

# Franchisee Exclusivity Agreement

Date: \_\_\_\_\_

To: [Franchisee Name]

[Franchisee Address]

[City, State, Zip Code]

Dear [Franchisee Name],

We are pleased to present you with this Franchisee Exclusivity Agreement concerning your retail locations for [Brand Name]. This agreement serves to establish the terms under which you may operate exclusive stores of our franchise within the designated region.

## 1. Exclusivity

You shall have the exclusive right to operate [Number] retail locations of [Brand Name] within [Specific Territory/Region] for the duration of this agreement.

## 2. Duration

This agreement shall commence on [Start Date] and shall continue for [Duration] unless terminated earlier in accordance with the provisions herein.

## 3. Terms and Conditions

You agree to adhere to all operational standards, advertising guidelines, and quality controls set forth by [Brand Name].

## 4. Termination

This agreement may be terminated by either party upon [Notification Period] written notice should either party fail to comply with the terms herein.

We look forward to a successful partnership and your contributions to growing the [Brand Name] presence in the market.

Sincerely,

[Your Name]

[Your Title]

[Company Name]

[Company Address]

[City, State, Zip Code]