



WHY CAR CARE?



This is a 10 year old Porsche 911 that has been buffed and then finished with Brila Glass Coating



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Huge Market and Growing

- Car Wash Industry = \$500 million + market (2015/16)
- 2.5% Annual growth
- 1,178,133 new cars sold in 2016
- Car Care – Australia’s largest mobile detailer with 3.3% market share

“Car Care has the largest network of sites in the industry. The franchise model offers convenience for both franchisees and customers as car owners are able to call a central phone number and be allocated the closest available franchisee.”



What makes Car Care special?

Would it be how long we have been around? – Car Care commenced in 1987 – a long time!

During that period we have had to adapt to all sorts of changes, most of which, funnily enough, have little to do with detailing. Things like – the introduction of mobile phones, the demise of Yellow pages in favour of on-line searches (Google was not even formed when we first started).

On the car detailing side we have seen changes in products along with adaptations that improve our water usage – ***what hasn't changed is that cars still get dirty and still need to be cleaned, over and over again.....***

Would it be that we are the only national Mobile Detailing Franchise?

This national coverage assists us in providing a one-stop shop for vehicle manufacturers that want to promote their cars across the country for things such as sporting events, product launches, car shows etc.

Would it be our low start-up costs compared to earnings potential?

Car Care would have to have one of the best 'returns on investment' (ROI) in franchising. The average retail business will cost anything from \$200k-\$800k – 5 to 10 times what it costs to start a Car Care franchise.....and many do not make as much money as our Car Care Franchise Owners!



Would it be the fact that our business is simple to run?

As an owner/operator you only need to worry about yourself. There aren't the headaches of employing and managing staff with all the associated payroll and HR responsibilities. In addition your Car Care Franchise is mobile so there are no shopping centre rents to pay. The other major benefit of being mobile is you can take your business to the customer rather than sit there and wait for them to come to you.

Who makes a good Car Care Franchise Owner?

Are you a good fit? Ask yourself these questions:

Do you have an interest in cars?

Whilst you don't need to be a car nut to do the job it would obviously help your business if you had an interest in cars.

Do you understand the real value of a customer?

Not the "one off job value" but the value of future earnings over a month, a year, 5 years? - what marketing people refer to as Lifetime Value. A \$70 job can be turned into a regular fortnightly customer worth \$1,800 a year, or \$9,000 over 5 years.

Are you prepared to follow a business model that has been proven to work?

Car Care has a proven system that has been developed over 30 years. Take advantage of this and grow your business from day one using the experience and knowledge gained from hundreds of franchisees since we began in 1987. After all, isn't that why you want to buy a franchised business in the first place?

Do you feel comfortable talking to people about what you do?

You will have to market yourself and your business to be successful, but we will help and guide you along the way. By using our marketing materials, as other new franchisees have done, you will develop the confidence to tell people what you do and how you can help them with their car, fleet of vehicles etc.



What does it cost to start?

The initial investment is \$42,000 plus GST + Vehicle:

That includes:

- All equipment –vehicles are equipped with their own power & water
- An initial supply of car care products
- One weeks training in your area
- All necessary stationery
- Signwriting of vehicle
- Google My Business Listing
- Your own page on our secure web site
- Google Adwords campaign

Vehicle

There are a number of vehicles that are suitable for Car Care. We currently have in our fleet: Mercedes Vito, Renault Traffic, Hyundai iLoad, VW Maxi Caddy & Transporter, Toyota Hi Ace. Other vans may be suitable – check with your State Master Franchisor.

You hand over the van to us and we arrange the signwriting, installation of all equipment and cleaning products and hand it back to you all ready to go.

Ongoing Costs

At Car Care we charge Fixed Fees. We do not charge a percentage of your earnings.

Why fixed fees? We believe that the harder you work, the more you should earn and keep. Percentage based fees usually mean – the harder you work, the more you pay...that doesn't sound right to us!

As a national business, our fees do vary across states reflecting the historic CPI increases. Overall though, the weekly fees (including your Marketing Fee) generally average out to the cost of a Full Detail – which takes, on average, 2 ½ to 3 ½ hours to complete. Anything more than that – you keep!

Note: We generally have a few existing franchisees for sale which can vary in price so visit the web site or call your local State Manager on 1300 227 227.



How do you finance your Car Care business?

There are various ways to finance the purchase of your Car Care franchise – these include;

- A bank loan
- From a redundancy package
- From savings
- Borrowing from relations
- Other Finance

We can provide you with a draft Business Plan and assistance in putting the information together to take to your bank or other provider.

What Training will you receive?

You will be given training in all aspects of car detailing before you start.

The practical training consists of five days in your territory using your van and equipment. Many people are surprised at just how much there is to learn because you not only need to learn how to properly detail a car, you also need to learn how to do it efficiently in order to get the best result in the shortest amount of time – time is money.

Our Trainers have operated their own Car Care business in the past and are still active in the business today some 12-15 years after joining.

In the one week program you will be shown:

- Practical detailing skills
- Managing your equipment
- The secrets to professional detailing
- The Car Care System
- How to price a job
- Customer handling skills
- Marketing in your territory
- How to build a successful business

We believe you should never stop learning so Car Care provides you with ongoing training in advanced detailing skills as well as general business skills.





Who are Car Care's Customers?

