

Make An Impact



A franchise opportunity.



As franchise opportunities go, ...

... PRO Martial Arts is like no other. Because with PRO Martial Arts, you can make a living and a difference – molding young minds to make a positive impact in their lives.

Building Character For A Lifetime is not just a motto, but our way of doing business. Parents today are looking for that kind of positive reinforcement and are willing to pay for the direction we provide.

This is not a big box gym. In addition to positive character-building, we offer a fast-paced, exciting sports/fitness business concept with cutting-edge programs comprised of true karate workouts. **Including our exclusive bullying and predator prevention program we call Armor™** (see next page).

PRO Martial Arts offers quality training in the Grandmaster Samane methods to people of all age groups, genders and skill levels.

We offer a world-class franchise program and ongoing marketing support, as we walk you through each step of the franchise process to ensure your success.

Consider these factors when choosing a franchise opportunity:

- You want to enter a proven, successful business model.
- You want to become associated with a franchise company that has demonstrated financial success.
- You want to know that its franchisees are successful.
- You want to be thoroughly trained and supported every step of the way, from

For more information, contact:
Rita Perkins at Rhino7
919.589.9999 | ritaperkins@r7fdc.com

startup to marketing.

- You want a business model that gives you flexibility and freedom.

If you have ever wanted to own your own sports-related and/or fitness-related business, work with adults and children and become more involved in your community, PRO Martial Arts may be just the opportunity you've been looking for, to not just make a difference.

Make An Impact!





Bullying



Predators



I am my own Super Hero.™



Giving Kids Super Powers To Stand Up In Today's World.

The PRO Martial Arts Armor™ program teaches children how to stay safe in an increasingly dangerous world – both online and in their everyday lives.

The Armor program is comprised of 12 weekly lessons on Bullying Prevention and 12 separate lessons on Predator Prevention – giving children enhanced ability to assess, avoid, and, if necessary, defend him or herself from danger.

Armor is an exclusive program offered by PRO Martial Arts, and is a core element of everything that PRO Martial Arts stands for. Plus, it's one heckuva way for you to help make a difference in the lives of countless children.

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Spinner Sign



2 Week FREE Trial

Turnkey Marketing System

A busy dojo is a happy, profitable dojo. We provide everything you need to get there.

Direct Mail



Corporate Program



Grand Opening Banner



With PRO Martial Arts' help, your marketing program will hit the ground running. Through offline and online channels, PRO Martial Arts provides everything you need to make your dojo the talk of the neighborhood. We execute most of the marketing on your behalf, and provide one-on-one consultation when and where it matters most.

What's more, we offer a **Grassroots Marketing Guide**, to help you make the most of your Grand Opening – in addition to strategies on developing community relationships that help funnel new students to your door on a consistent, ongoing basis.

Newspaper Ads



Road Signs



And more! ...

- Custom website for your dojo
- Social media support
- Blogging support
- Referral program

PLUS an online franchisee marketing support system to keep you up-to-date on the latest ideas to keep your business humming!



Car Flyers



Promo Flyers



Guest Passes



Franchise Success Means Starting With A Leg Up

We are committed to helping our franchisees establish the best karate-training program throughout the world. Our business experience and operational system has proven to assist our franchisees to grow business quickly, efficiently, and successfully.

Start Up

Our system includes designs to help you choose the most effective layout for your karate studio and operations/training manuals. We help with all aspects of creating your dojo – from site selection to lease negotiations to build-out.

Franchise Education

During our training program, you will be taken through the important processes in running your own business. All aspects of the PRO Martial Arts program are systematized to make it easy for you. Hundreds of hours of trial and error over the years have resulted in a comprehensive training program complete with practical experience at an existing PRO Martial Arts studio facility in addition to classroom sessions.

Instructors/Staff

Our experience recruiting for company-owned and PRO Martial Arts franchise karate studios provides us with a platform for our franchisees to recruit and hire top instructors and managers.

FAQs

Do I need karate or martial arts experience?

No karate or martial arts experience is necessary to qualify for a PRO Martial Arts franchise.

What types of martial arts are taught?

We teach a fusion of three styles of Korean Karate, Tang Soo Do, Tae Kwon Do and Hapkido. Additionally, several of our studios offer additional classes in yoga, tai chi and fitness kickboxing. No other karate style, grappling or mixed martial arts is offered as we are strictly a family center.

How many employees do I need?

