



WINMARK®

THE WINMARK
ADVANTAGE



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WHY FRANCHISING

Franchising has been a pathway to business ownership for thousands of individuals worldwide. As a franchisee, you partner with a franchisor who grants you the rights to use their products and services, trademark and name. In exchange for a franchise fee and ongoing royalties, the franchisor provides you with name recognition, training, marketing, operating systems and support.

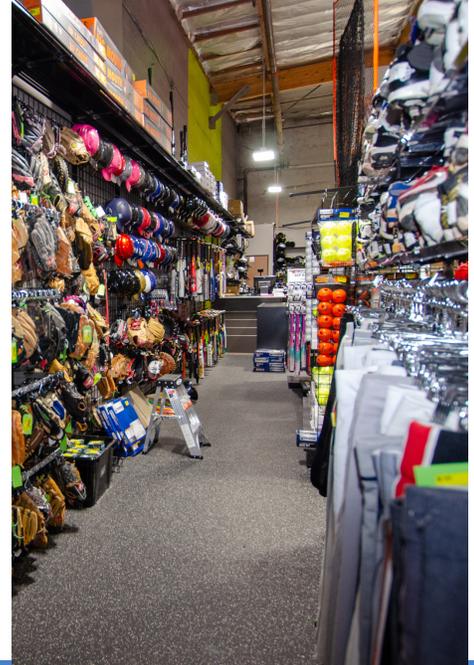
As a result, people from all walks of life can leverage the tools, processes and intellectual property proven to work in multiple markets time and time again to become business owners. The model also enables you to avoid many of the pitfalls of starting a business from scratch. In addition, you're able to tap into a network of like-minded business owners as a franchisee. So, any issues you face, it's likely others have encountered them before and you can lean on them for guidance and support.



13.3 million jobs

The rewards of business ownership through franchising are plentiful. You not only have the opportunity to take control of the trajectory of your future but also impact the lives of countless people within your community. In 2019, franchisees were responsible for creating 13.3 million jobs in the U.S., contributing more than \$787.5 billion to the GDP. As a business owner, you're providing opportunities as an employer in your community by giving people a job, providing pathways to management and boosting the local economy.

Resale is one of the fastest-growing segments of the retail industry. According to the Association of Resale Professionals, resale businesses generate estimated revenues of more than \$17.5 billion annually.[i] Within the resale market, there are a variety of specialty concepts, including music equipment, sporting goods, furniture and apparel.

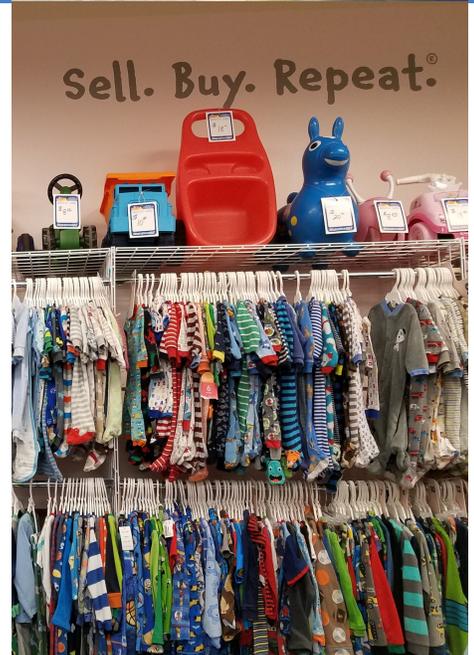


WHY THE RESALE INDUSTRY



The past several years have demonstrated rapid growth for the resale apparel sector, in particular. Research from retail analytics firm GlobalData found the fashion resale market has grown 21 times more rapidly than traditional retail between 2016 and 2019.[ii]

There are numerous reasons for the rapid expansion of the resale segment.



i. <https://www.narts.org/i4a/pages/index.cfm?pageid=3285>

ii. <https://fortune.com/2019/03/19/resale-clothing-economy-growth/>

The Environmental Impact of Resale Businesses

A growing number of consumers are concerned about how their purchasing decisions impact the environment. Instead of disposing of their used goods in landfills or incinerators, more and more people are bringing their items into resale shops. While being kind to the Earth, customers come away feeling the joy of discovering a great deal for high-quality products purchased at a great price.

As a franchisee, you're giving your community the opportunity to recycle their quality used items and avoid causing environmental damage. Resale businesses help reduce landfill waste, prevent overproduction and encourage sustainable living. In 2019, the five resale retail franchises that make up the Winmark family of brands were able to save more than 154 million items from ending up in landfills.[iii] And over \$1 billion of used merchandise was resold.

iii. <https://www.winmarkfranchises.com/documents/Environmental-Impact-of-Resale-2019.pdf>



\$1 Billion
of used merchandise resold

154 million
items recycled

Investing in Your Community

A key distinction between a traditional retail business and a resale franchise is the value offered to consumers. Resale retail stores provide access to high-quality used products at a fraction of the original cost.

When you take into account the mounting expenses that families face, resale retail stores can make a huge difference in making life more affordable – particularly in keeping their kids' wardrobes up-to-date, as well as making sports or music activities more accessible. Resale franchises help families reduce how much they spend on clothing by between **70 and 90 percent of regular retail prices**. Franchises that sell quality used sports and music equipment similarly help families reduce expenses and enable more families to participate in extracurricular activities.

In addition, local small businesses like resale retail franchises support regional economies in various ways – for example, by providing access to jobs, and reinvesting within your community by supporting local organizations through philanthropic initiatives.





