

# **The Buffett Way Financial Coaching**

## **GET INVESTED. STAY INVESTED.**

Welcome to **The Buffett Way Financial Coaching**. This is your business. Trustworthiness, Honesty, and Integrity are the pillars of **The Buffett Way Financial Coaching**. Without these traits your I.Q., education, experience, looks, ethnicity, race, religious beliefs, and values do not matter. “We will not lie, cheat, steal, or tolerate those who do.” at **The Buffett Way Financial Coaching**.

### **Franchise Disclosure Document**

1. ***The Franchisor and any patents, predecessors, and affiliates.*** The Franchisor is **The Buffett Way Financial Coaching**. **The Buffett Way Financial Coaching** was founded by Jason R. Clark on November 20, 2023. Jason R. Clark is a **WEST POINT graduate** class of 1992, has 38+ years studying Warren E. Buffett and Berkshire Hathaway, and is considered **America’s #1 Expert on The Buffett Way of Investing**.
2. ***Identity and Business Experience of Key Persons.*** Jason Ray Clark, Founder. LinkedIn: Jason Clark, Expert on The Buffett Way, **WEST POINT graduate**. Jason R. Clark owns 100% of the equity in **The Buffett Way Financial Coaching**. It is the intention of our founder and board of advisors that equity and profit sharing is awarded exclusively to individuals who work for **The Buffett Way Financial Coaching**. **The Buffett Way Financial Coaching** is an employee owned & operated firm.
3. ***Litigation History.*** No litigation history exists for **The Buffett Way Financial Coaching**.
4. ***Bankruptcy.*** No bankruptcies of any kind exist for **The Buffett Way Financial Coaching**.
5. ***Initial Franchise Fees.***

## The Buffett Way Financial Coaching

### Initial Franchise Fees

#### Tier 1

WY, VT, AK, ND, SD, DE, MT, RI, NH, ME, HI, ID, WV, NE, NM.

**\$100,000 X 15 = \$1,500,000**

#### Tier 2

CO, NV, KS, UT, AR, MS, IA, CT, OK, OR, KY, LA, SC, AL, MN, WI, MD, MO, TN, IN, AZ, MA, WA, VA, NJ, MI, NC, GA.

**\$200,000 X 28 = \$5,600,000**

#### Tier 3

TX, FL, OH, PA, IL.

**\$1,000,000 X 5 = \$5,000,000**

#### Tier 4

CA, NY, CANADA, MEXICO.

**\$2,000,000 X 4 = \$8,000,000**

**TOTAL = \$20,100,000**

6. ***Other Fees and Expenses.*** No other operational costs are owed to the franchisor. The franchisee is responsible for the costs and expenses of day-to-day operations of their business to include any lease agreements signed by the franchisee. **The Buffett Way Financial Coaching**/franchisor will not assume or be liable for any lease agreement signed by the franchisee.
7. ***Franchisees Estimated Initial Investment.*** None other than the above initial franchise fee.
8. ***Restrictions on Sources of Products and Services.*** All Products and Services offered must be approved by the **The Buffett Way Financial Coaching**/franchisor. **The Buffett Way Financial Coaching**/franchisor will have 100% authority over the stock recommendations offered to clients exclusively from **The Buffett Way Newsletter**. No exceptions or exemptions of any kind will be granted.

**9. *Obligations of the Franchisee.***

- 1) The franchisee is obligated to follow all laws and applicable regulations of the securities industry.
- 2) The franchisee is obligated to follow the **The Buffett Way Financial Coaching** honor code – “We will not lie cheat or steal, **nor tolerate those who do.**”
- 3) The franchisee will not be permitted to recommend any investment or insurance products and/or manage any client portfolios.
- 4) The franchisee is obligated to exclusively use the **The Buffett Way** stock recommendations published in **The Buffett Way Newsletter.**
- 5) The franchisee will never recommend or purchase any penny stocks, bonds, real estate, currencies, crypto currencies, or commodities.

10. ***Financing Arrangements.*** RIA/franchisee must obtain their own financing if needed.

**11. *Obligations of the Franchisor/The Buffett Way Financial Coaching:***

- 1) **100% Payout.**
- 2) Industry leading stock selection method based on **The Buffett Way.**
- 3) Stock recommendations published exclusively in **The Buffett Way Newsletter.**
- 4) All marketing and advertising materials as needed.
- 5) Celebrity endorsements for your franchise territory.
- 6) Career Advancement.
- 7) The only financial services franchise opportunity in America.

\*Equity participation, profit sharing, revenue splits, commission splits, franchise fees, territory sizes, and all other applicable metrics are subject to change for any reason at any time at the sole discretion of the Franchisor, **The Buffett Way Financial Coaching.**

12. ***Territory.*** Territories are organized by State/Population in each State.

# The Buffett Way Financial Coaching

## Franchise Territories

### Tier 1

WY, VT, AK, ND, SD, DE, MT, RI, NH, ME, HI, ID, WV, NE, NM.  
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### Tier 2

CO, NV, KS, UT, AR, MS, IA, CT, OK, OR, KY, LA, SC, AL, MN,  
WI, MD, MO, TN, IN, AZ, MA, WA, VA, NJ, MI, NC, GA.  
**\$200,000 X 28 = \$5,600,000**

### Tier 3

TX, FL, OH, PA, IL.  
**\$1,000,000 X 5 = \$5,000,000**

### Tier 4

CA, NY, CANADA, MEXICO.  
**\$2,000,000 X 4 = \$8,000,000**

**TOTAL = \$20,100,000**

13. **Trademarks.** Jason R. Clark currently owns the trademark which he invented “Get Invested. Stay Invested”, as well as “**The Buffett Way**”. Any saying marks or trademarks developed by franchisees and used by either the franchisee or franchisor/**The Buffett Way Financial Coaching** are the sole property of the franchisor/**The Buffett Way Financial Coaching**.
14. **Patents, Copyrights, and Proprietary Information.** **The Buffett Way Financial Coaching** has no current patents or copyrights. **The Buffett Way Financial Coaching** franchisor proprietary information includes any models, theories, philosophies, formulas, or strategies pertaining to our decision-making process.
15. **Obligation of the Franchisee to Participate in the Actual Operation of the Franchise Business.** 100% participation is required.

