

EST. 1961  
PEARLE  VISION™

Is Pearle Vision  
the right franchise  
for you?



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FRANCHISE  
SUMMARY



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*This is not intended as an offer to sell or the solicitation of an offer to buy a franchise. Within the U.S.A. and Canada, we offer franchises solely by means of our Franchise Disclosure Document. Certain states in the U.S.A., provinces in Canada, and other countries have laws governing the offer and sale of franchises. If you are a resident of one of these states/provinces, we will not offer you a franchise unless and until we have complied with applicable legal requirements in your state. This information about our franchise opportunity is intended solely for residents of the United States and Canada.*

# Do you have a place with Pearle Vision?

## WHO WE ARE LOOKING FOR

Are you curious about Pearle Vision and whether it might be a good fit for your next career move?

Pearle Vision is an iconic brand with nearly 550 EyeCare Centers across the United States, Canada and Puerto Rico. Founded in 1961 by Dr. Stanley Pearle, the company has been offering franchises since 1981. True to Dr. Pearle's commitment to a convenient, holistic eye care experience, Pearle Vision's mission is to provide more patients and communities with genuine eye care by affiliating with optometrists, opticians and investors who share our passion.



## Who are Pearle Vision franchise owners?

You probably know that Pearle Vision is a highly rated healthcare franchise, but you may not know that you do not need a medical background to become a franchise owner. Our franchise owners (we call them licensed owners) come from all walks of life and with many different backgrounds. We believe all of them have the potential to be successful using Pearle Vision's proven business model and turnkey systems.

**Do you have a place at Pearle Vision?** The answer may be "yes," especially if you fall into one of these categories:

**INVESTORS**

**OPTICIANS**

**OPTOMETRISTS**

**OPHTHALMOLOGISTS**



## INVESTORS



**Are you an investor seeking a healthcare franchise brand?** Pearle Vision is a premium optical retail brand that provides the systems and processes you need to help maintain strong margins and increase sales volume. Our operating model, **eyecon**, connects your point-of-sale system to customer/patient records; insurance and billing support; and inventory management. That can save you time and paperwork, and it can make your business easy to scale. Do not worry about learning the ins and outs of the optical industry; we can teach you what you need to know to run your business.



## INVESTORS



*"I have been extremely successful over the 28 years—through a lot of changes. In the last five years, Pearle Vision has rolled out a lot of programs that provide a framework that has made it easier for a person starting out. A lot of the decisions have been made, so you can concentrate on running your business and delivering the experience. It is a fantastic opportunity."*

**Jennifer Sullivan**  
*Licensed Owner of two  
Pearle Vision EyeCare  
Centers in Chicago,  
Illinois*

**The optical industry generated revenues of more than \$36 billion in the U.S. in 2020**, according to The Vision Council. The industry is not only sustainable but also likely to grow: As the population ages, the demand for vision care should increase because the older people are, the more likely they are to need glasses. The U.S. Census Bureau estimates that there will be 73 million Americans aged 65 or older by 2030, and 85.6 million, by 2050.



Savvy investors recognize the value of Pearle Vision's established supply chain and its consumer marketing program. As part of Luxottica, Pearle Vision provides our franchise owners access to some of the industry's most fashionable and popular eyewear brands, including Ray-Ban, Persol and Oakley. And with nearly 550 retail locations spanning North America, Pearle Vision wields strong buying power and leverage to help negotiate discounts from vendors.

**Our \$35 million consumer marketing program** includes television advertising, local events, social media strategy and comprehensive local marketing tools that work together to attract customers to their neighborhood EyeCare Centers. This consistent, national marketing effort is designed to communicate your message to customers whenever you cannot, so that you are always top of mind when customers think of eye care.

