



Wild Birds Unlimited

Medford, Oregon | Established 1992

An exclusive Jackson County franchise opportunity.

AT A GLANCE

33+

years operating

Golden Eagle

Club Award

\$640K

2025 revenue

Jackson Co.

exclusive territory



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SECTION 01

Executive Summary

Wild Birds Unlimited of Medford is offered for sale as a turnkey acquisition: an award-winning specialty retail franchise with more than three decades of continuous operating history, an exclusive territory covering all of Jackson County, and a fully trained five-person specialist staff already in place. The buyer steps into a recognized, credentialed business — not a startup — with an immediate customer base, established vendor relationships, and a built-in operating system backed by the WBU Franchise Support Center.

The foundation is unusually strong for a business at this price point. The location holds Wild Birds Unlimited's **Golden Eagle Club Award** — the franchisor's top honor for sustained financial and operational performance — alongside a **Friend to the Environment Award** and four consecutive years of **15%+ Retail Sales Growth** recognition from 2017 through 2020. The store sits in Medford Center between Nature's Pet Store and Casa Vieja Bar & Grill within a Safeway-anchored neighborhood retail hub, and operates with an assumable lease through January 2027.

The 2025 financial picture requires context. Reported 2025 owner SDE of \$26,416 reflects two non-recurring items detailed in the financial section: a one-time \$15,626 HVAC system replacement absorbed by the seller in 2025, and a voluntary \$28,649 reduction in owner's wages tied to a household income change unrelated to business performance. Adjusting only for these items produces an **Adjusted SDE of approximately \$70,700**. Buyer-side optimization opportunities are presented separately and should not be combined with these add-backs as a single number.

<p>ASKING PRICE</p> <p>\$85,000</p> <p>Business + FF&E</p>	<p>2025 REVENUE</p> <p>\$640,360</p> <p>2024: \$672,397</p>	<p>2025 REPORTED SDE</p> <p>\$26,416</p> <p>Before adjustments</p>	<p>ADJUSTED SDE*</p> <p>~\$70,700</p> <p>Add-backs only</p>
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**A note on 2025 SDE. Reported SDE of \$26,416 reflects two non-recurring items described above. Adjusting only for these produces an estimated SDE of approximately \$70,700. Buyer-side optimization potential is analyzed separately and should not be combined with these add-backs as a single figure. Full P&L statements, tax returns, and lease documents are available to qualified buyers upon executed NDA.*



Why Choose a Wild Birds Unlimited Franchise?

SECTION 02

From the Owner

The following message is paraphrased from Laura's open letter to her customers and the community, in which she announced her plan to retire and her intention to find the right next owner before stepping away.

I'm planning my retirement — but I need to find the next great Wild Birds Unlimited store owner first. My business is not closing. I will continue to operate the shop until I find the right buyer, and only then will I retire, even if it takes a little while.

I want the right buyer — someone who will love this community, the birds, and the business as much as I have. My store is an established, successful, profitable business with a great staff and vendor network already in place, operating under a brand with an excellent track record and a large, loyal customer base.

If you know someone who would love to turn a hobby into a business, take pride in running a local enterprise that's truly engaged in its community, find satisfaction in providing creative and educational opportunities for faithful customers, work for themselves with flexible hours, and bring people and nature together — please share this with them.

I have loved owning this store and meeting all of you while sharing my love of birds. We all reach new phases in our lives, and I want time to travel and to enjoy the birds in my own yard. Thank you for your support of this wonderful hobby. Happy birding!

— *Laura Fleming*

Owner, Wild Birds Unlimited of Medford



SECTION 03

History & Recognition



Earlier-era storefront.

The Medford store opened in November 1992 as one of the early Wild Birds Unlimited franchises in the Pacific Northwest, founded by George and Jeanine Felker. Its current owner, **Laura Fleming**, first joined the store as a Wild Bird Specialist in 1999 — meaning her connection to this specific location now spans more than 25 years across two prior owners and her own tenure.

