**Blue and Pink Owners Association:**

The Blue and Pink Owners Association (the “Association”) is an independent association of Molly Maid® Franchise Owners (“Franchisees”). The Association was formed by Franchisees and is financed and controlled by Franchisees. The goal of the Association is to represent, promote and protect the interests of Franchisees while working collaboratively with the leadership of the Molly Maid SPV LLC (the “Franchisor”) to promote and grow the Molly Maid brand. Membership dues are currently $300 per year per Molly Maid Franchise Business. Additional information can be found in the Association’s By-laws, which will be provided upon request.

**Why join the Blue and Pink Owners Association?**

* **Represent and protect the interest of franchisees:** The Association will work with Molly Maid and Neighborly® leadership to ensure significant issues are addressed in the best interest of Franchisees to the mutual benefit of all the parties. When Franchisees come together, our interests will be better represented.
* **Promote information sharing and communication**: The Association will promote information sharing and communication among its members that would not be possible as individual Molly Maid franchisees.
* **Retain Legal Representation for Annual FDD/Agreement Review**: Under Neighborly the content of the Molly Maid FDD and Franchise Agreement has quickly evolved. The Association has retained a prominent franchise law firm (Dady & Gardner based in Minneapolis, MN) to conduct regular reviews of Molly Maid FDD/Agreement changes so that impactful changes can be addressed in a timely manner. Dady & Gardner represents numerous franchisee associations, including others within the Neighborly franchise system.
* **Address challenges when franchisor leadership changes**: Turnover of Franchisor leadership and ownership is likely to continue to occur on a regular basis. A productive and collaborative relationship with one leadership and/or ownership group does not guarantee the same relationship with the next. The Association will ensure Franchisees are prepared to quickly address any challenges that such changes might present.
* **Represent Molly Maid with other Neighborly Franchisee Associations**: Franchisees of other Neighborly brands have formed franchisee associations, and an association (the Neighbors Owners Association) is being formed to represent franchisees across all the Neighborly brands. The Blue and Pink Owners Association will be able to represent the collective interests of Molly Maid Franchisees within this group.
* **Exercise leverage if collaborative efforts break down**: It is clearly in the best interest of both parties (Franchisor and Franchisees) to maintain a positive and productive working relationship and to resolve any differences amicably. However, in the unlikely event that differences cannot be resolved through normal collaborative efforts, the Association ensures that Franchisees are prepared to talk with the Franchisor from a position of strength, both through leverage from membership numbers and, if need be, through readily available legal representation.

**Why join the Blue and Pink Owners Association when there is already a Franchise Advisory Council (“FAC”)?**

* **The Association has legal standing and legal representation**: In serving its role as an advisory group the FAC’s objectives certainly overlap with those of the Association. The FAC has successfully worked hard with Franchisor leadership to promote the interest of Franchisees. However, the FAC, as an entity, has no legal standing. The FAC receives legal advice, when needed, from legal counsel employed by Neighborly, or from legal counsel that FAC members engage individually. What’s more, Franchisees who serve on the FAC are bound to the franchise agreements they have individually signed with the Franchisor. The Association, on the other hand, is an independent legal entity, is not bound to an agreement with the Franchisor and has legal counsel at its immediate disposal.
* **Leverage and legal representation to address common Franchise Agreement renewal concerns**: As Franchisees look forward to renewing their agreements with the Franchisor, there is a significant amount of uncertainty with respect to changes to fees and changes to operating requirements that will be required if Franchisees are to remain in the Molly Maid system. Given Neighborly’s resources and approach for publishing Molly Maid’s FDD/Agreement (done annually) it is neither reasonable nor feasible to expect the FAC, in a timely manner, to discover and address changes that could meaningfully impact Franchisees at renewal (example: the newest Molly Maid Agreement submits Franchisees to a significant fee when selling their Molly Maid businesses - the greater of $7500 or 5% of the sale price, which is more inequitable than normal for franchise sales). The Association will commit its legal counsel to regularly reviewing the FDD/Agreement so that impactful changes can be communicated and addressed quickly.