## OPTICIANS



*"I was looking for the opportunity to own my own optical store and found Pearle Vision. Pearle Vision's franchise model got me excited. More than anything, I wanted to have something on my own, and I can do that with Pearle."*

**Amir Essani**

*Optician and Licensed Owner of Pearle Vision EyeCare Centers in Schaumburg and Vernon Hills, Illinois*

Learn more about **our franchise fee and startup costs** beginning on **page 9**.

**Are you an optician who is interested in owning your own business?** You already understand the optical industry and have invested time and money into learning the skills necessary to the retail side of the Pearle Vision business model.

Pearle Vision was founded on the idea of offering eye care and a retail operation under one roof. As an optician, you already know what is necessary to run the retail side, and Pearle Vision's turnkey, back-end systems will help equip you to successfully navigate insurance and billing. In some states,<sup>1</sup> you might be able to hire an optometrist to see patients at your EyeCare Center; in other states, you would lease the space to a doctor.



Both scenarios are compatible with the Pearle Vision business model, although the average revenue differs; **see pages 10 and 11** for a detailed breakdown.

<sup>1</sup> At the time of publication, owners are allowed to employ optometrists in Illinois, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Mexico, New York, Pennsylvania, Puerto Rico, South Carolina, Utah, Vermont, Wisconsin, Washington, D.C., and Wyoming. (We advise that you verify all state laws regarding the optical industry.)

## OPTOMETRISTS OPHTHALMOLOGISTS



*"Pearle gives us access to things that we would never have had on our own. Insurance panels, vendor discounts, items that as an independent, we would never have had access to. We're trained as optometrists. We don't have much business training at school and Pearle Vision provides that for us. Pearle helps us meld our eye care expertise together with business know-how."*

**Ketan Sheladia**  
OD, and Licensed Owner of four EyeCare Centers in Chicago, Illinois

Learn more about how much you can make as an **optometrist or ophthalmologist owner** on **page 12**.

**Whether you are just graduating from optometry school or you have an established independent practice**, there are many benefits to joining Pearle Vision as a franchise owner. As the owner of an EyeCare Center, your practice would operate independently of the retail operation, and you will not be asked to pay royalties on the revenue generated by patients' eye exams or eye care.



As a Pearle Vision franchise owner, you remain an independent operator but with more time to spend with patients thanks to an established supply chain and backend systems. Your business can benefit from competitive pricing on equipment and eyewear, a \$35 million consumer marketing program and strong brand recognition and reputation.

**Pearle Vision's Ignite Program** was developed to provide an alternative to consolidation in the eye care industry. Optometrists and ophthalmologists who own an independent practice and are interested in strengthening their business by streamlining processes and obtaining more support services and marketing expertise, but who are not interested in selling to private equity or regional groups, may find Ignite to be a great option to convert their practice to a Pearle Vision franchise location. Royalties are not charged on revenue generated by eye exams or eye care.

Pearle Vision was founded by a doctor and remains committed to putting patients first. That commitment resonates with consumers, who have rated Pearle Vision the top optical brand for doctor quality perception.\*

\* According to a Millward Brown December 2017 Optical Retail Tracker.



## GETTING STARTED

### SUMMARY OF COST AND FEES\*\*

Liquid Capital Requirement:  
**\$100,000**

Net Worth Required:  
**\$300,000**

Franchise Fee:  
**\$30,000**

Total Investment:  
**\$416,647 - \$650,089**

To qualify to become a Pearle Vision licensed owner, you would need a minimum of \$100,000 in liquid capital and a net worth of \$300,000. If you meet that threshold and have a good credit rating, our franchise recruiting team can help you identify financing options.