Fleming holds a B.S. in Wildlife Biology and Management from Michigan State University, and after fifteen years as the wild-bird-supply buyer for seven farm and garden stores across southern Oregon, she acquired the Medford store in August 2015 and rebuilt it at its current Medford Center location. The 2015 build-out included the current layout, fixtures, and back-room infrastructure (all included in the FF&E).

Nov 1992	Store originally opens — founded by George & Jeanine Felker
1999	Laura Fleming joins as a Wild Bird Specialist under the Felkers
<i>Interim</i>	Katy Reed acquires the franchise as second owner
Aug 2015	Laura Fleming acquires the store, rebuilds & relocates to current Medford Center position
2017–2020	Four consecutive years of 15%+ Retail Sales Growth recognition
2025	Owner plans retirement; store listed for sale

Awards & Recognition

Under current ownership, the store has been recognized repeatedly by Wild Birds Unlimited, Inc. for sustained operating performance — these signal to corporate, vendors, and the customer base that this location operates at the highest standard within the WBU system.

PROFITABILITY

Golden Eagle Club Award

WBU's top franchise honor — for sustained financial and operational excellence.

ENVIRONMENT

Friend to the Environment

Recognition for environmental contributions — the owner's most prized award.

GROWTH × 4

15%+ Retail Sales Growth

Four consecutive years of double-digit retail sales growth (2017–2020).

SALES

Improved Sales Awards

Repeated WBU recognition for consistent year-over-year sales improvement.

SECTION 04

Operations & Community

The franchise operates within Wild Birds Unlimited's established system: structured new-owner onboarding through the Franchise Support Center, ongoing business coaching, national brand marketing supplemented by local tools, a curated product catalog with preferred vendor relationships, and continuous nature and hobby education for staff.

Staffing is the operational story most relevant to a buyer. All five employees are BFS-certified through the WBU system and current on the OWL Modules used to keep specialist staff up to date. The current owner works 25–35 hours per week, and the full-time employee is actively being trained in ordering and assistant-manager duties. A new owner stepping into a hands-on role can extend that training and recover labor expense; alternatively, hiring a dedicated manager could convert this to a semi-absentee investment. The retiring owner has committed to up to two months of hands-on transition training.

Facility	1,500 sq. ft. at Medford Center (~1,000 selling, 500 back room)
Hours	Mon–Sat 9:00 AM–5:00 PM, Sun 11:00 AM–3:00 PM
Staffing	1 FT + 4 PT at \$18–\$20/hr; all BFS-certified, current on OWL Modules
Owner Hours	25–35 hrs/week — manager-ready operation
Seller Training	Up to 2 months hands-on transition support
Governing Agreement	WBU Franchise Agreement through October 15, 2027
Lease	\$1.79/sq. ft. + CAM, assumable through January 2027

Community Presence

Over more than three decades the store has built strategic relationships and programming that function as a meaningful intangible asset — embedded goodwill that a ground-up startup would need years to develop.

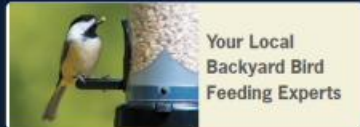
<p>Rogue Valley Audubon Society</p> <p>Strategic partnership with the region's premier birding and conservation organization. Drives community awareness and foot traffic.</p>	<p>Klamath Bird Observatory</p> <p>Collaborative relationship with Southern Oregon's scientific birding research institution. Amplifies credibility with serious birders.</p>	<p>Southern Oregon Land Conservancy</p> <p>Partnership with the regional conservation advocacy group. Reinforces the environmental mission behind the Friend to the Environment award.</p>
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SECTION 05

Programs & Services

Beyond standard retail, the store generates customer loyalty and incremental revenue through an unusually broad set of value-added services and educational programs. These offerings deepen the relationship with the customer base, differentiate the location from generic retail, and represent meaningful infrastructure a buyer inherits on day one.



Customer Programs & Education

A 30+ year community of trusted local backyard bird feeding experts.

Free Wild Bird Talks

Laura has developed and delivered presentations on more than eight topics for community organizations: **Attracting Birds to Our Gardens**, **Attracting Hummingbirds**, **Winter Birds of the Rogue Valley**, **Creating a Backyard Habitat**, **Nesting Season**, **Responsible Bird Feeding**, and **Pollinators in Our Gardens**, among others.

