



# We Bring People and Nature Together<sup>®</sup>

Franchising since 1983... for more than 40 years.



Wild Birds Unlimited<sup>®</sup>  
Nature Shop

# Take Flight with Wild Birds Unlimited



The backyard bird-feeding hobby is soaring...  
...meaning your career can do the same.

Our mission at Wild Birds Unlimited is to bring people and nature together. Our more than 350 locations serve communities across the U.S. and Canada, sharing the joy of nature from coast to coast with more than 600 of the highest quality bird feeding and garden products available. Our franchisees enjoy unmatched support and brand loyalty thanks to our commitment to that mission for over 40 years.



**350+**  
Locations

ACROSS THE U.S. AND CANADA

**600+**  
OF THE

Highest Quality Bird  
Feeding and Garden  
Products Available

# Why WBU? It All Starts with Passion

## Jim Carpenter – Founder, President & CEO

Jim Carpenter discovered his fondness for wildlife and nature during visits with his grandmother, who introduced him to birds and nature. After earning his BS in Biology and MS in Horticulture/Plant Physiology, Jim opened his own store in 1981 and named it Wild Birds Unlimited.

This unique shop specialized in the supplies needed to for people to attract, feed, and enjoy birds in their own backyard. Interest grew and Jim began franchising his concept in 1983 throughout the Midwest. He dedicated himself and his staff to building a rock-solid support system of best practices – providing tools for success through unparalleled education and communication with his store owners throughout the system.



Jim and Nancy Carpenter



**First and largest franchise system**  
of backyard bird feeding and nature  
appreciation stores in North America



## Build Your Nest By...



Investing in  
yourself



Bringing joy to  
your customers by  
helping them with  
a favorite hobby



Serving your  
community through  
nature, education,  
and events



Serving nature  
through caring for  
backyard birds  
and wildlife



Creating a  
long-term asset  
for you and your  
family

# An Industry at New Heights

## Birding is Big Business

Consumer demand for backyard bird feeding supplies is continuously growing. Time spent at home in 2020 ignited a renewed passion for Americans to enjoy the nature right in their own yard, and that interest continues today as WBU experienced double-digit year-over-year sales growth.

With more than 350 locations across 40+ US states and 5 Canadian provinces, Wild Birds Unlimited is leading this excitement—and opportunity—in nature.



# 81

**MILLION**

people participate in bird feeding and watching wildlife in their own backyards

# \$5

**BILLION**

spent annually on bird seed

# \$960

**MILLION**

spent on bird feeders, bird baths and nesting boxes.

# \$7.6

**BILLION**

spent annually on bird feeding and watching wildlife

[Birding in the US Report 2016\\_508 Accessible](#)



## Meet the Flock: In Their Own Words

“I’m as excited today about coming to work and being a part of the Wild Birds Unlimited franchise system as I was in 1990 when I first started this business. But I’m even more excited about the future. Wild Birds Unlimited has a long history of being at the forefront of the bird feeding and watching industry - the franchise really has a clear vision of where we need to go and how we can best get there.”

**Susan Maranhao** – Sudbury and Woburn, MA WBU Franchisee Honor Award Recipient 2017

“

# Birds of a Feather

## Wild Birds Unlimited Franchise Store Owner Profile

Our franchise store owners are passionate people; they are passionate about owning and building their own business and controlling their own destiny. But they also come from vastly different backgrounds and experiences. Retail experience is helpful but is not required. Our franchisees value the benefits and enjoyment of nature, and they love sharing this with their customers by becoming backyard bird feeding specialists within their local community, leading this excitement—and opportunity—in nature.

## Must Have Passion

Success begins with genuine enthusiasm for the hobby. As a franchise owner, your staff will feed off this passion and so will your customers.

### If you are passionate about:

- Helping people live a more enjoyable life through nature
- Building a successful business for yourself
- Achieving your financial goals



...then take the next steps to becoming a Wild Birds Unlimited franchise store owner.

## Find Your Fit

With more than 40 years of franchising experience, we can discern when someone aligns with our brand. Our franchise owners come from all walks of life, but we'll know a mutual fit when we see it.

We encourage you to begin exploring with us—let's take things step-by step together. You have our word that we will be completely transparent. We invite and encourage you to chat with our existing franchise owners to glean their birds eye view of the Wild Birds Unlimited franchise system.



“

### Meet the Flock: In Their Own Words

“We knew from day one that we wanted to run multiple Wild Birds Unlimited stores. We told WBU from the get-go that becoming multi-unit owners was our long-term goal, and they've been helping us make that dream a reality since we first signed our franchise agreement.”

**Trisha & Brandon Lohman**

Chesapeake, Virginia Beach, and Suffolk, VA

# You Can Offer Something Different

We bring joy into our customers' lives by sharing our passion for birds and knowledge about the hobby of backyard bird feeding. We will "[Save the Song Birds®](#)" by inspiring our customers and communities into action.



