



We are the experts in transforming backyards into the Ultimate Family Fun Center



Since 1992 Superior Play Systems® has been hand-selecting and expertly installing the safest and highest quality outdoor play systems and recreational sports equipment, including trampolines, basketball hoops, and wooden play sets.

**Our Showrooms:** We welcome families to 'try before they buy,' host a private birthday party, or let their kids play all day in our incredible kid friendly interactive showrooms.

**Our Mission:** Superior Play Systems' mission is to continuously evolve to meet the needs of parents and grandparents who wish to inspire healthy, active play in their children.

**Our Vision:** Our vision is to find and cultivate business owners by creating opportunity for people to help children and their parents have fun again

**Our Culture:** Our culture is one that creates energy. We must embody what we offer to our customers. Fun. Play. Dreams inspired by imagination. We work and play well with others. We love being part of a team, a larger group, and succeed when we all work together. **We live to have fun and help others have fun, too.**

## Building Family Playtime

### It's a Growing Industry!

Parents are becoming increasingly concerned about their children's health, and they fear that their children are not getting enough exercise or time away from technology. As a result, there is a **growing demand for outdoor play equipment.**

There will be a greater demand for outdoor toys because of population growth, too.

**The number of children under age 18 is projected to grow from 76.2 million in 2020 to 85.9 million in 2050.** Toys that encourage kids to move is part of a growing trend. NPDP, a market research group, reported that outdoor sports and toys is the largest toy supercategory and has seen a **9% growth in 2016. It's the toy industry's fastest growing area, and it's a great chance to jump in with a high quality franchise.**

The outdoor toy industry will need to keep up with consumer demands.

## Hoops

## Trampolines

## Playsets

*"We don't stop playing because we grow old; we grow old because we stop playing."  
- George Bernard Shaw*

Our Product Lines: **playsets** **hoops** **trampolines** **SuperPlay**



We had heard the saying, “love what you do and you’ll never work another day in your life,” but didn’t realize how true it was until we founded Superior Play Systems in 1992. If you share our passion for play and would enjoy helping families provide healthy, safe, and imaginative fun for their kids, please get in touch with us!

## Pre-Opening Support

16 hours classroom + 32 hours on-the-job for owner +2 people

- Our product lines and procedures
- Marketing for products, open play time, and parties
- Converting a shopper into a buyer
- Daily operations, store management, and field crews
- Mentoring and coaching your team
- Helping you open your store

## On-Going Training and Support

- Mentoring owners—developing the business
  - Setting goals, developing sales and re-marketing tactics that create customer loyalty and positive word-of-mouth mentions
- Developing incremental revenues, parties, and repeat purchases in other product lines as our customers’ children age
- Updating products, training, creating in-store events, and new marketing — including catalogs

## Ideal Candidate Qualifications

- Passionate about owning their own Superior Play System Store
- Willingness to follow a proven system
- Commitment to family fun and safety
- Commitment to the community served
- Prior retail sales and service is helpful, but not necessary.

**We provide training on best practices**

## Why Own a Superior Play Systems Store?

- We are the experts in transforming backyards into the **Ultimate Family Fun Center**
- Showrooms are outfitted with the highest quality Play Sets, Basketball Hoops, and Trampolines
- Provide safe clean venues for **SuperPlay**
- Offering children’s birthday parties making the most of the space
- **So Many Ways To Play™** makes it simple for Superior Play Systems owner operators to provide families with a great reason to go out and play

## Financial Information Single Unit

Minimum Liquidity Required:	<b>\$45,000</b>
Minimum Net Worth:	<b>\$100,000</b>
Total Initial Investment:	<b>\$297,170–\$349,345</b>
Franchise Fee:	<b>\$40,000</b>
Royalty:	<b>5% of Gross Sales</b>
Brand Development:	<b>1% of Gross Sales beginning in 53 week of operation</b>
Site Selection Assistance:	<b>Yes</b>
Lease Negotiation Assistance:	<b>Yes</b>
Passive Ownership:	<b>No</b>

Ready to sell in the Continental United States

Franchises currently not available in CA, GA, TX, and WI.



**playsets hoops trampolines SuperPlay**

Join our family and become part of our success!

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