Monthly Educational Talks

Recurring in-store programming covering seasonal bird behavior, habitat, and feeding topics. Drives repeat foot traffic and builds customer expertise.

Bird Walks

Organized walks for both beginner and advanced birders, led free of charge. A former employee leads monthly walks and remains available to fill in at the store.

Customer Photo Gallery

Ongoing curation of customer-submitted wildlife photography deepens engagement and reinforces community identity. (See gallery, page 16.)



WBU Gift Cards

A perennial gift-of-choice for backyard bird enthusiasts — drives off-peak revenue and seeds future customer relationships.

SECTION 05 (CONTINUED)

Paid Services & Channels



FeederScaping & Habitat Consultation

\$50/hr. A Certified Bird Feeding Specialist™ visits the customer's home, evaluates the yard, and helps create a plan to attract the widest variety of songbirds — while keeping squirrels and other critters off feeders. A premium, high-margin advisory revenue stream.

Feeder Cleaning Service

\$5 per item. In-store feeder cleaning and disinfection — all feeders, trays, baffles, and cages. Drives in-store traffic and incremental basket size on pickup. Ties directly into the store's *Responsible Bird Feeding* educational platform.



Are Your Bird Feeders Empty?

MyWBU Online Store + Home Delivery

Active e-commerce platform serving Jackson County customers, with **local home delivery** for bird food, feeders, and accessories. Marketed through the local website and store social channels — an obvious growth lever for adjacent markets.

Text Messaging Marketing

A direct, owned customer channel a new owner can launch through WBU's platform. SMS marketing is a low-cost, opt-in channel free of social-media algorithms — no paid amplification required, and a natural complement to the Daily Savings Club loyalty base.

Daily Savings Club — The Loyalty Engine

Wild Birds Unlimited's proprietary **Daily Savings Club** loyalty program is the single most important customer-engagement asset transferring with the business. The Club tracks purchases, drives repeat visits, and supplies the owner with a marketing channel that requires no paid amplification.

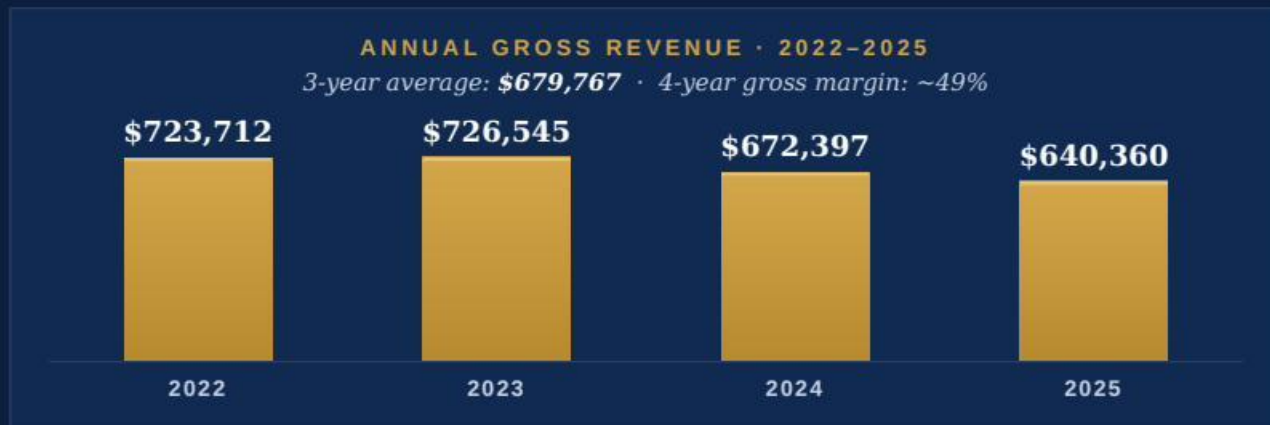
The current owner has identified **continued enrollment growth** as the single most important priority for the incoming buyer — a larger Club base directly reduces dependency on television, radio, and direct-mail advertising spend.