16. ***Restrictions on Goods and Services Offered by the Franchisee.*** No franchisee will offer any investment advice, investment products, or insurance products. No franchisee will ever recommend or purchase for themselves or any clients/customers any penny stocks. Margin accounts are not permitted by anyone. Shorting stocks is not permitted by anyone. Franchisees will not recommend bonds, real estate, currencies, crypto, or commodities to any clients/customers.
17. ***Renewal, Termination, Repurchase, Modification and/or Transfer of the Franchise Agreement, and Dispute Resolution.*** Renewals are automatic if franchisees are in good standing with no additional costs or penalties. Franchisees can terminate their contract at any time without regard to explanation. Repurchases, Modifications, or Transfers of the franchise agreement can be made upon the approval of **The Buffett Way Financial Coaching** /the franchisor. Dispute Resolution – no lawsuits of any kind will be filed, no lawyers will be involved in any capacity, no mediators/arbitrators or mediation/arbitration will be involved in any dispute resolution.
18. ***Public Figures.*** Our Founder and CEO, Jason R. Clark, is a two-time Candidate for Governor of Colorado (2010 and 2014). Many other public figures mostly professional athletes and movie stars will be involved in the **The Buffett Way Financial Coaching** franchise system.
19. ***Competition and comparative franchise models.*** Charles Schwab is the only other financial services franchise in the US. Schwab offers a completely different franchise model v. **The Buffett Way Financial Coaching** model. That said, for comparative purposes, Charles Schwab is the closest competitor to **The Buffett Way Financial Coaching**. Charles Schwab franchise offices are responsible for all hiring, expenses, and costs associated with running an office. This is the same as with **The Buffett Way Financial Coaching** franchise model. That is where the similarities end. Bottom line up front, Schwab takes all your profits, leaving you with the leftovers. **The Buffett Way Financial Coaching** does the exact opposite. More specifically, Schwab asset yield is only a paltry 42% v. **The Buffett Way Financial Coaching** 100% payout. Charles Schwab upfront costs = \$46,650-\$109,910 including \$25,000-\$50,000 franchise fee for a single office. **The Buffett Way Financial Coaching** offers

entire states for about the same cost. The real difference between Charles Schwab model v. **The Buffett Way Financial Coaching** model is the revenue splits for franchisees.

Year 1 Charles Schwab = 100% v.

**The Buffett Way Financial Coaching** = 100%.

Years 2-4 Charles Schwab = declines gradually down to 50% v.

**The Buffett Way Financial Coaching** 100%.

Year 5-forever Charles Schwab = 42%-50% v.

**The Buffett Way Financial Coaching** 100%.

**Bottom Line:** At Charles Schwab the more you produce the less you get. At **The Buffett Way Financial Coaching** the more you produce the more you get.

## ***20. Financial Performance Representations.***

**The Buffett Way Financial Coaching** franchisees are paid 100% of gross sales.

## ***21. List of Franchise Outlets.***

### Tier 1

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### Tier 2

CO, NV, KS, UT, AR, MS, IA, CT, OK, OR, KY, LA, SC, AL, MN,

WI, MD, MO, TN, IN, AZ, MA, WA, VA, NJ, MI, NC, GA.

**\$200,000 X 28 = \$5,600,000**

### Tier 3

TX, FL, OH, PA, IL.

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**TOTAL = \$20,100,000**

*22. Financial Statements.*

**The Buffett Way Financial Coaching  
Income Statement**

**Total Franchise fees owed to  
The Buffett Way Financial Coaching = \$20,100,000**

Pro Forma The Buffett Way Financial Coaching  
Revenues for 1,000 franchisees in the system.

1,000 franchisees X \$100,000 X 100 X 1% = \$100,000,000

Pro Forma The Buffett Way Financial Coaching  
Revenues for 3,000 franchisees in the system.

3,000 franchisees X \$250,000 X 100 X 1% = \$750,000,000

Pro Forma The Buffett Way Financial Coaching  
Revenues for 5,000 franchisees in the system.

5,000 franchisees X \$500,000 X 100 X 1% = \$2,500,000,000

Pro Forma The Buffett Way Financial Coaching  
Revenues for 10,000 franchisees in the system.

10,000 franchisees X \$1,000,000 X 100 X 1% = \$10,000,000,000.

**The Buffett Way Financial Coaching**  
**Balance Sheet**

**The Buffett Way Financial Coaching** has no debt, no financial obligations, and no assets other than our brains.

23. *Contracts.* This FDD is the only contract between Franchisor/Franchisee.

24. *Acknowledgment of Receipt.*

Jason R. Clark \_\_\_\_\_ Date: \_\_\_\_\_

Franchisee Name \_\_\_\_\_

Signed by \_\_\_\_\_ Date: \_\_\_\_\_

Franchisee for \_\_\_\_\_