



BECOME A MEMBER OF A  
**GROWING, AWARD-WINNING**  
**EYECARE FRANCHISE**

— EST. 1961 —  
**PEARLE OOVISION™**

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# Welcome to Pearle Vision!

We're thrilled you're interested in joining our eye care and eyewear franchise. The strength of our brand is all made possible thanks to ambitious, passionate franchisees who share our vision to bring quality eyecare and eyewear to their communities.

**Learn more about Pearle Vision and how we can help you find the success you've been looking for.**

WELCOME TO PEARLE VISION

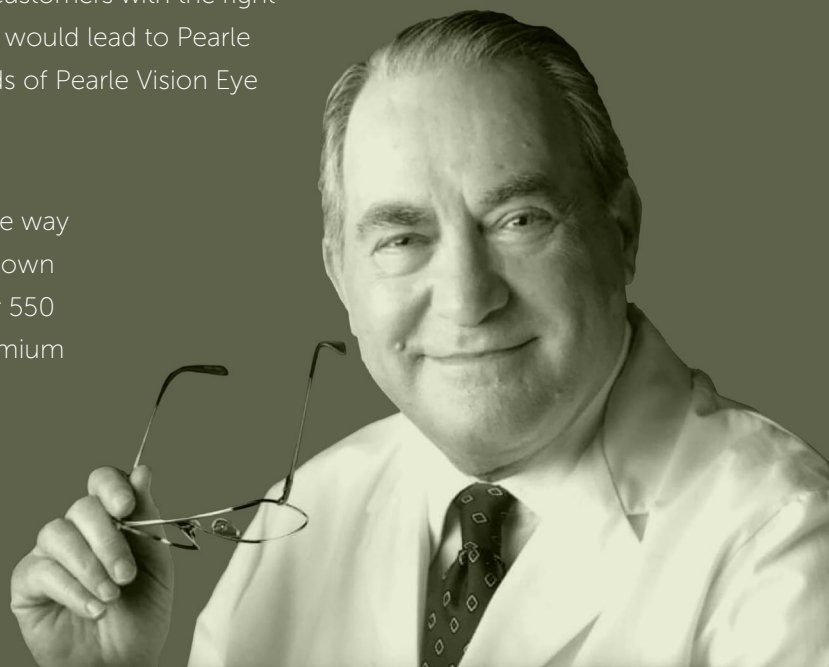


## OUR STORY

**Pearle Vision began in 1961**, in Savannah, Ga., where Dr. Stanley Pearle opened his first practice. Dr. Pearle wanted to provide comprehensive care for his patients, and so he created a practice that not only provided a full eye exam for patients, but also a selection of frames and lenses to provide his customers with the right eyewear for their needs. His innovative business model would lead to Pearle Vision growing through the 60's and 70's, with hundreds of Pearle Vision Eye Care Centers across the U.S.

**In 1981, Pearle Vision became a franchise**, opening the way for optometrists, opticians, and investors to start their own practices. Today, Pearle Vision is still growing, with over 550 locations throughout the U.S. and Canada bringing premium eyecare to communities across North America.

LEARN MORE



# Pearle Vision's Business Model Works for New and Experienced Professionals

Whether you're a recent graduate of business or optometry school, a first-time business owner, or you've been running your own practice or business for years, we have an exciting opportunity for you. Interested entrepreneurs can **establish a new practice** or **convert their existing practice** to the Pearle Vision brand.

Whichever route you choose, we provide all our franchisees, both optometrists and business professionals, with multiple benefits:



AWARD-WINNING  
BRAND REPUTATION  
AND RECOGNITION



ADVANTAGEOUS PRICING  
OF FRAME PURCHASES AND  
OPTOMETRY EQUIPMENT



DEDICATED BUSINESS  
CONSULTANTS



FRANCHISEE CONTROL OF  
PATIENT SCHEDULING



LOCATION SELECTION  
ASSISTANCE



RELIABLE SUPPLY CHAIN WITH  
AUTOMATED REPLENISHMENT



CONSUMER MARKETING  
PROGRAM



TURNKEY BUSINESS MODEL

FIND OUT MORE ABOUT OUR MODEL





## Join a Multi-Billion Dollar Industry

We understand that as a professional and a business investor, you need to know the profit potential of any investment opportunity. Rest assured that your investment in a Pearle Vision practice is one with strong potential. For those new to the optical industry, you're joining a market with a value of about **\$65.6 billion\*** with **44,850 brick-and-mortar locations** spread out across the entire U.S., offering a good deal of open territory\*.