SECTION 06

Financial Overview

The store has generated revenue in a tight band over the past four years — a consistent customer base supported by the exclusive Jackson County territory. Reported 2025 SDE is materially affected by two non-recurring items, separately analyzed below so buyers can evaluate the underlying earnings power of the business.



2025 REPORTED	AMOUNT	% REV	ADJUSTED SDE BRIDGE	
Gross Revenue	\$640,360	100.0%	2025 Reported SDE	\$26,416
Cost of Goods Sold	\$324,414	50.7%	+ HVAC Replacement <i>non-recurring</i>	+ \$15,626
Gross Profit	\$315,946	49.3%	+ Owner Wages Adjustment <i>to baseline</i>	+ \$28,649
Operating Expenses	\$329,556	51.5%	Adjusted SDE	~\$70,691
Net Operating Income	(\$13,610)	(2.1%)	<i>add-backs only</i>	
Owner SDE	\$26,416	4.1%		

Source: 2025 Standard P&L (Debbie Pearson, CPA). Annual occupancy \$49,308 (rent + CAM). Franchise royalties \$25,597 (4% of sales).

Seller's Financial Narrative

HVAC replacement (one-time, non-recurring). The 2025 P&L includes a \$15,626 Maintenance & Repair charge for full replacement of the store's commercial HVAC system, which failed during 2025. Neither the property management company nor the business's insurance carrier covered the replacement; the owner absorbed the cost from operating funds. A fully replaced system is now in place and is not expected to require replacement under new ownership, making this a non-recurring capital event.

Owner's compensation reduction (voluntary). The 2025 P&L reflects Owner's Wages of \$31,351, compared with approximately \$60,000 in each of 2022, 2023, and 2024 — a one-year reduction of roughly \$28,649. This was a voluntary decision driven by a change in household financial circumstances unrelated to business performance. It does not reflect any change in the business's ability to generate earnings.

SECTION 07

Buyer Optimization Potential

The business carries a 49% gross margin — healthy for specialty retail. Profitability improvement opportunities lie on the operating-expense side. The figures below illustrate plausible savings a disciplined, hands-on operator could pursue. They are distinct from the non-recurring add-backs on the prior page and reflect operational changes a new owner would actively make. Buyers should verify each line independently.

EXPENSE CATEGORY	2025 AMOUNT	% REV	OPTIMIZATION POTENTIAL
Labor (Total)	\$131,826	20.6%	\$13,000-\$20,000
Occupancy (Rent + CAM)	\$49,308	7.7%	Negotiable at 2027 renewal
Marketing (Total)	\$41,669	6.5%	\$8,000-\$15,000
Royalties (4% of sales)	\$25,597	4.0%	Fixed — non-negotiable
Payroll Taxes & Benefits	\$20,626	3.2%	Secondary to labor savings
Maintenance & Repair*	\$15,626	2.4%	Non-recurring (HVAC)
Merchant Fees	\$12,383	1.9%	Minor review opportunity
Miscellaneous (legal, acctg., payroll svc.)	\$7,369	1.2%	\$2,000-\$3,000
Depreciation & Amortization	\$4,845	0.8%	Non-cash
All Other (utilities, supplies, ins., comp.)	\$20,326	3.2%	Minimal
Total Operating Expenses	\$329,556	51.5%	Est. \$23,000-\$38,000

* The \$15,626 Maintenance & Repair charge is the one-time HVAC replacement and is excluded from the optimization total above (it is captured in the page 9 add-back instead).

Labor — \$131,826 · potential savings \$13,000-\$20,000. Variable hours and contract labor account for \$55,225 of the total and can be reduced when a new owner takes an active floor role. An operator working 30+ hours per week could eliminate some variable shifts; even a 10% cut to variable labor recovers roughly \$5,500/year.

Marketing — \$41,669 · potential savings \$8,000-\$15,000. Television and radio spending of \$19,868 should be reviewed against attribution data before cutting. Customer mailings of \$11,414 can be partially migrated to email through WBU's platform at a fraction of the cost.

