

SEA LOVE

A CANDLE BAR AND BOUTIQUE



FRANCHISE OPPORTUNITIES



The Power of an
Established

Brand



Sea Love | A Candle Bar and Boutique is the premier scent blending experience, allowing customers to engage all five senses in a way online shopping simply cannot – by forging an emotional connection. The sense of smell is the most powerful sense and is most closely related to emotions and memories – it's truly the cornerstone of our success.



Sea Love's brand essence shines through in every facet of what we do. Our brand can offer you what no other franchise can: the chance to own your own business in the home décor industry, offering clean home fragrance and lifestyle accents combined with a unique, interactive customer experience.

Brand consistency is key

The Candle Bar

Experience

A unique interactive guest experience

A Sea Love Candle Bar brings people together to learn the art of scent-blending through hands-on 'pour your own candle' workshops. Each guest chooses their own signature combination of fragrances, and the Sea Love team brings them through the candle-making process step-by-step.

Each boutique also provides a one-of-a-kind retail experience in a zen-like environment, featuring a carefully curated selection of home and lifestyle products designed to bring the beauty and serenity of seaside living into every home.

Walking into the shop, the soft scents and clean, white design bring an instant feeling of peace. The unique experience provides guests with a chance to be creative and connect with friends old and new.



What makes Sea Love different?

Everything we do is with intention to enhance moments and encourage feelings that customers want to connect with. Inspired by the beauty and tranquility of the sea, our candles and lifestyle boutique are meant to inspire guests to experience something special and unique.

Our beautifully scented candles are made with the highest quality products available – creating an environment of caring that will resonate with your customers. Our product is made of all-natural premium soy wax, which is sustainable, renewable, and biodegradable. Our candles are blended with the finest fragrance oils infused with essential oils and made with a lead-free and zinc-free cotton wick. Our entire line is cruelty-free, phthalate-free, dye-free, and eco-friendly.

Now's your chance to finally

Live your Dream



Is Sea Love right for you?

We are looking for home accent enthusiasts who want to build a lasting legacy for themselves, their families, and their community. We are looking for those who are ready to utilize their skills, learn something new, and take charge of their careers. Whether you have worked for decades in retail, spent the last several years working your way up the traditional corporate ladder, or anything in between, your accomplishments have taught you valuable skills. Use these skills as you transform your career and reap the personal and financial benefits which come with owning a creative business.

A career in retail is constantly changing and traditional opportunities in this industry can feel limiting. Let Sea Love help you turn your passions into a fun, rewarding career and profitable business by cultivating a positive environment for your employees and your customers. You will not only enjoy the fulfillment that comes with being your own boss, you will also nurture and develop a thriving business that you can be proud to walk into every day. Your pride of business ownership will soar as you connect with your community and help your customers create lasting memories!

You are perfect for Sea Love if you:

- Love to work with people
- Appreciate clean and sustainable products and promote their use
- Possess an enthusiasm for work and life
- Have strong organizational skills
- Enjoy working closely with other people
- Are financially stable
- Are committed to growing and learning in your career



The Investment

Our initial franchise fee is incredibly affordable at just \$40,000, especially when you consider all the resources that we provide – from training to technology and everything in between. The minimum estimated investment to open your candle bar and boutique starts at *\$94,317 (includes the franchise fee) for the first-time franchisee.

The initial investment includes everything you will need to open your doors such as store design, inventory, furniture and fixtures, equipment, site selection and leasing consultant, on-site training, and in-store merchandising.

*See the current Franchise Disclosure Document ("FDD"), Item 7, for complete detailed breakdown of the potential investment.



Support at every step

From the beginning, we provide our franchisees with all the tools needed to operate a successful business. You'll spend time with various members of our management team to learn the necessary skills to get your candle bar and boutique off the ground, including:

Comprehensive Training

It's our job to ensure our franchisees are THE coastal-inspired candle provider in your local market! We will provide ongoing training and support in many areas, including unit operations, maintenance, customer-service, scent blending and candle making techniques, product ordering, pricing guidelines and administrative procedures. We want you to win!