## Products We Offer

- The highest quality bird food and bird feeding products available
- More than 600 private label and/or proprietary products
- Unique home and garden products and gift items
- Community partnerships in bird and wildlife education
- Consultation services for creating backyard habitats for birds and wildlife
- Online Shopping



## Values We Practice

- We Believe in Being Honest, Ethical, and Respectful with Everyone.
- We Embrace Diversity in our Community.
- We Guarantee our Products are of the Highest Quality, are Truly Effective, and are an Excellent Value.
- We Support Sustainably produced Products whenever Possible.
- We Support Local and National Bird and Wildlife Habitat Conservation Organizations and Educational Programs.
- We will "Save the Song Birds" by inspiring our customers and communities into action.

## Did You Know?

Each Wild Birds Unlimited store functions as a true community resource, providing valuable knowledge about the bird feeding hobby and a unique shopping experience. The Wild Birds Unlimited Hobby and Nature Education training system will teach you how to help your customers turn their yards into a bird feeding habitat that not only brings song, color, and life to their homes, but also benefits wild birds and the environment.



# Helping You Spread Your Wings



## A Team Approach

- Executive, tenured team leadership including our founder and CEO, Jim Carpenter.
- A detailed system of best practices from 40+ years of franchise experience.
- Dedicated team members to outline and assist in every step of the process from discovery to business planning and financing, site selection and lease negotiations, store build-out and grand opening.
- Comprehensive training and on-going support that is focused on accessibility, communication, and education dedicated to franchisee success.
- A business model that helps you, as the business owner, to achieve your goals while providing services and products to your community that foster a love and respect of wildlife and nature.



## Franchise Support Center

Wild Birds Unlimited has a team of more than 50 experienced professionals at our Franchise Support Center in Carmel, Indiana who are dedicated to your success.

From Day One of your discovery process through your Grand Opening and beyond, we are here to give you comprehensive, step-by-step support in the critical areas of:

1. Franchise Development
2. Site Selection & Lease Negotiation
3. Purchasing
4. Marketing
5. Inventory Management
6. Visual Merchandising
7. Retail Operations
8. Communication and Training
9. Information Systems



## Meet the Flock: In Their Own Words

“The support I received from the Wild Birds Unlimited Franchise Support Team has been nothing but first class. From the initial submission of my application, review of the FDD, signing of the Franchise Agreement, the Meet the Flock meetings, New Store Training, and all the way up to my store opening. The professionalism and passion exhibited by all exceeded my expectations. I couldn't be happier to be a part of such an outstanding family!”

**Jim Walker** – Denville, NJ



# Decades of Recognition

## Franchise Business **REVIEW**

### Franchise Business Review

- FBR Hall of Fame – 10+ Years
- 2023 Top 50 Franchisee Satisfaction Award
- 2020-22 Top Franchises for System-Wide Culture and Top Franchises for Women



## Entrepreneur

### Entrepreneur Franchise 500

- Hall of Fame (35+ years)
- 10 Top 200 Rankings Since 2013
- 2022 Top Franchises for Veterans

## FRANCHISE UPDATE MEDIA GROW WITH US

### Franchise Update Media

- 2022 Innovation Award Winner



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### Meet the Flock: In Their Own Words

“I had a wonderful experience with the WBU Franchise Development process. It is a logical step-by-step process that provides the time and information you need to make a decision on whether WBU is a good fit for you and whether you are a good fit for WBU. After I made the decision to become a franchisee and I paid the franchise fee, I continued to receive excellent support from the Franchise Development team. I believe the WBU Franchise Development process put me in a position to meet my goals as a WBU franchisee.”

**Hal Smith** – Auburn, AL

## Franchise Times<sup>®</sup> The News and Information Source for Franchising

### Franchise Times

- 2022 Top 500 Ranking

# Your Timeline



You'll spend about 60-90 days exploring our franchise opportunity and completing the discovery process to become a Wild Birds Unlimited franchise store owner.

If we decide to move forward and you sign your franchise or reservation agreement, we will assist you in identifying your retail location, build-out, and opening of your store.

1.

Contact Us

2.

Introductory Call

3.

Get to Know Our  
Franchise Store  
Owners

4.

Franchise  
Disclosure  
Document (FDD)  
Review

5.

Business Planning

6.

Meet the Flock



For more details, scan the QR Code  
or go to <https://franchise.wbu.com/franchise-system>



## Your Investment and Opportunity

As the excitement around bird feeding rises, we offer an affordable opportunity to enter the growing industry. With the chance to own a business for an initial investment starting just over \$200,000, Wild Birds Unlimited is your chance to spread your wings.