Occupancy — \$49,308 · renewal leverage in 2027. A buyer acquiring in 2026 will have approximately 12 months of operating history before renewal negotiations begin. With \$640K+ in demonstrated annual sales, the buyer enters as a desirable anchor tenant.

COMBINED VIEW

The page 9 adjusted SDE of approximately \$70,700 reflects only non-recurring items. The optimization potential above of **\$23,000-\$38,000** reflects operational changes a new owner would actively execute. Under a conservative scenario combining both, normalized owner earnings could reach the low-to-mid \$90,000s. Under aggressive but achievable execution, that figure could approach \$100,000+. *These are illustrative — actual results depend on owner involvement, market conditions, and execution.*

SECTION 08

Category Tailwinds

The headline numbers behind the bird-feeding category support the operating thesis at this location. Backyard bird feeding is one of the largest and most consistently growing nature hobbies in the United States, supported by long-term tailwinds — habitat awareness, the post-pandemic outdoor hobby surge, and a growing younger demographic engaging with birding.



Start Sharing the Joy of Bird Feeding Now!

According to the U.S. Fish & Wildlife Service:

- 81 million people participate in bird feeding and watching wildlife in their own backyards
- \$5 billion dollars are spent annually on bird seed
- \$960 million dollars are spent on bird feeders, bird baths and nesting boxes
- \$7.6 billion dollars are spent annually on bird feeding and watching wildlife

Source: U.S. Fish & Wildlife Service, as cited on the Wild Birds Unlimited Franchise Opportunity site.

Why This Matters at the Medford Store

A passion-driven, recurring-purchase consumable category produces predictable repeat revenue — exactly what the four-year revenue band of **\$640K–\$727K** at this store demonstrates. Bird food is bought, used, replenished, and bought again. The business model depends less on impulse traffic than on relationships with backyard-feeding households, which is why the **Daily Savings Club** loyalty base, the **community education programming**, and the **local conservation partnerships** are such important assets.

The category is also unusually **recession-resilient**. Households that feed birds tend to maintain that habit through economic cycles — feeding the birds is an inexpensive, daily source of joy that's hard to give up once it's part of a routine. That dynamic shows up in the consistency of this store's revenue across 2022 through 2025 and supports a buyer's ability to underwrite the cash flow with confidence.

SECTION 09

Brand Strength & System Performance

Beyond the local store, the Wild Birds Unlimited franchise system itself is a well-recognized national brand that adds underlying value to this acquisition. The system-wide messaging and outside recognition below frame the broader context the buyer is entering.

Why Wild Birds Unlimited Rocks

- Strong franchisee support and satisfaction
- Best backyard bird feeding products in the industry
- Strong customer loyalty
- Community partnerships in bird and wildlife education



HOW MEDFORD FITS IN THE SYSTEM

The Medford store's 2025 revenue of **\$640,360** sits below the 2024 system-wide average of **\$858,133** for U.S. stores open the full year. Read constructively, this is a meaningful **upside indicator**: the location holds the franchisor's top award (Golden Eagle Club), exclusive Jackson County territory, and a 49% gross margin, yet has revenue headroom toward system averages. The optimization paths on page 10, combined with the Daily Savings Club enrollment growth identified by the seller, are the clearest near-term levers.

External Recognition of the Brand

The Wild Birds Unlimited system has been recognized by independent outlets that evaluate franchise quality and franchisee satisfaction — recognition that supports the franchise asset value at a national level, distinct from and additional to the Medford location's own Golden Eagle Club and Friend to the Environment awards.

- **Entrepreneur Franchise 500** — Recognized in the industry's most-watched franchise quality ranking.
- **Franchise Business Review** — Eight consecutive years as a top franchise for franchisee satisfaction in the retail category.
- **Franchise Update** — Featured business intelligence reporting for growing franchisors.
- **USA Today** — National media coverage of the WBU system.

Source: Wild Birds Unlimited Franchise Opportunity site (franchise.wbu.com).

SECTION 10

Franchise

Wild Birds Unlimited is North America's original and largest backyard bird feeding franchise. The Medford location holds an exclusive territory covering all of Jackson County — a protected market position backed by a nationally recognized brand and comprehensive franchisee support. Buyer approval follows a structured WBU process and is required in addition to financial qualification.



