



FRANCHISE OPPORTUNITY

FRANCHISE DISCOVERY GUIDE

YOUR FIRST LOOK INSIDE.

A short introduction to the Switch Society franchise opportunity.
What we have built, why it works, and what it looks like to own one.

PREPARED BY

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CONFIDENTIAL

NOT THRIFT. NOT RESALE. NOT RENTAL. NOT CONSIGNMENT.

Switch Society is a membership-based circular fashion company that helps women continually refresh their wardrobes through a shared community closet. Members bring in what they no longer wear and take home what they love, powered by a simple points system.

THE MODEL

Members pay a monthly or annual membership fee to access the shared wardrobe. They bring in items they no longer wear, receive points based on a standardized matrix, and spend those points on pieces they love. The inventory is contributed entirely by the membership. There is no cost of goods sold in the traditional retail sense.

THE MISSION

We believe women deserve a wardrobe that moves with their lives, and a community that does the same. Switch Society exists at the intersection of sustainability, style, community, and connection. We are building something that did not exist before.

THE OPPORTUNITY

Switch Society is expanding nationally through franchising. We are looking for community builders who love connecting with women, creating culture, and building something meaningful in their city.

Five Pillars of Switch

Circulation: Clothing moves continuously. Nothing sits. Nothing is wasted.

Community: Real relationships built around shared values, not transactions.

Sustainability: Zero waste culture. Every textile has a place here.

Style: Giving women the freedom to evolve how they dress without financial pressure.

Connection: A place where women are known, seen, and supported through every life change.

FOUNDER INSIGHT

"I STARTED SWITCH BECAUSE I BELIEVED THERE WAS A BETTER WAY TO GET DRESSED. ONE THAT DID NOT REQUIRE BUYING SOMETHING NEW EVERY TIME YOUR LIFE CHANGED. I WANTED TO BUILD A PLACE WHERE WE KNOW OUR MEMBERS BY NAME, WHERE WE KNOW WHAT IS GOING ON IN THEIR LIVES, AND WHERE THEY KEEP COMING BACK BECAUSE OF HOW IT MAKES THEM FEEL."

— Emily Petroff, Founder & CEO

THE MEMBERSHIP MODEL

Revenue is driven by recurring memberships. Because inventory is contributed by the members themselves through the points system, there is essentially no cost of goods sold.

TIER 1

\$50/MONTH

or \$500/year

Core membership access. Full shared wardrobe, points system, member events, and community programming.

TIER 2

\$75/MONTH

or \$750/year

Enhanced access. Everything in Tier 1 plus priority access to new arrivals and additional member benefits.

TIER 3

\$100/MONTH

or \$1,000/year

Premium membership. Everything in Tier 2 plus Vault access, private styling sessions, and exclusive events.

* Pricing is a standard guideline. Each market will determine what is best for their community.

HOW THE POINT SYSTEM WORKS

Members bring in items they no longer wear. Items receive a point value based on a standardized matrix. Points are added to the member's account and can be spent on items in the shared wardrobe. We are a zero-waste culture, which means we accept all textiles and find a purpose for everything.

WHY MEMBERS STAY

Members quickly discover the joy of shopping with no risk and no guilt. Letting go of what no longer serves them and discovering what does. The community is one of the biggest benefits, but the experience itself is what keeps them coming back. It gets better over time, not worse.

Revenue Model Illustration:

100 members x \$50/month = \$5,000/month
 300 members x \$50/month = \$15,000/month
 500 members x \$65 avg/month = \$32,500/month

These figures are illustrative only and are not a guarantee of performance. Actual results will vary by market.

WHAT PROSPECTIVE FRANCHISEES ASK "WHAT HAPPENS IF MEMBERS JUST ACCUMULATE POINTS AND NEVER BRING ANYTHING IN?"

In practice, they do not. Members discover that the joy of Switch is the circulation. Letting go of what no longer serves them. Points are the mechanism. The experience is the motivation.

WHAT IT COSTS TO OPEN

Switch Society offers two store models depending on your market and goals. Your actual investment will depend on your space, your market, and your unique situation. We will walk through this in detail during the discovery process.