INITIAL FRANCHISE FEE:	\$40,000
TOTAL START-UP COSTS*:	\$209,425 - \$350,037

- See Item 7 of our current Franchise Disclosure Document for more information and context about the initial investment.
- See the Financial Performance Representation in Item 19 of our current Franchise Disclosure Document for more information.

\* For all 312 stores operating at least 24 months at 12-31-22, the Average Gross Sales figure was \$854,723. Of these 312 stores, 124 (or 39.74%) exceeded the Average Gross Sales figure of \$854,723. The 2022 Median Gross Sales for these same 312 stores was \$770,351.

\*\* 58 (or 37.18%) of the 156 outlets in the top half (in terms of annual Gross Sales for the year 2022) of all Wild Birds Unlimited outlets that were operational for at least 24 months as of December 31, 2022, reported Gross Sales of at least \$1,159,752 from January 1, 2022 to December 31, 2022. A new franchisee's results may differ from the represented performance. There is no assurance that you will do as well. See Item 19 of our FDD for more information, including Gross Sales data for the bottom half of the outlets (in terms of 2022 Gross Sales) and Gross Sales data for outlets during first 12 months and second 12 months of operation.

Some outlets have sold this amount. There is no assurance that you'll do as well. If you rely on these figures, you must accept the risk of not doing as well. Performance reflects unaudited information for stores in operation a full 12 months as of December 31st each year, with the age of included stores ranging from 2 to over 30 years. Canadian stores and first calendar year stores were not included in this analysis. These stores generally are located in neighborhood or regional strip centers or freestanding buildings. "Gross Sales," as used above, means the sales price of all merchandise and services sold, including cash and charge sales of every kind made at the store, and mail, internet and telephone orders received or taken at the store. See Item 19 of the Wild Birds Unlimited 2023 Franchise Disclosure Document for more information.

## The Numbers

Average Gross Sales  
for 2022\*  
**\$854,723**

Average Gross Sales  
for The Top half of  
Wild Birds Unlimited outlets  
for 2022\*\*  
**\$1,159,752**



For more details, scan the QR Code  
or go to <https://franchise.wbu.com/franchise-start-up-costs/>



# The Business Case

## Winning Culture at WBU

Franchise Business Review ranked us near the top in franchisee satisfaction out of all the brands they surveyed. When our franchise store owners are happy, we know we are doing something right. We are committed to learning more from our owners and franchise community to gain vital information regarding best practices for success. We take it next level by communicating, training, and equipping you with that information to help you attain your business goals.

## Favorable Demographics, Trends, and Economics

Backyard bird feeding and nature hobbies continue to grow in popularity in North America. Throughout our years in business, we have found that the bird feeding community feeds and cares for their birds just as they do their other household pets.

## Flexibility

Wild Birds Unlimited provides purchasing programs with many of our approved vendors, while still giving you the flexibility to seek out new vendors that reflect your local culture and cater to the interests of your customers.

## Repeat Business

Our business model is based on the sale of a consumable bird seed, which our customers return again and again to purchase. This aspect, along with our Daily Savings Club® loyalty program provides you with a solid foundation to build a loyal customer base to support the growth of your business.

## E-commerce – MyWBU Store

MyWBU Store allows individuals to shop from the comfort of home and have items delivered to their front door or scheduled for in-store pick up. The Principals can select from an array of more than 350 core products to put on their localized MyWBU Store website and change that offering in real time to accommodate inventory availability.

## Attracting Staff with Winning Culture

Typically, each store location requires three part-time hired staff members to begin. As volume increases in the store, more staff will be required. Our culture appeals to passionate employees who love the brand and its mission.



# Ready to Take Flight



## We would love to hear from you!

If Wild Birds Unlimited feels like a fit, we encourage you to contact us today to learn more.



### Franchise Development Team (L to R)

**Paul Pickett** – Chief Development Officer, EVP of Franchising

**Audrey Kleine** – Lead Qualifier, FD Marketing Specialist


**Stephanie McFarland** – Administrative Assistant

**Seth Holan** – Director of Franchise Development

The Wild Birds Unlimited Franchise Development team is focused on delivering an exceptional and thorough process to all of our candidates to ensure that we are a great match, from a culture, value and business goals standpoint. Our Franchise Update STAR award winning process promises to be educational, exciting and fun, all at the same time.

### Our Contact Information:

Wild Birds Unlimited, Inc.  
11711 North College Ave., Ste. 146  
Carmel, IN 46032

 Toll Free: 1-888-730-7108

 Email: [franchiseopportunities@wbu.com](mailto:franchiseopportunities@wbu.com)

 Web: [www.wbufranchise.com](http://www.wbufranchise.com)



Scan code for  
application form



The information provided herein is for informational purposes only and does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document ("FDD"). Certain states require that we register the FDD in those states. This communication is not directed by us to the residents of any of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the FDD to the prospective franchisee in compliance with applicable law. Minnesota File No. F-2491.