WHY ACQUIRING THIS LOCATION BEATS A GROUND-UP BUILD

Per the WBU Franchise Opportunity site, opening a brand-new Wild Birds Unlimited store carries start-up costs of **\$224,373 to \$379,957**, plus minimum financial requirements of \$400,000 net worth and \$40,000–\$50,000 in liquid capital.

\$85,000 asking price + **\$26,000** franchise transfer fees = **\$111,000** total acquisition cost (plus inventory at cost, \$60,000–\$90,000).

Savings on entry alone: \$113,000 to \$269,000

The buyer also inherits 33+ years of operating history, the Golden Eagle Club Award, an established customer base, a trained five-person specialist staff, and the existing Daily Savings Club loyalty program.

FRANCHISE DETAILS

- Franchisor:** Wild Birds Unlimited, Inc.
- Royalty:** 4% of applicable gross sales
- Agreement runs through:** October 15, 2027
- Support:** New Owner Development, Marketing, Product & Supply, Nature Education

TRANSFER COSTS AT CLOSING

- Assignment Fee:** \$20,000
- Training Fee:** \$5,000
- Advertising Fee:** \$1,000
- Total:** **\$26,000**

Buyer Approval — The WBU Process

All transfers are subject to formal franchisor approval through a structured four-stage process. Plan for approximately 60–90 days from initial contact through closing.

STEP 1

Discovery

Review materials and initial conversations with WBU corporate.

STEP 2

Support Webinars

Education on operations, financials, and franchisee support.

STEP 3

Meet the Flock

Final approval — in-person or virtual review with WBU.

STEP 4

Agreement

Execute the Franchise Agreement and complete the transfer.

SECTION 11

Lease & Location

The store occupies 1,500 square feet at 961 Medford Center — one of Southern Oregon's most active neighborhood retail hubs, located at the intersection of Crater Lake Avenue and Biddle Road. The store sits between two strong co-tenants — Nature's Pet Store directly to the left and Casa Vieja Bar & Grill to the right — within a center anchored by Safeway and other neighborhood retail.



Medford Center storefront — Wild Birds Unlimited (center), with Nature's Pet to the left and Casa Vieja Bar & Grill to the right.

LEASE DETAILS

Address: 961 Medford Center, Medford, OR 97504
Total space: 1,500 sq. ft. (~1,000 selling, 500 back)
Lease rate: \$1.79/sq. ft. + CAM
2025 occupancy cost: \$49,308
Expiration: January 1, 2027
Landlord: LBG Medford DN LLC, Claremont, CA
Assignment: assumable, subject to landlord approval

ADJACENT & CENTER CO-TENANTS

- **Nature's Pet Store** (immediately adjacent) — directly complementary; shared pet/nature customer demographic with natural cross-shop behavior
- **Casa Vieja Bar & Grill** (immediately adjacent) — established local restaurant; evening and weekend foot traffic
- **Safeway** (in the broader center) — national grocery anchor driving high daily repeat traffic
- **Department of Motor Vehicles** (in the broader center) — government office; consistent cross-demographic traffic

2027 LEASE RENEWAL — STRATEGIC OPPORTUNITY

A buyer acquiring in 2026 will have approximately **12 months of operating history** before entering renewal negotiations. With demonstrated annual sales of \$640,000+, the new owner enters as a desirable anchor tenant with real leverage. Reasonable targets include flat or reduced base rate, a rent-free improvement period of 1–3 months, or a longer term locked at a fixed rate.

SECTION 12

Growth Opportunities & Offering Terms

Identified paths to accelerate performance build on existing infrastructure rather than requiring net-new capital investment. Online sales expansion through WBU's MyWBU e-commerce platform — currently serving Jackson County — could reach adjacent markets including Klamath Falls, Grants Pass, coastal towns, and Roseburg, all without additional lease cost. Social media optimization targeting younger demographics, particularly through short-form video and community birding content, addresses a post-pandemic surge in younger birding audiences at low cost. The Daily Savings Club loyalty program offers continued enrollment growth that reduces dependency on high-cost paid advertising and is identified by the seller as a top priority. Deeper events and community programming with existing partners — Rogue Valley Audubon, Klamath Bird Observatory, and SOLC — drives traffic, basket size, and social content. For a buyer interested in a more passive role, hiring a dedicated manager could convert the operation to a semi-absentee model.