Startup costs for a new Pearle Vision EyeCare Center range from \$416,647 to \$650,089, including the \$30,000 franchise fee. Here's a full breakdown of startup costs from our 2021 Franchise Disclosure Document:

### ESTIMATED STARTUP COST AND FEES\*\*

TYPE	LOW	HIGH	DUE DATE
Initial Franchise Fees			
<b>New Licensed Owner</b>	\$30,000	\$30,000	Upon signing License Agreement
<b>Existing Licensed Owner</b>	20,000	20,000	Upon signing License Agreement
Real Estate	14,560	20,555	As billed
Construction	130,000	200,000	As billed
A&E Fees	16,300	16,300	As billed
Equipment	12,892	17,515	As billed
Signage, Fixtures, Furniture and Décor	93,200	117,200	As billed or signing License Agreement
Inventory	40,000	84,000	As billed or signing License Agreement
Point of Sale and Computer System	11,395	23,519	As billed
Grand Opening Advertising	15,000	15,000	As billed
Training Expenses	—	2,000	Prior to attendance
Security Deposits	1,300	15,000	As billed
Insurance	7,000	9,000	As billed
Additional Funds	45,000	100,000	As needed

### TOTALS FOR NEW STORES

<b>New Licensed Owner</b>	<b>\$416,647</b>	<b>\$650,089</b>
<b>Existing Licensed Owner</b>	<b>406,647</b>	<b>640,089</b>

\*\*Monetary amounts are in U.S. dollars.

## HOW MUCH CAN YOU MAKE IF YOU EMPLOY AN OPTOMETRIST?

Here is an overview of revenue generated by EyeCare Centers owned by an investor or optician who employs an optometrist. This data is included in Item 19 of our 2021 Franchise Disclosure Document.

STORE ECONOMICS FY 2020	1st Quartile of Employed Centers		Average for All Reporting Employed Centers	
Net Retail Revenue	\$1,484	79%	\$824	80%
Net Exam Revenue	392	21%	206	20%
<b>Net Total Revenue</b>	<b>1,876</b>	<b>100%</b>	<b>1,030</b>	<b>100%</b>
Cost of Goods Sold	535	29%	294	29%
<b>Gross Margin</b>	<b>1,340</b>	<b>71%</b>	<b>736</b>	<b>71%</b>
Dispensing Margin (% of Net Retail Revenue)		64%		64%
Payroll	676	36%	374	36%
Occupancy	152	8%	116	11%
Royalty & Advertising	219	12%	121	12%
Other Expenses	129	7%	89	9%
<b>Operating Income</b>	<b>164</b>	<b>9%</b>	<b>36</b>	<b>3%</b>
Officer Comp	64	3%	35	3%
<b>Owner Income</b>	<b>228</b>	<b>12%</b>	<b>71</b>	<b>7%</b>
Unit Count	19		77	

Depending on the state in which you do business, opticians and investors may be allowed to employ optometrists or lease space to them instead.<sup>1</sup> **Either scenario is compatible with Pearle Vision's business model.** We believe the optometrist should be independent and focused on patient care regardless of whether they are the owners, employees or tenants who share space in an EyeCare Center.

Although Pearle Vision assists franchise owners in many aspects of the operation, Pearle Vision EyeCare Center earnings are ultimately determined by the skills of the franchisee, who oversees customer service, cost control and local marketing at their location.

<sup>1</sup> At the time of publication, owners are allowed to employ optometrists in Illinois, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Mexico, New York, Pennsylvania, Puerto Rico, South Carolina, Utah, Vermont, Wisconsin, Washington, D.C., and Wyoming. (We advise that you verify all state laws regarding the optical industry.)

\*Monetary amounts are given in thousands.  
 \*\*Monetary amounts are in U.S. dollars.  
 \*\*\*The information for each quartile represents the average for the category. "First quartile" means the highest 25% of respondents in a given metric.

## HOW MUCH CAN YOU MAKE IF YOU SUBLEASE SPACE TO AN OPTOMETRIST?

Here is an overview of revenue generated by EyeCare Centers owned by an investor or optician with space subleased to an optometrist. This data is included in Item 19 of our 2021 Franchise Disclosure Document.

