

Net Lease Investment Team

The Restaurant Experts

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Colliers
INTERNATIONAL

Information is pulled directly from the December 13, 2018 Sonic FDD



Type of Expenditure	Estimated Initial Investment for a Traditional Sonic Drive-In		Estimated Initial Investment for a Non-Traditional Sonic Drive-In	
	Estimated Low	Estimated High	Estimated Low	Estimated High
Franchise Fee	\$45,000	\$45,000	\$22,500	\$22,500
Payroll	\$56,000	\$137,500	\$56,000	\$137,500
Training, Travel and Living Expenses while Training	\$5,000	\$33,500	\$5,000	\$33,500
A-Team Trainers	\$44,000	\$92,000	\$44,000	\$92,000
Advertising Funds	\$2,000	\$5,000	\$2,000	\$5,000
Beginning Inventory	\$30,000	\$140,000	\$30,000	\$140,000
Security deposits, utility deposits, business licenses and other prepaid expenses	\$2,000	\$250,000	\$0	\$7,500
Insurance Premiums	\$10,000	\$20,000	\$10,000	\$20,000
Additional Funds (three months)	\$5,000	\$25,000	\$5,000	\$25,000
Miscellaneous Pre-opening Costs	\$5,000	\$58,300	\$5,000	\$58,300
Land	Variable	Variable	\$15,000	\$48,000
Building and Site Work	\$750,000	\$2,300,000	\$0	\$150,000
Restaurant Equipment	\$175,000	\$260,000	\$120,000	\$185,000
Point-of-sale System and Digital Menu Housings	\$82,800	\$135,000	\$42,000	\$53,000
Sonic Sign	\$10,000	\$25,000	-	-
Total Investment (excluding land costs)	\$1,221,800	\$3,526,300	\$356,500	\$977,300
OPTIONAL – Indoor Seating	\$125,000	\$220,000		

Contact Our Team:

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