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★ N.Y. Bagel Cafe & Deli / MARCH SPECIAL - \$17500



6 of the photos used to portray the NY Bagel Cafe franchise opportunity are identifiable as failed, closed stores in Wesley Chapel, NC, El Paso, TX and Newark, NJ. The interior photos are likely from the 30 closed stores, too.



- 1 This ad is listed on the local Craig's List directory for Orange County, California. According to the CA Dept. of Business Oversight, NY Bagel Cafe is not registered in CA and cannot legally advertise or offer their franchise opportunity in CA.
- 2 "96% brand awareness" is obviously a false statement since NY Bagel Cafe has no stores operating in CA and conducts no brand advertising.
- 3 NY Bagel Cafe claims to have been in business for 20 years yet only has 4 locations in operation. An estimated 30 franchise locations have been opened & closed in recent years. There is no indication that the chain is "poised" for substantial growth of any kind.
- 4 The company website states "N.Y. Bagel Cafe' & Deli does not provide direct financing." Franchisees complain that the company promises financing sources, and when they do not qualify NY Bagel refuses to refund their fee.
- 5 The franchise fee is non-refundable and is "fully earned" by the company as soon as it's paid... regardless of whether the franchisee gets funding or opens a store.
- 6 Franchisees are paid to facilitate franchise sales, so if they share negative experiences with a prospective franchisee they may be giving up a commission check of \$500 - \$1000.
- 7 "Mr. Dennis" is actually controversial franchise salesman Dennis Mason who also has used the names "Ken," "Keith," "Keith Samuels," and others.

NY Bagel Cafe & Deli, a 20 year old leading bagel Franchisor is now offering, for a limited time only, an exceptional Special Spring 2015 program within the OC area.

"With positive same store sales growth and 96% brand awareness, NY Bagel is poised to add a 1000 new restaurants in the next 10 years. Be the next NY Bagel Franchisee to build a drive-thru, dine-in, in your market!"

Our Franchise Fee is a reduced onetime fee of \$17,500 and all monies required for the build-out, equipment, furniture & fixtures, inventory, lease & security deposits, working capital is 100% financed. ONLY CASH REQUIRED \$17,500. EVERYTHING NEEDED TO OPEN YOUR STORE IS 100% FINANCED OVER THE \$17,500 FF.

HURRY, Special Program with reduced Franchise Fee ends soon!!!

LOW FIXED \$500.00 A MONTH ROYALTY FEE !!!!
NO PERCENTAGE OF MONTHLY SALES..... ever !!!

Additionally, we are now introducing our "Master Point Store Program In The State of CA." . Allow us to use your NY Bagel Cafe & Deli store to sell new franchises and we'll pay you a piece of every Franchise Fee received and on every new franchise sold. NO SELLING. We do all the work

We do:

- Free In Store Training
- Free Site Location
- Free Feasibility and Demographic Studies on Sites
- Free Lease Negotiations with landlord

For full details
Call: Mr. Dennis
(888)550-8020 toll free

- do NOT contact me with unsolicited services or offers

Screenshot taken 3/22/15
9:07 pm