<b>STORE ECONOMICS FY 2020</b>	1st Quartile of Non-OD Owned Centers		Average for All Reporting Non-OD Owned Centers	
Net Retail Revenue	\$1,309	100%	\$762	100%
Net Exam Revenue	0	0%	2	0%
<b>Net Total Revenue</b>	<b>1,309</b>	<b>100%</b>	<b>764</b>	<b>100%</b>
Cost of Goods Sold	455	35%	263	34%
<b>Gross Margin</b>	<b>854</b>	<b>65%</b>	<b>501</b>	<b>66%</b>
Dispensing Margin (% of Net Retail Revenue)		65%		66%
Payroll	320	24%	190	25%
Occupancy	104	8%	90	12%
Royalty & Advertising	193	15%	111	15%
Other Expenses	95	7%	74	10%
<b>Operating Income</b>	<b>142</b>	<b>11%</b>	<b>36</b>	<b>5%</b>
Officer Comp	52	4%	25	3%
<b>Owner Income</b>	<b>194</b>	<b>15%</b>	<b>61</b>	<b>8%</b>
Unit Count	25		101	

Depending on the state in which you do business, opticians and investors may not be allowed to employ optometrists; they must lease space to them instead.<sup>1</sup>

**Subleasing space is compatible with Pearle Vision's business model.** We believe the optometrist should be independent and focused on patient care regardless of whether they are the owners, employees or tenants who share space in an EyeCare Center.

Although Pearle Vision assists franchise owners in many aspects of the operation, Pearle Vision EyeCare Center earnings are ultimately determined by the skills of the franchisee, who oversees customer service, cost control and local marketing at their location.

<sup>1</sup> At the time of publication, owners are allowed to employ optometrists in Illinois, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Mexico, New York, Pennsylvania, Puerto Rico, South Carolina, Utah, Vermont, Wisconsin, Washington, D.C., and Wyoming. (We advise that you verify all state laws regarding the optical industry.)

\*Monetary amounts are given in thousands.

\*\*Monetary amounts are in U.S. dollars.

\*\*\*The information for each quartile represents the average for the category. "First quartile" means the highest 25% of respondents in a given metric.

## HOW MUCH CAN YOU MAKE IF YOU ARE AN OPTOMETRIST OR OPHTHALMOLOGIST?

Here is an overview of the financial performance of EyeCare Centers owned by an optometrist. This data is included in Item 19 of our 2021 Franchise Disclosure Document.

<b>STORE ECONOMICS FY 2020</b>	1st Quartile of OD Owned Centers		Average for All Reporting OD Owned Centers	
Net Retail Revenue	\$1,349	77%	\$782	77%
Net Exam Revenue	398	23%	230	23%
<b>Net Total Revenue</b>	<b>1,747</b>	<b>100%</b>	<b>1,011</b>	<b>100%</b>
Cost of Goods Sold	506	29%	289	29%
<b>Gross Margin</b>	<b>1,241</b>	<b>71%</b>	<b>723</b>	<b>71%</b>
Dispensing Margin (% of Net Retail Revenue)		63%		63%
Payroll	600	34%	352	35%
Occupancy	114	7%	93	9%
Royalty & Advertising	198	11%	114	11%
Other Expenses	152	9%	96	9%
<b>Operating Income</b>	<b>178</b>	<b>10%</b>	<b>67</b>	<b>7%</b>
Officer Comp	90	5%	62	6%
<b>Owner Income</b>	<b>268</b>	<b>15%</b>	<b>129</b>	<b>13%</b>
Unit Count	29		116	

An optometrist who owns a Pearle Vision franchise runs their own practice and determines the hours they see patients. Keep in mind that Pearle Vision does not charge royalties on the exam side of the business. Royalties are paid only on the revenue generated by the retail operation.

Although Pearle Vision assists franchise owners in many aspects of the operation, Pearle Vision EyeCare Center earnings are ultimately determined by the skills of the franchisee, who oversees customer service, cost control and local marketing at their location.

\*Monetary amounts are given in thousands.

\*\*Monetary amounts are in U.S. dollars.

\*\*\*The information for each quartile represents the average for the category. "First quartile" means the highest 25% of respondents in a given metric.