When you think about it, anyone who owns a car is your customer. Look around at all the cars, trucks, vans, motor bikes on the road and you are looking at potential customers.

Private Car Owners

Life is hectic these days, you know what your own life is like, too much to do at the weekends, too few hours... Just imagine how easy it would be if you could get some of your jobs done while you are working...that's where Car Care comes in, we go to your home or workplace and detail your car while you are busy at work – now put yourself in the picture – you are providing this service to your customers!

Business Vehicles

Now imagine you are a Fleet Manager of 5,10 or more cars, trucks, vans. Image is important so you need to keep all your vehicles clean and tidy, how do you do it – call Car Care. Your vehicles are going back to the finance company/being traded for new ones and you have to get them detailed – call Car Care!

Corporate Customers

All the major motor companies Ford, Holden, Mazda, Honda, Audi, Mitsubishi continually release new models. They have to train their dealers on changes, competitors etc. so they get the dealers all together and those vehicles need to be cleaned every day and sometimes during the day, for 7-10 days at a time, how do they do it – they have Car Care manage this for them as we are the only national detailing company so they have only to make one call...Car Care!



As Australia's largest mobile detailer we are often called upon for special events

Caravans

Do your parents, grandparents, someone in your family have a caravan, then you know how dirty they get and usually their owners are older so not able to detail them when needed – who do they call – Car Care!

You may even be called out to the Caravan & Camping Show, held every year, as we also prepare them and maintain them throughout the Show!

Delivery Vehicles

Delivery vans, huge prime movers, all need to be cleaned and maintained and everyone is just too busy working so, yes, you will be asked to go out and clean these too. And yes, we also go to the annual Truck Show and prepare and maintain them throughout the show too!

By now you can see you are not lacking in customers, just link into our established network, become a Car Care Mobile Detailing Specialist and find time to fit all this into your daily routine....

It's not just cars!

We do some different things that you might not expect, from cleaning “Nova Boy” to drill rigs, large earth movers, boats, planes...that's the benefit of being mobile and carrying your own power and water.





How much can you earn?

What we prefer to do at Car Care, is ask you what you want or need to earn and then sit down and make a plan to get you there.

How much earn you is dependent on how many hours you want to work and how efficient you are. Do you want to work only Monday to Friday, or weekends as well?

Some of our franchisees are retired but don't want to draw totally on their retirement funds so bought a Car Care Franchise, work three days a week, and play golf on the other days. In fact, that is working so well for one franchisee in Sydney that his friend bought a Car Care franchisee so he could do the same – see [testimonials](#)

Some of our franchisees want to be home in the early afternoon to pick up the kids from school because their partners work hours that won't allow them to pick up the kids.

This is one reason why we have constantly ranked in the top 10 for Lifestyle of franchise systems in Australia



LIFESTYLE

Income Plan

When we work out a plan for you we gauge it on:
Our hourly rate: \$75.00/hour (average across all states)

Example:

A mini detail takes less than an hour and is our minimum service at \$70. A Full Detail takes 3-4 hours and is from \$250 to \$350 depending on the size of the vehicle.

It is not difficult to do 2 full details in a day or more than 6 mini details or a mixture of both. By calling on businesses in your area you will find multiple vehicles in one location enabling you to earn more with less travelling between jobs.



When you find and retain these customers you guarantee yourself a regular income and your business becomes more valuable.

What some of our franchisees have earned:

In one day: \$2,450 – this was just one job!

In a week: \$9,050

In one job: \$2,450

Hi, I'm Darryl Day the owner operator of Car Care Gosford Shire.

I come from an engineering background where I was already making a reasonable living financially speaking, however I was suffering from the same place, same time, same faces syndrome.

I unfortunately had an accident and was unable to work for many months so began to look at other options, when the opportunity came up to purchase this franchise. I was (and still am) blown away with the amount of information, support and guidance that is afforded you right from the initial meeting. You automatically become part of the Car Care Family which is both endearing but more importantly stress relieving as it can be daunting buying a new business, a new future!

Part reason for buying a Car Care Franchise was that I could still earn a decent living whilst having the flexibility to work my own hours which would allow me to see more of my family and friends. Not only has owning a Car Care Franchise given me the flexibility to do this it has also given me new found friends, opportunities and security. I won't lie, it can be a fickle business but the rewards far out way the downside.

I get to meet some lovely local people, some eccentric, some serious, some with sad stories, some with happy stories but all different and all just as important as the other in the success of your new business. Then there are the locations you find yourself at. I live on the Central Coast NSW and had no idea of the awesome spots we are blessed with! Oh, and then there is the cars you get to climb over, in, through and sometimes drive and even go to shows or go around a race track in!!

So, in closing I would like to reiterate that if your looking to buy a business then I believe you need look no further than a Car Care Franchise as it offers you the opportunity to be your own boss, work your own hours, earn a good financial living and all this with the already proven business model and support that you just struggle to find when starting a new business. Believe me, I've been there."



I am interested, what do I do next?

This will depend largely upon where you are in the process. If you are just gathering information so that you can compare various opportunities then you probably have enough within this document – which pretty much covers everything included on the web site - www.carcarefranchising.com.au

If however, you are much closer to deciding and you are interested in what you have seen here then we would suggest you either complete the on-line [Enquiry Form](#) and we will contact you or contact your local franchisor arrange an informal catch up.

NSW State Franchisor

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