Offering Terms

Asking Price	\$85,000 — business goodwill + all FF&E included
Inventory	Sold separately at cost — \$60,000 to \$90,000 (seasonal range)
Franchisor Transfer Fee	\$26,000 at closing (Assignment \$20K + Training \$5K + Advertising \$1K)
Lease	Assumable at \$1.79/sq. ft. + CAM through January 2027
Listing Terms	Cash or conventional; SBA financing may be available for qualified buyers
Financials	Full P&L, tax returns, and lease released upon executed NDA
Buyer Requirements	Financial qualification + formal approval by Wild Birds Unlimited, Inc.
Seller Training	Up to two months hands-on training provided by the retiring owner
Showings	Appointment only — do not disturb staff or customers
Inquiries	Direct all inquiries to the listing brokers below

Transfer contingent upon WBU franchisor qualification and approval. Landlord consent required for lease assignment.

Confidentiality & Disclaimer

This Offering Memorandum is strictly confidential and intended solely for the authorized recipient. The information has been obtained from sources believed to be reliable; however, neither the Seller nor the Listing Brokers make any representation or warranty, express or implied, as to its accuracy or completeness. All prospective buyers are advised to conduct independent investigation and due diligence, including verification of all financial data, lease terms, franchise specifics, and inventory values. Listing Brokers have not conducted a formal audit. This memorandum does not constitute an offer to sell or a solicitation, and shall not be construed as legal, tax, or investment advice. All recast SDE figures and optimization estimates are illustrative; actual results will vary. Buyers should consult qualified financial, legal, and franchise advisors before making any acquisition decision.

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SECTION 13

Photo Gallery

A selection of customer photography from the store's ongoing Customer Photo Gallery and the Wild Birds Unlimited Medford website. These images represent more than three decades of accumulated community engagement and are part of the cultural goodwill transferring with the business.



Acorn Woodpecker.



Pileated Woodpecker on suet feeder — photo by Stan Long.



Mountain Chickadee feeding from the hand — from the WBU Medford website.



Probable Leucistic Junco — photo by Jeanine Felker, Rogue River, Dec 2017.



Scrub Jay figuring out the "squirrel jar" — photo by Maggie Thompson.



Scarlet Tanager enjoying the bath — from the Medford store website.

SECTION 13 (CONTINUED)

Storefront, Products & Programming

Beyond the customer photo gallery, the Medford store's online presence and storefront imagery convey the day-to-day character of the business — the in-store environment, the educational content the owner produces locally, and the broader Wild Birds Unlimited community the buyer joins.



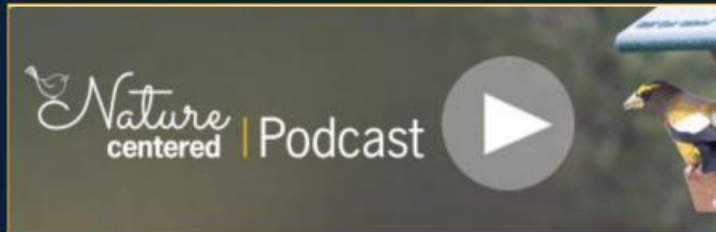
Branded in-store and storefront graphic.



"More Trees, More Birds" — conservation messaging.



Local Events — community programming.



Nature-Centered Podcast

From the Medford store's website — one of the locally produced podcasts and videos hosted by the current owner. Educational content represents an owned marketing channel transferring with the business.



EcoClean® Bird Feeders — featured product line carried by the store. EcoClean is Wild Birds Unlimited's antimicrobial product technology and is part of the curated catalog the buyer inherits.



The WBU Community

From the Wild Birds Unlimited Franchise Opportunity site — a ribbon-cutting at another WBU location, included here to illustrate the broader franchise community the buyer joins. The Medford store's own storefront is shown on page 14.