

FAQs

The following are frequently asked questions regarding the development of an Aurelio's Pizza restaurant.

Who is Aurelio's Pizza?

Aurelio's Pizza is a privately held company, owned and operated by the Aurelio Family. Aurelio's Pizza has offered franchises since 1974 and currently operates franchise restaurants in Illinois, Indiana, Georgia, Florida, Nevada and Minnesota.

What does it cost to build an Aurelio's Pizza restaurant?

The cost varies depending on the size and geographical location. Detailed information on this topic is provided in our Franchise Disclosure Document (FDD)

What is the franchise fee?

This per unit fee is \$49,000. Subsequent franchise units have a reduced franchise fee of \$25,000.

What is the royalty fee?

An ongoing royalty fee of 6% of weekly gross sales less sales tax.

What are the marketing and advertising fees?

Each restaurant is required to pay an advertising fee of 1% of weekly gross sales less sales tax towards developing, creating, and subsidizing marketing and promotional materials for franchisees. Part of the fee goes towards regional and national advertising, as well as, public relations activities.

If I don't meet the financial criteria to become a franchisee, can I partner with someone who does?

Yes, you must supply us with an application and personal financial statement for each member of your potential franchise group.

Does Aurelio's Pizza provide financing for restaurant development?

No, Aurelio's Pizza does not provide financing. However, we will provide information on lending institutions willing to review financing with prospective franchisees.

What qualifications does Aurelio's Pizza seek in potential franchisees?

The minimum non-financial qualifications include previous success in business, supervisory and/or training experience, and the ability to work well with our organization and move with the project in a timely manner.

What do I receive for being an Aurelio's Pizza franchisee?

A strong brand name for over 50 years.

1. Rights to open and operate an Aurelio's Pizza restaurant.
2. Initial and ongoing training in all aspects of running the business.
3. Local area marketing and collateral support.
4. Business development consultation and field support.
5. Ongoing research and development.

6. Peer interaction at franchisee meetings.
7. Restaurant layout design support.
8. Proprietary products and volume pricing.
9.and much more.

Do I have to work in my restaurant?

No, but we are not looking for absentee owners. If you have restaurant management experience, you may complete training to act as the general manager. If you are not planning to work in the restaurant, we will require you to hire an experienced manager to operate the restaurant.

What is a FDD?

Franchise Disclosure Document. The document explains in detail the franchised business, investment requirements, and our mutual rights and obligations in the franchise relationship. It also contains examples of the agreements you will sign to become a franchisee.

How much money can I make?

We encourage our prospective franchisees to conduct significant due diligence during the discovery process and contact existing franchisees with questions on marketing, finances, sales volumes, operations, etc. The amount of profit and loss is dependent on a number of factors, including the ability of the franchisee to manage the business, drive sales volume, and control operating costs.

How do I know if an Aurelio's Pizza franchise is right for me?

Like owning and running any small business, an Aurelio's Pizza franchise is not for everyone. You must be willing to work long hours, be comfortable with such areas as personnel management, financial management, marketing and business development. Having strong communication, motivation and customer service skills is also very important in this business. An Aurelio's Pizza franchise can be very rewarding for the right individual or entity.

Does Aurelio's Pizza provide demographic data for my potential development area?

Yes, we will provide you with demographics and site selection support we believe will be helpful in your evaluation of the area.

What kind of training requirements will be expected?

Before opening a restaurant, a franchisee and managers must complete a two week hands-on and classroom training at our flagship restaurant in Homewood, IL where Aurelio's Pizza began.

Will I receive opening assistance and ongoing support?

Yes, after signing the franchise agreement and paying the franchise fee, you will immediately begin receiving assistance from Aurelio's Pizza training and operations department. Prior to and upon opening you will receive on-site assistance. Throughout the course of your business operation, you will receive continuous assistance from our operations department. Your assigned franchise operations administrator will periodically visit your restaurant for on-site consultation and quality assurance evaluations. Your operations administrator is also available any time for consultation on any business matter you wish to discuss.