WHY WINMARK

THE RESALE COMPANY

Our stores have a bright, fresh look made to ensure a positive shopping experience. Locations establish loyal customers following a consistent stream of new inventory choices each week. Customers quickly become brand fanatics and extremely loyal, either looking for great savings on a product or a place to sell their used items – **recycling 1 billion items in their respective communities over the last 10 years.**

Experience

Winmark Corporation, a publicly held company, was founded in 1988 when it bought the franchising rights for Play It Again Sports® and continued to grow with the acquisition of the franchising rights for Once Upon A Child® in 1993. Winmark® then added Music Go Round® in 1994, Plato's Closet® in 1998 and Style Encore® in 2013.



Breadth

From sports equipment and baby clothes to in-style fashion and music gear, each franchise offers high-quality used merchandise for resale. Winmark focuses on continually growing its best-in-class brands, systems, people and support, so its franchisees can focus on the in-store execution and running a successful business while supporting the needs of their local communities.

Support

Winmark Corporation is committed to its franchisees' success and provides owners extensive classroom and in-store training and support necessary to operate a high-margin retail business in their communities. Support includes business planning, retail site selection assistance, store design and layout, inventory management and planning, proprietary computer systems training and much more.

Growth

With over 1,270 current and coming soon locations and more than \$1 billion in annual sales, Winmark is the recognized leader in the resale industry. Winmark continues growing with more than 1,800 territories in the United States and Canada open for development providing support, solutions and partnerships to small business owners for over 30 years.

GET STARTED

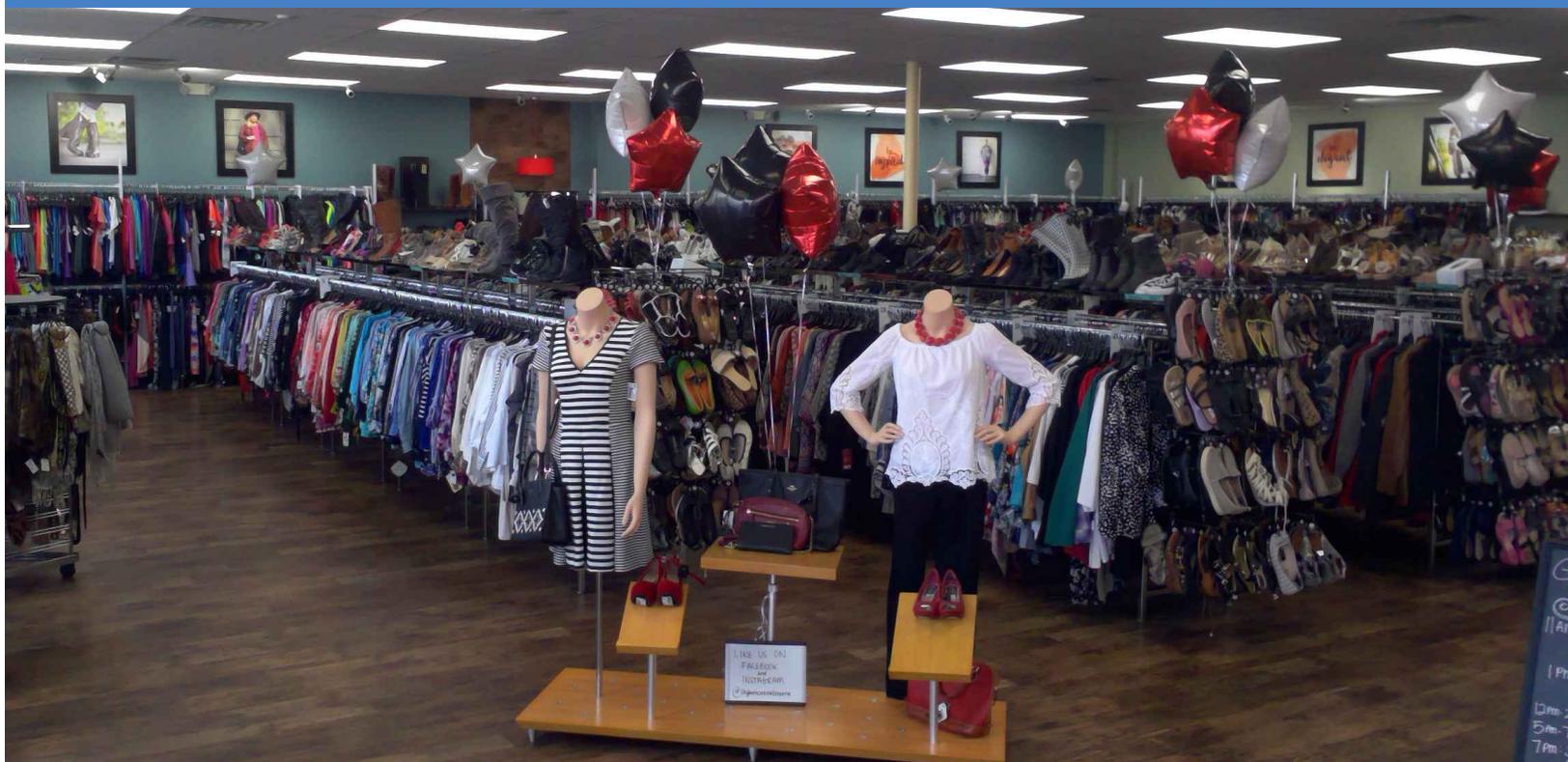
Franchisees within the Winmark family of resale brands come from a wide variety of personal and professional backgrounds, including individuals who have left corporate America, reentered the workforce after caring for children, invested with their families or sought out entrepreneurship after a military career. Whatever your background is, you can be assured your role as a resale franchise owner will enable you to give back to your community while also operating a business rooted in sustainability.

Get started on your path to business ownership by contacting us today!

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