Design and Merchandising

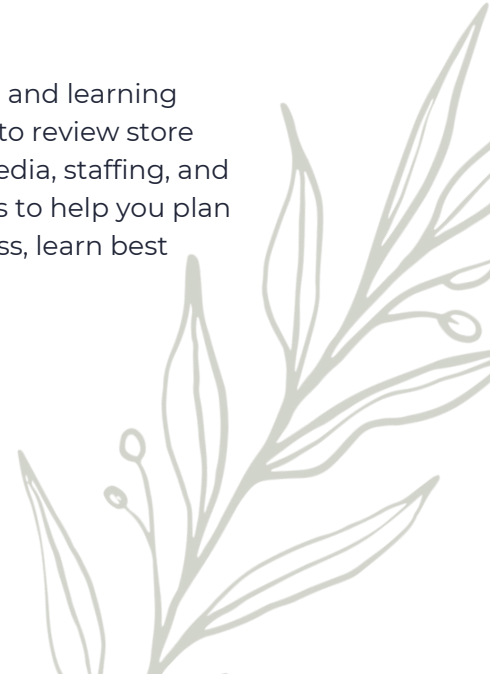
We are passionate about helping you to create a space for your business to thrive. We're with you from start to finish with the design, architecture, and layout of your new candle bar and boutique. Before you open, you'll receive training on merchandising, product knowledge, hiring, customer service, and operating your POS system. We will be there in person before and during your Grand Opening.

Marketing Support

Our in-house marketing department becomes part of your extended team. Together, we work to promote the Sea Love brand while maximizing your visibility to your local community and customers. We provide cost-effective ready-to-use advertising materials and fully developed campaigns. We also provide consulting, concept development, design services, and training. All the resources to effectively advertise and drive traffic to your Sea Love Candle Bar and Boutique.

On-Going Partnership

After your Grand Opening, we want you to continue developing and learning best practices, so we schedule support calls at regular intervals to review store sales results, buying, visual merchandising, marketing, social media, staffing, and more. We have seasonal planning video calls with all our owners to help you plan ahead for important trends, strategize to maximize your business, learn best practices, share ideas, and collaborate with other owners.



Meet

Our Team



Stacy and Barry Miller
Founders

We are a husband-and-wife team who love making & creating and adore the lifestyle of coastal living. When not making candles with our crew, we love spending time with our grandsons, Cruz and Henry, walking the beaches with our two fur babies, Chewbacca & Cleo, and exploring our beautiful coastal towns in New England.

Stacy started making candles in her basement in 2017 because Barry has asthma. After learning most common candles on the market are filled with toxic paraffin wax bases, she started experimenting with natural waxes. After a year of making candles as a craft for herself and her friends, paired with feeling that her career path was not meeting her desire to help people, Stacy came up with the idea of Sea Love; a company that blended her loves (the sea and clean burning candles!), with a passion to help promote living a healthier lifestyle and giving back with environmental consciousness.

We are now entrepreneurs who work side by side together and have turned a passion project into a life we love -- and we would love to welcome you into the Sea Love family!

Lorraine DeVaux
Director of Marketing

Lorraine will be your right-hand marketing resource as you get your business up and running. She'll work with you to ensure you have everything you need for a successful launch and ongoing growth including a robust website and strong social media presence.





Let's go!

Launch your own business with the strength of an established brand and get a head start on developing a loyal customer base. A Sea Love franchise is a solid investment and innovative brand ready to be shared throughout the nation. Be a part of this winning business model and bring this unique experience to your area!

Find out more about our exciting franchise opportunity by visiting our website or emailing us at franchise@sealove.com.

sealovefranchise.com

Get in touch

40 Main Street
Building 13 Unit 135
Biddeford, Maine 04005
207-298-1649

sealovefranchise.com
franchise@sealove.com



@sealovehome

DISCLAIMER:

This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.