EXPENSE CATEGORY	SWITCH SOCIETY MODEL	VAULT MODEL
Initial Franchise Fee	\$35,000	\$35,000
Technology & Computer	\$1,200 to \$2,000	\$1,200 to \$2,000
Training & Travel	\$200 to \$2,000	\$200 to \$2,000
Rent/Lease*	Depends on market	Depends on market
Leasehold Improvements*	Depends on space	Depends on space
Fixtures & Equipment*	Depends on sourcing	Depends on sourcing
Signage*	Depends on location	Depends on location
Working Capital*	Depends on staffing	Depends on staffing
Total Estimated Range	\$75,900 to \$135,300	\$65,200 to \$112,500

* Variable costs depend on your unique situation. We walk through these together during the discovery process.
Switch Society Model: 2,500 to 5,000 sq ft (full experience, all three tiers) | Vault Model: 1,250 to 2,500 sq ft (compact, premium format)

ONGOING FEES

ROYALTY FEE 6% of Gross Revenues Paid weekly via ACH	NATIONAL AD FUND Up to 2% of Gross Revenues Brand-level marketing	LOCAL ADVERTISING \$500/month minimum Your local market investment	TECHNOLOGY FEE \$500/month Switch OS and platform access
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Minority & Employee Discount: 10% off the initial franchise fee for qualifying minority owners and existing Switch Society employees.

These figures are from our 2025 FDD. Your actual investment will depend on your unique situation. A full breakdown is provided in the Franchise Disclosure Document during the discovery process.

A DAY IN THE LIFE

Switch Society is not a passive investment. It is an active, community-centered business that rewards people who love showing up for others. Here is what it actually looks like.

DAILY OPERATIONS

Your team creates community and manages the circular wardrobe. That means welcoming members, processing incoming items, maintaining the floor, hosting events, and building relationships that keep people coming back. The work is relational, not transactional.

YOUR ROLE AS OWNER

You are the community leader. You set the culture, hire and develop your team, drive local marketing, and build partnerships in your market. You do not need a fashion background. You need to love people and be willing to build something meaningful.

TECHNOLOGY & SYSTEMS

Switch OS is our custom operating software and the single source of truth for your business. It handles member management, points tracking, inventory, scheduling, and reporting. You will also use Go High Level for marketing automation, QuickBooks Online for accounting, Stripe for payments, and Google Suite.

WHO THRIVES HERE

Community builders. Connectors. People who light up when they walk into a room full of women. You do not need retail experience or fashion expertise. You need the ability to create space where people feel welcome, seen, and excited to come back.

TERRITORY

Each franchise receives a protected territory defined as a 5-mile radius or 100,000 population, whichever is less. No other Switch Society location will operate within your territory.

TRAINING & SUPPORT

40 hours of training delivered virtually and in Billings, MT or another designated training location. Ongoing support includes weekly check-ins, marketing resources, operational playbooks, and access to the full Switch Society franchise community.

WHAT PROSPECTIVE FRANCHISEES ASK "HOW MUCH TIME WILL I ACTUALLY SPEND IN THE BUSINESS DAY-TO-DAY?"

In the first 90 days, expect to be very present. After that, it depends on the team you build and how quickly you develop your systems. Owners could transition to a leadership role within 6 to 12 months depending on their growth and goals.

Time to Open: Franchisees can be open in as little as 30 to 60 days depending on their market and readiness. This includes site selection, buildout, training, pre-launch marketing, and community seeding.

WHAT HAPPENS NEXT

If this resonates with you, here is what the path forward looks like. There is no pressure and no timeline. We move at the pace that is right for you.

01

DISCOVERY CALL

A 30-minute conversation to learn about each other. We will answer your questions and explore whether there is a mutual fit.

02

OWNER'S GUIDE

We will send you our comprehensive Franchise Owner's Guide covering every aspect of the opportunity in detail.

03

FDD REVIEW

You will receive our Franchise Disclosure Document with complete financial and legal details. Take your time with it.

04

DISCOVERY DAY

An in-person or virtual deep dive into the culture, operations, and vision. This is where you feel what Switch is really like.

05

AGREEMENT

If we are both a yes, we sign the Franchise Agreement and begin building toward your opening.

06

OPENING DAY

Your doors open, your community shows up, and the free fashion revolution begins in your city.

WHAT WE ARE LOOKING FOR

- Community builders who love connecting with people
- Leaders who create culture, not just manage tasks
- People who believe fashion can be more than consumption
- Owners who want meaningful work, not just business partners who are coachable, collaborative, and mission-aligned

FOUNDER INSIGHT

"WE ARE NOT LOOKING FOR OPERATORS. WE ARE LOOKING FOR COMMUNITY BUILDERS. THE SYSTEMS HANDLE THE OPERATIONS. WHAT WE NEED IS SOMEONE WHO CAN WALK INTO A ROOM AND MAKE EVERY WOMAN IN IT FEEL LIKE SHE BELONGS."

— Emily Petroff, Founder & CEO

READY TO EXPLORE?

Email emily@switchsociety.org or call 406-670-3711 to schedule your discovery call.



"WHAT IF THE FUTURE OF FASHION WAS
NOT ABOUT BUYING MORE, BUT ABOUT
SHARING WHAT WE ALREADY HAVE?"

— EMILY PETROFF,

LIFE HAPPENS. YOUR WARDROBE SHOULD KEEP UP.

Emily Petroff

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