

**Financial Planning:**
We provide you with our step-by-step strategy for financial planning, sustainability, and growth, a proven business model.

**Design and Build:**
- A complete operations manual
- Site selection services
- Interior design services
- Staffing and training
- Comprehensive plan to ensure nothing is missed!

**Robust Marketing Program:**
- Daily In-studio marketing strategy - The Golden Hour
- Monthly marketing strategy and materials - The Playbook
- Brand wide social media, website, and blog
- Your OWN custom place in the brand with web site portal
- Online scheduler and Mobile App
Outreach and Community:
- The Honor Yoga Foundation
- Honor Our Heroes
- Honor Your Teacher
- Honor4peace
- #bealightworker

Branded content:
- Honor Yoga Online videos
- Honor Yoga Blog
- Honor sponsored Social Media Challenges
  * Branded accessories, apparel, and props

Core Support:
- Team of Experts for day-to-day support

Teacher Training and Education
- 200 and 300 hour Teacher Training and certification
- The Honor Yoga Business School
- Core Curriculum in our Core Classes

…..Your Turn
- to meet, greet, and make everyone at home who comes to you for their yoga journey
Honor Yoga offers a full line of branded apparel items, as well as yoga mats and practice props from a variety of preferred eco-friendly vendors. In addition, our retail selection also includes gift items and self-care products that align with our all-natural, chemical-free and eco-friendly standards.
get to know us

Honor Yoga Blog:
Honor Yoga delivers fresh yoga-related content through The Honor Yoga blog. Weekly posts reflect the range of experts and experiences that take place in our studios. The Honor Blog is a platform for community connection across all studios and place to inspire, inform, and educate our yoga community.

Yoga Outdoors: Not just for the beach!

Private Yoga Session: Tailored to your Practice

BeyondAppearances: A closer look at Restorative Yoga

Featured Article: Meet Susan Favalve, owner and manager of Honor Yoga East Brunswick. She converted her studio to an Honor Yoga and successfully doubled her profit in her first year. Learn more about her story.

Featured Video: Meet Shannon Cranmer, owner and manager of Honor Yoga Mansfield. She changed her life when she trusted the process and put her life’s work into opening a healing space in her community. Learn more about her story.

Watch Shannon’s story on our YouTube Channel

Honor Yoga Hamilton
Two studio model
Yelp
Google
Facebook

Honor Yoga Hillsborough
One studio model
Yelp
Google
Facebook

Honor Yoga Princeton
Two studio model
with aerial
Yelp
Google
Facebook
Research for Yourself
See what makes Honor Yoga unique. Review our website, our videos, download our brochure, view our videos and blogs, take virtual studio tours, schedule a call, attend a webinar, and read community reviews.

Connect, Apply, and Get Qualified
Connect with us via the interest form on our site. You will be contacted by Devon Kelly who can answer your questions and Honor Yoga will provide you with an application to get started. You will then get qualified via our third-party partner, who assists with financial qualification and access to financing.

Meet the Franchise Founder
Have a personal call with our founder, Maria Turco and Devon Kelly. This visioning session ensures you understand our values and align with the entire team. The more we get to know each other, the better the partnership will be.

Attend a Discovery Day
Once you have all the information you need, you will visit the beautiful and historical Princeton, New Jersey for a tour of the founding studios. You will also meet the team and have final interviews.

After this step Honor Yoga formally awards franchises to selected attendees.
If bringing yoga to the world is your passion, and you have the leadership skills to manage and own your own studio, we are looking work with you. We are seeking qualified yogipreneurs for new locations throughout the country.

Contact Devon Kelly

Franchise Educator
devon@honoryoga.com
609.759.1229
Thank You

“In a gentle way, you can shake the world.”

www.honoryoga.com
franchise@honoryoga.com

HYFB317