Additionally, **93 percent** of U.S. adults regularly wear some form of eye wear, and annual eye exams for younger generations were increasing, creating a substantial customer base. And we at Pearle Vision want to help you get your share of that market and those customers.

[BROWSE OUR FRANCHISE OPPORTUNITIES](#)

\*Figures provided by The Vision Council's Market InSights 2023 report.

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## Get a Clear Look at Our Financial Info



**\$1,281,000\***

AVERAGE UNIT VOLUME (AUV)



**\$914,000 (71.4%)**

AVERAGE GROSS PROFIT MARGIN



**15.8%**

EARNINGS BEFORE INTEREST, TAXES,  
AND AMORTIZATION (EBITDA)

FIND THE ANSWERS TO OTHER COMMON QUESTIONS





# Expenses and Fees

We want our franchisees to be **confident and comfortable** with their decision to join our brand. The best kind of business decision is an informed decision; here are some of the fees and expenses you can expect when joining and operating with Pearle Vision.\*\*

	NEW PRACTICE	CONVERTED PRACTICE
<b>Total Initial Investment</b>	\$679,760 - \$1,268,624	\$60,933 - \$618,686
<b>Initial Franchise Fee</b>	\$30,000	\$30,000
<b>Monthly Royalties</b>	7% monthly gross revenue	7% monthly gross revenue from incremental sales
<b>Monthly Advertising Fee</b>	8% monthly gross revenue	8% monthly gross revenue

\*\*Figures provided by Pearle Vision 2024 franchise disclosure document.

[LEARN MORE ABOUT OUR FRANCHISING COSTS](#)





## Pearle Vision Philosophy

At Pearle Vision, we stand by our slogan, **"Nobody cares for eyes more than Pearle."** We're looking for franchisees both with and without medical experience that share our belief in providing full, comprehensive care for all their patients' eyecare and eyewear needs. We're dedicated to helping our franchisees from all walks of life – providing you with turnkey systems, support, and operational guidelines to help your practice run as smoothly as possible, enabling you to focus on patient care and eyewear customer satisfaction.

We also believe that eye health is important to everyone's quality of life, and that everyone deserves to have their eyecare needs met. That's why we partnered in 2019 with global vision care nonprofit **OneSight** to help those without eyecare to get the treatment they need.

[LEARN MORE ABOUT OUR PHILANTHROPY EFFORTS](#)



# At Pearle Vision, We Provide You with a Clear Path to Franchise Ownership

## STEPS TO OPENING A PEARLE VISION PRACTICE

- 1** FILL OUT AND SUBMIT A FRANCHISING FORM, FOLLOWED BY AN INITIAL Q&A SESSION. 
- 2** ATTEND A SERIES OF MEETINGS AND/OR WEBINARS TO LEARN MORE ABOUT PEARLE VISION. 
- 3** PERFORM FRANCHISEE DUE DILIGENCE, MEETING WITH PEARLE VISION REPRESENTATIVES AND SPEAKING WITH EXISTING FRANCHISEES. 
- 4** SUBMIT A BUSINESS PLAN FOR REVIEW, AFTER WHICH YOU WILL RECEIVE A FRANCHISE AGREEMENT UPON APPROVAL. 
- 5** BEGIN CONSTRUCTION OF YOUR LOCATION AND BEGIN YOUR FRANCHISEE TRAINING. 
- 6** OPEN YOUR PRACTICE. 

[GET MORE DETAILS ON OUR ONBOARDING PROCESS](#)



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# SUCCESS IS CLEARLY VISIBLE WITH A PEARLE VISION FRANCHISE

The optical industry has **great growth potential** for new and existing businesses. Eye health is an important part of people's lives, and our brand helps you serve your patients' needs, from evaluating their eye health, to diagnosing eye conditions and determining treatment, to selecting and providing them with name-brand, top-quality eyewear. Since our beginning in 1961 we've strived to make our name synonymous with comprehensive, effective eyecare.

We want franchisees like you to join us as we expand our market footprint and provide more patients with better eyesight. **Don't miss your opportunity to become a part of Pearle Vision's franchising family!**



PEARLE  
EST.  1961  
VISION<sup>SM</sup>

GET STARTED

800-PEARLE-1 | [OWNAPEARLEVISION.COM](http://OWNAPEARLEVISION.COM)