

## FRANCHISE OPPORTUNITIES

► Touch Up Guys' quality, reliability and fair pricing fosters a strong and loyal customer base. We continually look at what's happening in the industry, what new opportunities there might be and how to take advantage of them. We update and refine our systems to ensure that we meet and exceed our customers' expectations. As a Touch Up Guys franchisee, you become an integral part of this highly successful approach to business. Even more importantly, you become part of a team of people who are all working towards the same goals of success and growth. Our people are friendly and approachable and willing to assist as needed and we get together on a regular basis at our conferences, meetings and Christmas functions.



retail clients in a certain area. This opportunity is extended to you for an initial period of five years and this is renewable by agreement. There may also be opportunities to purchase an area that has become so successful that an existing franchisee may wish to sell you a part of their territory. Your package includes a van fitted out with a carefully developed mobile workshop, giving you an efficient and comfortable workspace. The van is sign-written with our highly distinctive branding to provide maximum exposure both on the road and when working. Our equipment package is complete with everything you need, from scientific weighing scales to stationery. You receive carefully developed and up-to-date manuals plus four weeks' classroom and hands-on



*Provide quality results using our highly developed systems and well-organised workspace*



training. In short, you receive everything you need to develop a highly enjoyable and successful business.

### The Next Step

Does Touch Up Guys sound like you? Have you got the passion to run your own business for yourself but with the able assistance of a powerful brand, proven systems and equipment, and helpful people whose aim is to help you succeed? If you are keen, you will have lots of questions about the franchise, about the market you would be working in and about your own requirements and abilities. Make a list of these, decide if you want to find out more and then we invite you fill out and return the enclosed application and privacy forms. Carefully consider Touch Up Guys. We provide a sought-after high-quality service to a major industry and to the retail sector. We work to the highest standards which puts a smile on our customers' faces. It's a great opportunity and a great business to be in.

We look forward to hearing from you.

### How Do I Become Involved?

We are members of the *Franchise Association of New Zealand*. This means you can be sure that our processes and systems comply with the *Code of Ethics* of the association.

You have already taken the first step in reading this information. If Touch Up Guys sounds like it might be for you, we will assist you in every way. This means we will give you the information you need to help you understand what it will be like to be a franchisee on a day-to-day basis, on a financial basis, and on how you can develop and grow your business to be as large as you wish. We also encourage you to check all this information with your own accountant and lawyer, with friends and with our existing franchisees whom we invite you to contact.

After working through your own requirements and goals, and if we feel you meet the requirements of Touch Up Guys, you may choose to purchase one of our franchises. We offer you a territory which gives you exclusive rights to service commercial operators and



[info@touchupguys.co.nz](mailto:info@touchupguys.co.nz)

PROFESSIONAL

SHOWROOM FINISH

COST EFFECTIVE

CONVENIENT

RELIABLE



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### New Zealand is a nation of car lovers!

And most of us enjoy having our cars looking tidy. However, some of us are not renowned for our great driving abilities – especially when it comes to the large 4x4 in the small car park! Of course this ensures plenty of work for you as a Touch Up Guys franchisee.

But car-park capers are just the tip of the iceberg. Most of our work comes from car yards that have a powerful financial interest in ensuring their cars look fantastic. We provide tens of thousands of repairs each year, and the number grows year on year. We need more franchisees to meet the demand, and that's why we are delighted you are reading this.

#### What Do We Offer?

Touch Up Guys is a turnkey franchise opportunity. We have been operating since 1992 and we are New Zealand's clear leader in our market. Touch Up Guys have

developed exceptional systems, training and support and our brand is well known and respected for its friendly and professional service. At the same time, each franchisee independently owns and operates their business ensuring they reap the reward of their own efforts.

#### How It All Began

The Touch Up Guys' founder, Fred Hawken, saw a huge potential demand for a mobile paint and repair service in the Australian auto industry. He investigated technologies that were being developed in Europe and America and created a system of operating that both saved his clients money and gave them the first-class results they demanded. In conjunction with Boyd Starkey, he developed and launched the franchise



concept in 1992. Just one year later, it was brought to New Zealand where it continues to be so successful that we are constantly looking for the right people to join Touch Up Guys and fill the demand.

#### What Exactly Do We Do?

Our customers benefit from having their damaged vehicles repaired to a showroom standard, without the inconvenience and expense of using a traditional panel repair shop. In fact, nearly all our repairs cost our customers less than their insurance excess. Our major services include bumper repairs, touch-ups (stone chips and scratches), cutting, polishing and alloy wheel repairs. Additional products and services in the pipeline include fitting reversing sensors, paintless dent removal and a range of own-brand car-care products. We are a mobile operation and use carefully fitted-out vans which carry everything we need to operate our business and put a smile on the face of our satisfied customers.

#### What's In It For Me?

The Touch Up Guys brand has provided a innovative and efficient service over many years and has built an enviable reputation in the marketplace. What's more, our services are often seen as an indispensable part of the pre-delivery of new and used cars. ▶▶

Since becoming a operator in 2004, the business I took over has run smoothly and has exceeded my financial expectations. It has also given me valuable business skills which I can take with me throughout my business life. The Touch Up Guys are genuine people with a passion for success and satisfaction.

**James Wilsey, Touch Up Guys, North Shore**



I have been with the Touch Up Guys now for nine years, and still find the work challenging. There is always something new to test the boundaries. The camaraderie among the franchisees, and help and support offered are excellent. The techniques taught at training have been tested over the years and continual upgrades of information are regularly received. Overall, I can confidently recommend the Touch Up Guys to anyone who is keen to go into business.

**Bill Walker, Touch Up Guys, Manukau North**



The Touch Up Guys franchise remembers its franchisees – we're not just numbers or territories; we are real people putting the Touch Up Guys' name out there! We help each other. We are a great family. It is true to say: we own our own business but we are not on our own.

**John Reeve, Touch Up Guys, Hastings**



Ten years ago, I purchased a Touch Up Guys franchise. At age 52, I was feeling vulnerable as an employee and wanted more control of my destiny. I had been looking at franchises for the previous 18 months but had found nothing that I was comfortable with. I discovered Touch Up Guys and after some discussion I received a promotional pack to study and was given a list of existing Touch Up Guys franchisees to ask what they thought of the company. There was not one unhappy franchisee.

**Neil Buckley, Touch Up Guys, North West Auckland**



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