



*Explore the*  
**PEARLE VISION  
FRANCHISE  
OPPORTUNITY**

Founded in 1961, Pearle Vision has more than 40 years' experience in franchising and more than 550 EyeCare Centers across North America. The scalable business model is designed to help meet the needs of optometrists, ophthalmologists, opticians and investors interested in owning an iconic healthcare franchise built on putting patients first.



## The Industry

Vision care is important for people of all ages, especially as the population ages. The U.S. Census Bureau estimates that by 2050, 85.6 million Americans will be 65 or older. The vision care industry, as well as the larger healthcare industry, is stable and growing. Advances in technology, medical breakthroughs and strategic initiatives will allow Pearle Vision to continue to be a leader in providing high-quality eye care to more people.

# The Pearle Vision Model

With years of franchising experience, Pearle Vision has created a scalable business model.

## Becoming a Pearle Vision Licensed Owner

Now is a great time to consider becoming a Pearle Vision licensed owner. We provide relevant information to help candidates evaluate the opportunity as Pearle Vision seeks doctors and investors who are most likely to be successful within our brand. Please talk with a franchise recruitment director, or download our free franchise summary for a detailed breakdown of the process.



## Franchisee Support

From finding the property to building out the location, our team is ready to provide you with all of the support you need to launch your franchise.



### Training Before and After

We provide ongoing training for you and your staff as well as tools to help simplify management of your EyeCare Center.



### Established Supply Chain

We're able to negotiate discounts with vendors because of our brand's buying power.



### Operational Expertise/In-House Support

We have streamlined processes and offer expertise, insights and ongoing licensed owner support.



### National Marketing

Pearle Vision invests in national advertising campaigns to market our well-known and well-respected brand.

# FAST FACTS

*Began franchising*  
**1981**

*Multi-unit franchise operating units*  
**25%**

*Total operating units*  
**566**

*Company-owned units*  
**107**

*Royalty fee (non-ADA)*  
**7%**

*Royalty fee (ADA)*  
**4.9%-5.9%**

*Advertising fee (per unit)* **8%**

*Build-out options*  
**Inline, free standing, lifestyle centers**

*Available territories*  
**U.S., Canada, Puerto Rico**

*Models available*  
**Single unit, multiple units, area development, independent optical practice conversion**

## Costs and Criteria

- Start-up Costs:  
\$519,356 - \$848,384
- Minimum Liquid Capital:  
\$100,000
- Net Worth: \$300,000
- Franchise Fee (per unit):  
\$30,000
- Having healthcare, optical industry experience is not necessary





## Additional Benefits in Owning a Pearle Vision Franchise:

1. Royalties based on dispensing sales, never professional fees (for medical services)
2. Competitive pricing on popular eyewear brands and top exam equipment
3. Revenue and growth potential in the sustainable healthcare industry
4. Ignite program for those wishing to convert existing optical practices
5. Comprehensive launch plan

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I have been extremely successful over the last 28 years. A lot of the decisions have been made, so you can concentrate on running your business and delivering the experience. It is a fantastic opportunity.

— JENNIFER S., LICENSED OWNER OF TWO PEARLE VISION EYECARE CENTERS IN CHICAGO, ILLINOIS

My career with Pearle Vision has been incredibly satisfying – not only because we have been able to scale the business so successfully and quickly, but also because we are able to help people see clearly.

— BILL N., FOUNDER OF WEST POINT OPTICAL GROUP, WHICH OWNS AND OPERATES 80 PEARLE VISION EYECARE CENTERS

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Download the free summary at [ownapearlevision.com](https://ownapearlevision.com).



Rated Top Eye Care Franchise by  
Entrepreneur®

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summary, visit [ownapearlevision.com](http://ownapearlevision.com).

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