



FRANCHISE | INDEPENDENT | EMPLOYED



— EST. 1961 —  
**PEARLE VISION**<sup>SM</sup>

## It's more than a set of words, it's our promise. *Nobody Cares For Eyes More Than Pearle.*

Since 1961, from the exam room to the retail floor, the eye care experts of Pearle Vision know that caring for eyes means caring about the people behind them. Whether as a new franchise owner, employed in one of our corporate EyeCare Centers, or converting your existing practice through our Ignite program, become a part of brand that has become synonymous with an unmatched commitment to care.

### THREE WAYS TO AFFILIATE WITH PEARLE VISION:

**Franchise:** Own a Pearle Vision EyeCare Center which includes Retail Optical and Optometric Practice.

**Independent:** Operate as an Independent Doctor of Optometry while subleasing office space located next to or within a Pearle Vision Franchise or Corporate EyeCare Center.

**Employed:** Become an employee of a Pearle Vision Franchise or Corporate EyeCare Center.

"My experience at Pearle has been the highlight of my optometric career. I have been able to improve my skills as a clinician as well as the business skills required to be a practice owner."

— Eric Bella, Pearle Vision Subleasing OD

### AN UNWAVERING COMMITMENT TO UNMATCHED CARE

As a Pearle Vision affiliated doctor, you'll bring our patient-centric approach to every interaction and connection you make:

- Patients first
- Expertise
- Trusted relationships
- Holistic health and well-being

### AT A GLANCE

- Founded in 1961 by Dr. Stanley Pearle
- Over 550 locations in the U.S., Canada and Puerto Rico
- Neighborhood destination for eye care and eye wear
- Ranked #1 by Entrepreneur in 2023 Franchise 500 for the eye care category for the fifth consecutive year
- 4.9 / 5.0 Google OD Rating

"Pearle gives us access to things that we would never have had on our own. Insurance panels, vendor discounts, items that as an independent, we would never have had access."

— Ketan Sheladia, OD, Franchise Owner

**EssilorLuxottica | Eye Care**

LENSCRAFTERS For Eyes OPTICAL PEARLE VISION

# Nobody Cares For Eyes More Than Pearle.

## A NETWORK OF INDUSTRY-LEADING SUPPORT

Delivering on our promise starts with giving our affiliated optometrists the tools, support and resources they need to deliver the care patients have come to expect.

- Scalable business model with low franchise fee
- Ongoing training whether you franchise, practice independently or are employed
- Established supply chain
- Operational expertise and in-house support
- Integrated full-funnel +\$35M national and localized patient acquisition and retention marketing platform

## A WELL-ESTABLISHED SUPPLY CHAIN

With access to EssilorLuxottica's well-established supply chain, as a Pearle Vision optometrist, you can practice a higher level of optometry.

- State-of-the-art equipment offerings
- Modern exam lanes that may include imaging and visual field-testing technology
- The industry's most fashionable and popular eyewear brands actively managed allowing you to keep top sellers stocked
- Lab & Lens Management System nationally scaled for purchasing power to increase gross margins

## CAREER FLEXIBILITY AND FULFILLMENT

Whether you choose to sublease or franchise a Pearle Vision, you can feel confident knowing that you'll have the flexibility to grow and continue to be fulfilled in your career.

The Pearle Vision operating model is designed to help simplify the management of one or many optical stores, plus:

- Help with site selection, market development and store design
- Development agreements for multiple locations
- Determining your own hours and schedule

## TAB PATIENT MANAGEMENT SYSTEM

Investing heavily in technology to improve the doctor and patient experience, Pearle Vision practices utilize The Appointment Book (TAB) Patient Management System, an appointment booking and patient scheduling system that includes:

- Online scheduling
- Online patient attraction marketing, including listings management, local landing pages, and ratings and reviews
- Automated patient recall messaging series to drive patient retention

## Caring About The People Behind The Eyes

Our established C.O.R.N.E.A. community outreach platform or unlock the possibilities of every child through our ABSee collaboration with OneSight and the EssilorVision Foundation, you can make a difference in the community.



**C.O.R.N.E.A.**  
Community Outreach Reinforcement of Neighborhood Eye Care Activity

Learn more about Pearle Vision opportunities at [EssilorLuxotticaEyecare.com](https://EssilorLuxotticaEyecare.com).

For more information on franchising opportunities, visit [ownapearlevision.com](https://ownapearlevision.com).

This is not intended as an offer to sell or the solicitation of an offer to buy a franchise. Within the U.S.A. and Canada, we offer franchises solely by means of our Franchise Disclosure Document. Certain states in the U.S.A., provinces in Canada, and other countries have laws governing the offer and sale of franchises. If you are a resident of one of these states/provinces, we will not offer you a franchise unless and until we have complied with applicable legal requirements in your state. This information about our franchise opportunity is intended solely for residents of the United States and Canada.

**EssilorLuxottica | Eye Care**

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