

# UnhappyFranchisee.Com

Mr. Kevin Kopa  
President & Chief Operating Officer  
JDog Franchises, LLC  
1021 Old Cassatt Road, Suite 100  
Berwyn, PA 19312



August 21 2023

Dear Mr. Kopa:

I'm writing to clear up two possible misunderstandings and to again invite you to engage in a constructive dialogue regarding the issues raised in my recent posts..

First, I apologize if I gave you the impression I am not interested in speaking with you.

On April 17, via LinkedIn messaging, you offered to set up a time to discuss my concerns about JDog's franchise turnover rate.

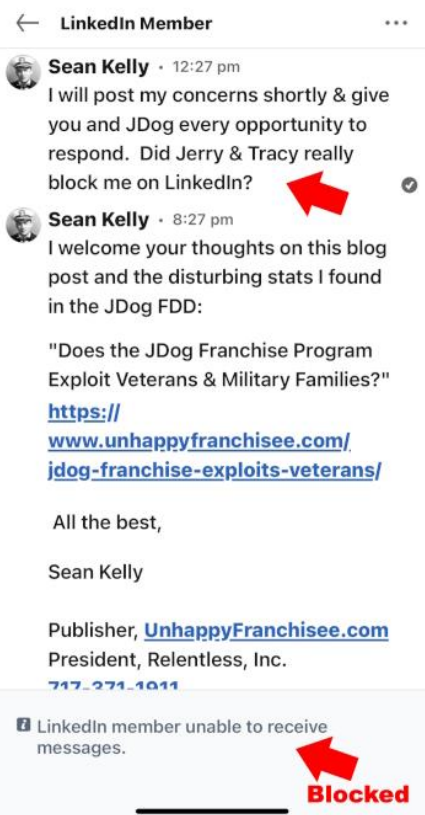
I sent you a link to my article "Is JDog Exploiting Military Veterans?" and my phone number. When I sent a follow-up message I learned that I was un-Linked and blocked, as I had been previously by Jerry Flanagan, Tracy Flanagan and several JDog staff members.

**I sent numerous follow-up emails requesting corrections, clarifications, rebuttals or other reactions. I include this invitation at the bottom of every post. I have not received any correspondence or corrections from any representative of JDog Franchises, LLC.** In fact, Christopher Debbas unsubscribed from my email list.

I am eager to speak or otherwise correspond with you at your earliest convenience. If you'd like, I can send you available times and an invitation for a ZOOM call for this week.

*Again, I'm sorry if I miscommunicated my willingness to have a constructive dialogue.*

**To Kevin Kopa April 17, 2023**



**It's also come to my attention that you are stating that the claims I've made are "baseless."**

If so, I am eager to hear which specific claims you believe are "baseless."

I am confused by this alleged contention because, with the exception of Jerry Flanagan's alleged sexual harassment investigation, the information I've posted is publicly available in JDog Franchise Disclosure Documents (FDDs). All the statements in the JDog FDDs and state registration applications are certified to be true and correct, under penalty of law, by Mr. Flanagan.

As you know, I recently published a post entitled "Franchise Warning: JDog Junk Hauling for Veterans." However, JDog Franchises LLC has been required to include a warning in its FDD regarding its high turnover since 2019.

The JDog Junk Removal FDD issued August 29, 2019 states:

**DURING THE LAST 2 YEARS, A HIGH PERCENTAGE OF FRANCHISED OUTLETS WERE TERMINATED, TRANSFERRED OR CEASED OPERATIONS FOR OTHER REASONS. THIS FRANCHISE COULD BE A HIGHER RISK INVESTMENT THAN A FRANCHISE IN A SYSTEM WITH A LOWER TURNOVER RATE.**

The JDog Junk Removal FDD dated September 30, 2022 states:

**Special Risks to Consider About *This* Franchise**

Certain states require that the following risk(s) be highlighted:

1. **Out-of-State Dispute Resolution....**
2. **Mandatory Minimum Payments.** You must make minimum royalty or advertising fund payments, regardless of your sales levels. Your inability to make the payments may result in termination of your franchise and loss of your investment.
3. **Turnover Rate.** During the last 3 years, a high percentage of franchised outlets were terminated or transferred. This franchise could be a higher risk investment than a franchise in a system with a lower turnover rate.