Three to four employees will very effectively run a PRO Martial Arts dojo.

What type of facility do I need?

You will need about 2,000 square feet for the studio and a small office.

How long has PRO Martial Arts been in business?

PRO Martial Arts studios have been operating in Pennsylvania since 1998. The PRO Martial Arts franchise was started in 2008 in preparation for a franchise program to be launched worldwide.

How much training will I receive?

PRO Martial Arts provides six days of initial training at the company's headquarters in Berwyn, PA. You will be taught the PRO Martial Arts Grandmaster Samane karate class curriculum, training program, business system and marketing programs. In addition, you are required to complete 4 days or 40 hours of continuing education annually at a location designated by the Franchisor. Other training is available including periodic regional meetings and an annual National Franchisee Convention at the option of the Franchisor.

What are the benefits of owning my own PRO Martial Arts franchise?

- Semi-business opportunity – Keep your current employment, even as you build your new business
- No martial arts experience required
- Significant income potential
- Build assets and equity in your business
- Ongoing training
- Market research
- Inclusion in regional marketing campaigns
- Inclusion in a network of current successful franchisees with student-members
- Proven systems and support

How are locations defined?

Area of protection is based upon at least a 3 mile radius.

How do I generate revenue?

- Bringing in new student members
- Provide class and personal training for student members
- Selling PRO Martial Arts equipment, supplies and apparel
- Special events





Investment

Franchise Fee

Single unit – \$49,000

Two units – \$80,000

Three units – \$100,000

Total Estimated Single Unit Investment:

Approximately \$150,000, which includes \$30,000 of working capital

Requirements

- General Business experience.
- Motivated, goal-oriented people who desire to succeed and make a difference in their community as a business owner.
- **No karate or martial arts experience is necessary to qualify for a PRO Martial Arts franchise!**

Grandmaster Samane

PRO Martial Arts Founder

Grandmaster Samane began his martial arts training at the age of eleven in 1979. His initial exposure to oriental self-defense was a judo class at a local YMCA. In 1980 he registered for his first Tang Soo Do karate class. After training diligently for 3 years, he received his first degree black belt from Grandmaster Young Hyuk Kwon. Grandmaster Samane received his 2nd thru 5th degree black belt training directly under Tang Soo Do pioneer Grandmaster Chun Sik Kim (International Tang Soo Do Federation founder). Currently Grandmaster Samane trains with Grandmaster Ho Sik Pak and holds a 7th degree black belt in Korean Tang Soo Do.

Grandmaster Samane also has an extensive background in Hapkido and currently holds an 8th degree black belt in this lethal style. Grandmaster Samane has been trained directly by Hapkido founder Supreme Grandmaster Ji han Jae. He has been taught all the nuances of this military style. These are the same techniques taught to Korean presidential bodyguards, CIA, and Special Forces.

Grandmaster Samane has also distinguished himself as a tournament competitor. He has placed in numerous Korean style championships at the regional, national and international levels. In addition to his karate Institutes, Grandmaster Samane specializes in one-on-one instruction to business leaders and CEOs. Grandmaster Samane's sincere belief is that martial arts training can help to develop health, confidence and a positive mental attitude in all participants.

Ed Samane is the founder of the Grandmaster Samane's Karate System, its methods and the PRO Martial Arts franchise program. He began



this unique instructional program eighteen years ago with the belief that karate should teach not only self-defense, but also character by helping to improve overall attitude, self-worth, fitness, assertiveness, and self-awareness in both children and adults.

Grandmaster Samane has developed systems and methods for establishing, operating, and promoting successful karate studio businesses that provide instruction and training in martial arts techniques, physical fitness techniques, and character-building education.

Grandmaster Samane recognized early on that the karate studio business provided a niche within the fitness industry and was ripe for innovation. Backed by more than 18 years of industry and entrepreneurial experience, he developed a unique and innovative business model that shifts the paradigm of martial arts instruction and allows people to work in the enjoyable and fast-growing fitness industry as independent business owners.

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Learn more about
PRO Martial Arts
franchise opportunities:

www.ProMartialArts.com/franchising

For more information, contact:

Rita Perkins

Franchise Coordinator, Rhino7

919.589.9999

ritaperkins@r7fdc.com



Rhino7 Franchise Development Corporation

315 S. Salem Street

Suite 200-A

Apex, NC 27502

919.589.9999 | www.r7fdc.com