

SCOUT & MOLLY'S® 2 MINUTE DRILL

OUR SCOUT & MOLLY'S FRANCHISE DEVELOPMENT MANAGER:

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GOT QUESTIONS?

CALL OUR CONSULTANT RELATIONS TEAM:

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Send Leads or Territory Checks: ScoutandMollysinfo@rhino7.com

BUSINESS DESCRIPTION

Scout & Molly's is a popular retail destination for fashionable and unique clothing, jewelry, and accessories where women can find distinctive ways of expressing their style.

Each boutique stays true to the original vision to carry fabulous clothes in a warm, welcoming atmosphere and provide outstanding customer service. Whether a customer is searching for that perfect pair of jeans or a dazzling dress for an upcoming event, the Stylists of Scout & Molly's Boutique make the experience enjoyable and productive.

FDD ITEM 19 EARNINGS + COMMISSIONS PAID TO YOU

ITEM 19 YOUR CLIENTS SEE

Top 1/3 boutiques do over

\$950,000+

COMMISSIONS



\$35,000 to
\$76,000

BUSINESS BASICS

Year Founded: 2008

Franchising Since: 2014

Units Open: 22 in 15 states

Minimum Market Size: Available in most markets

Ownership Models: Owner Operator & Manage the Manager

SBA: Yes

Financing: 3rd Party

Royalty: 7%

Brand Development Fund: 1%

Average # of Employees: 1 Sales Manager and 3 to 5 part-time stylists

Location Space: 1,000 – 1,200 square feet of Retail Class A real estate. Typical upscale lifestyle centers with daily use needs tenants and national brand-name retailers.

Industry Overview:

- Clothing Boutiques in the United States is a **\$28 billion** industry with no main dominant player in the industry.
- The boutique fashion industry is expected to create over **1.3 million jobs** globally by 2025
- The market size of the Clothing Boutiques industry **increased 2.7%** in 2023

TERRITORIES

Territories Types available:

- ✓ Single Franchise Boutiques
- ✓ Multi-Unit Franchise Boutiques

Area of Protection (AOP) - Once a lease is obtained in the DMA, that franchisee will be given an Area of Protection to ensure that no other stores will develop within their AOP. Each Scout & Molly's franchisee's boutique(s) will have an AOP that will consist of a circular radius of 3 miles, 6-mile diameter. The franchisee will drive customers to the boutique by marketing in their AOP area.

States Not Sold In or Sold Out: Please check for availability in ALL registration states.



THE IDEAL CANDIDATE EXAMPLES

- Women and men who have experience in corporate America, with transferrable skills of leadership, time management, staffing oversight, etc. They want to move on from the corporate grind to owning their own fun and rewarding business.
- Spouses in a relationship where one partner has the income to cover their household expenses. This allows the other spouse to pursue their passion for fashion with Scout & Molly's.
- Mother & Daughter teams looking to go into business together.

BUSINESS INVESTMENT

TOTAL INVESTMENT:

\$300k - \$388k
for a single boutique

**Minimum
Liquid Capital:**
\$100,000+

**Minimum
Net Worth:**
\$650,000+



HOW TO PRESENT THE BRAND

DESCRIPTION OF BRAND

Scout & Molly's offers unique apparel, jewelry and accessories not commonly found through other channels. Women of all shapes and sizes can find distinctive ways of expressing their own style... and not likely be seen wearing someone else's outfit!

COMPETITIVE ADVANTAGE



No experience necessary in retail or boutique industry. Scout & Molly's training and support team has decades of retailing experience to guide & share.



Small retail footprint of 1,000 sq ft means **lower cost to build-out** and **lower operating costs** ongoing.



Commercial Real Estate **site selection and lease negotiation assistance for Franchisees.**



Construction oversight provided by the very experienced Rhino 7 Construction Project Management Team.



Buying System does the work of curating the depth and breadth of apparel and jewelry purchasing, while store owner makes final selections to customize the offerings to their specific location.



Great potential income - Top 1/3 boutiques do over **\$950,000** annual sales revenue. *(Item 19)*



A mature franchise system with over 20+ locations in 15+ states. Scout & Molly's came out of Covid strong, and is primed to grow into a national system of boutiques.

OWNERSHIP OPTIONS

OWNER OPERATOR

Franchisee will run the day-to-day operations of the business. This includes marketing, hiring and managing employees, and setting and achieving goals.

MANAGE THE MANAGER

Hire a manager, Corporate helps train the owner and the manager, who oversees the day-to-day tasks and oversees the company. Franchisee oversees the manager and is trained to manage the manager.



CULTURE, MISSION, AND VISION

At Scout and Molly's Boutique, we believe that beauty comes in all shapes, sizes, and styles. Our mission is to empower you to embrace your uniqueness and radiate confidence through our exquisite, chic, and complementary clothing. We're not just a clothing store – we're your partners in curating a wardrobe that truly reflects your personality and helps you feel your absolute best.

These intimate boutiques offer a carefully curated line of the latest sought-after and on-trend fashions. Scout & Molly's has locations nationwide, with a recommended core of brands & styles, with some items reflecting the region and tastes of the local market.

Average customer is a 30–65-year-old female who enjoys a relaxed shopping experience in a beautiful boutique among a carefully curated selection of the latest trends in women's clothing, jewelry, handbags, and other accessories.



SALES PROCESS

We have a multi-step sales process covering every aspect of the business. The FDD is released early in the process, we have good validation, and we do in-person MTTD for our candidates. Here are the sales stages (developed by Rhino7) for your candidates:

1. Introduction call on the business model of Scout & Molly's
2. In depth calls are held from content in our Education Portals on the following topics:
 - Real estate, site selection, and protected territory
 - Marketing systems
 - Technology & point of sales systems
 - Staffing & training
 - FDD review and Q&A
3. Confirmation Day - In Person in Philadelphia, PA with store tour
4. Decision Day Call
5. Execution of franchise agreements
6. Pay the consultant



SCOUT & MOLLY'S[®]
BOUTIQUE