**JDog Franchise Turnover Data is disclosed by JDog Franchises LLC in its FDDs and certified under penalty of law by Jerry Flanagan**

**JDog Franchises LLC Has Acknowledged High Franchise Turnover (Churn) Since 2019**

To its credit, JDog Franchises LLC *has* disclosed its high franchise turnover (churn) and its potentially onerous flat-fee royalty in its FDD since 2019 (and acknowledged its been a problem since 2017-2018.)

At the risk of minimizing my own journalistic contributions, I am simply calling attention to warnings that you and JDog Franchising LLC have been sharing for years.

***I am especially interested to learn what insights JDog Franchises LLC has discovered in researching this critical and (hopefully) urgent issue in recent years, and what measures you're currently undertaking to protect the investments and overall well-being of current & future military veteran franchisees.***

***Operation Franchise Truth: A No-Nonsense, Hype Free, No-B.S. Guide to Franchise Ownership for Military Veterans***

Kevin, I am looking to launch the ***Operation Franchise Truth*** initiative which will provide no-nonsense, hype-free, no B.S. guidance for military veterans and families exploring franchise investments. The basis of the training curriculum will be the real-life experiences of military veterans who survived, thrived or failed in pursuing their dreams of business ownership via franchising.

As the largest and most prominent franchise opportunities created for and by veterans, JDog Junk Removal & Hauling and JDog Carpet Cleaning & Floor Care will, naturally, play prominent roles both as opportunities and as case studies.

While I care deeply, as I'm sure you do, about the welfare of both your current and former JDog franchise owners, my priority is to gather, interpret and share the information prospective future franchisees need to make an informed franchise investment decision. As you know, that single decision will impact their family's lives for many years to come. They deserve to have accurate information and a true indication of the risks they'd be taking with a JDog (or any other) franchise decision. Don't you agree?

***I appreciate your and JDog Franchises LLC's willingness to engage openly and transparently regarding these issues, in keeping with JDog's stated mission of veteran health and well-being.***

All the best,

**Sean P. Kelly**

**Founder, Operation Franchise Truth**

**Publisher, UnhappyFranchisee.com**

**President, Relentless, Inc.**

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Attachments:

<b>JDog Junk Removal Franchise Terminations</b>					
JDog Franchises FDD 2023			<a href="http://UnhappyFranchisee.Com">UnhappyFranchisee.Com</a>		
Year	Outlets at Start of Year	Outlets Opened	Termination	Transfers	Outlets at End of Year
2020	142	52	63	11	131
2021	131	25	13	1	143
2022	143	88	57	12	174
	<b>ADDED &gt;</b>	<b>165</b>			
	<b>EXITED &gt;</b>		133	24	<b>157</b>
<b>JDog Terminations of Veteran-Owned Franchises: 133</b>					
<b>Total Exits of Veteran-Owned Franchises: 157</b>					
<b><u>Jdog 3-year Franchisee Turnover Rate: 99%</u></b>					

## JDog Junk Removal Franchise Terminations

Source: JDog Franchise Disclosure Documents (FDDs) 2015-2022

Year	Outlets at Start of Year	Outlets Opened	Termination	Transfers	Outlets at End of Year
2013	0	2	0	0	2
2014	2	4	2	0	5
2015	5	7	1	0	10
2016	10	27	4	0	33
2017	33	44	7	7	66
2018	66	34	5	9	95
2019	95	61	14	18	142
2020	142	52	63	11	131
2021	131	25	13	1	143
2022	143	88	57	12	174
	Subtotals	344	<b>166</b>	<b>58</b>	
	<b>OPENED</b>	<b>344</b>			
	<b>EXITED</b>		<b>224</b>		

**More than 224 veteran-owned JDog franchises have been terminated or had territories sold to new owners.**

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**JDog FDDs from 2019 - 2022 Warn of High Franchise Turnover**

**From JDog 2019 FDD:**

4. DURING THE LAST 2 YEARS, A HIGH PERCENTAGE OF FRANCHISED OUTLETS WERE TERMINATED, TRANSFERRED OR CEASED OPERATIONS FOR OTHER REASONS. THIS FRANCHISE COULD BE A HIGHER RISK INVESTMENT THAN A FRANCHISE IN A SYSTEM WITH A LOWER TURNOVER RATE.

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**From JDog 2022 FDD:**

**Special Risks to Consider About *This* Franchise**

Certain states require that the following risk(s) be highlighted:

3. **Turnover Rate.** During the last 3 years, a high percentage of franchised outlets were terminated or transferred. This franchise could be a higher risk investment than a franchise in a system with a lower turnover rate.