## SCALABLE BUSINESS MODEL



*"My career with Pearle Vision has been incredibly satisfying – not only because we have been able to scale the business so successfully and quickly, but also because we are able to help people see clearly. How can you put a value on that? The only limit to what we can accomplish with Pearle Vision is finding enough business leaders to manage all the stores we open."*

**Bill Noble**

*founder of West Point Optical Group, which owns and operates 60 Pearle Vision EyeCare Centers*

Pearle Vision's operating model is designed to help simplify the management of an optical store – or many stores. Pearle Vision's back-end support systems, such as those used for inventory, insurance and claims processing, billing and payment services, streamline operations and help make it possible for owners to manage multiple locations more efficiently.

As an incentive for multi-unit ownership, Pearle Vision offers area development agreements to franchise owners who commit to opening multiple locations in available markets. Owners who sign area development agreements receive exclusive territorial rights in those markets. They are able to move quickly thanks to Pearle Vision's full-service real estate support, which facilitates site selection, market development, store design, construction and turnkey project management.

### WITH PEARLE VISION, YOU WILL ENJOY



An established and well-respected brand supported by national consumer marketing



A turnkey plan



Revenue and growth potential in the sustainable healthcare industry



An established supply chain with access to some of the industry's most fashionable and popular eyewear brands

Pearle Vision's franchise owners are independent business owners backed by the power of a national brand. With extensive training and established operating systems available, our franchise owners are provided the tools needed to help build a thriving franchise optical business.

**Intrigued? Do you want to learn more?**

**See page 14 to learn what comes next.**

## NEXT STEPS: WHAT TO EXPECT WHEN YOU REACH OUT TO PEARLE VISION'S FRANCHISING TEAM.

Pearle Vision is looking for entrepreneurs who are dedicated to building a strong business that provides genuine eye care. Our aim is to help interested candidates evaluate whether our opportunity fits their needs and goals and to expand our presence by recruiting doctors, opticians and investors who understand what it takes to run a strong Pearle Vision business and who have the energy, personality and resources to thrive within our brand.

### HERE IS AN OVERVIEW OF OUR RECRUITMENT PROCESS:



**STEP 1: REQUEST INFORMATION** You have already taken the first step by downloading this executive summary.



**STEP 2: START THE CONVERSATION** A Director of Development and Licensing Sales (DDLS) will contact you to answer any of your initial questions and to understand your interest in pursuing the establishment of your own Pearle Vision EyeCare Center.



**STEP 3: DISCOVERY CONVERSATIONS** You will have a series of meetings or webinars with your DDLS to learn about Pearle Vision, including its history, operating model and the benefits of becoming a licensed owner. During these conversations, you will receive our Franchise Disclosure Document (FDD) and be asked to complete our confidential application and financial profile.



**STEP 4: DUE DILIGENCE** Following your review of our Franchise Disclosure Document and the submission of your confidential application, you will have the opportunity to meet with your DDLS to learn more about becoming a Pearle Vision licensed owner. You also will have the opportunity to speak with current licensed owners, select a location for your EyeCare Center and prepare your business plan.



**STEP 5: AWARDING THE LICENSE AGREEMENT** If you are a good fit, we will award you a territory and provide you with the license agreement. You will secure financing for your EyeCare Center.



**STEP 6: CONSTRUCTION AND TRAINING** We have a full-service store design that provides turnkey project management from architectural design through construction. While the contractors prepare your EyeCare Center to open, our extensive learning solutions are available to you to prepare you to run your EyeCare Center.



**STEP 7: OPENING YOUR EYECARE CENTER** The Pearle Vision Development Team and Field Team will work hand in hand with you to set up your EyeCare Center and prepare you for your first day of business. We are there to help every step of the way.

— EST. 1961 —  
**PEARLE OOVISION™**



**EXECUTIVE FRANCHISE SUMMARY**  
APRIL 2021