

FRANCHISE KIT



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BACK IN 1997, THE AUTO REPAIR INDUSTRY WAS IN NEED OF AN OVERHAUL. THEN WE CAME ALONG AND CREATED THE FIRST AUTO BODY EXPRESS ACCIDENT REPAIR BUSINESS. SOON WE WERE OFFERING A FRANCHISE OPPORTUNITY THAT HAS LEFT OTHERS IN OUR REAR-VIEW MIRROR.

Did you know that over 75% of all vehicles that have been in an accident are still drivable? The majority of these accidents can be repaired for a cost at or below a consumers insurance deductible. With insurance rates and deductibles rising, this translates into an enormous market of consumers who have vehicles that are in need of drivable accident repair. Carsmetics specializes in fixing this type of damage.

Until we opened, there was no retail repair option available for consumers to go to have their drivable damage fixed. We have revolutionized the industry by ensuring that our customers get their vehicle and their life back on the road again quickly. Carsmetics understands that time and money are important to our customers, and our process saves them both. You know you are doing something right when your internet reviews are overwhelmingly positive.

"Job well done in a timely manner." -Google

"The work exceeded my expectations." - Facebook

"The customer service was exceptional and I will recommend you to my friends." - Angie's List

"Carsmetics made my car look like new again." - Google

We believe that Carsmetics provides a great recession-proof business model and our franchise kit will provide insight into a niche industry that we dominate.

WE PROMISE TO PROVIDE OUR CUSTOMERS WHAT THEY NEED AND WITH LOCATIONS IN 7 STATES, WE ARE GROWING STRONG ACROSS THE COUNTRY.

Our team is here to help you succeed and reach your business goals. So, read through our kit and contact our Franchise Sales Team with your questions.

Thanks again for your interest! Join us as we make cars look new again.

Will Sprague

Will Sprague
Vice President of Franchise Sales



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CARSMETICS OVERVIEW

Prior to opening our first location 15 years ago, we realized that not only was there a repair space that needed to be filled for drivable damages, but that generally, the auto body sector had no clear leader. So, we created the first express accident repair facility in the marketplace. By combining our revolutionary process with superior service and exceptional quality, we have been able to live up to our promise: *Carsmetics will do it on time, for less and just like new.* You don't pay a cent until you're satisfied.

We have stayed true to our promise, and as we have continued to open stores around the country, our franchisees have embraced our commitment to repairing customers' cars on time, for less and just like new.

Your training in Tampa will prepare you to market and manage the day-to-day operations of an accident repair business, and by the time you leave Tampa, you will be on your way to becoming an expert in the Carsmetics way.

CARSMETICS IS CURRENTLY SEEKING QUALIFIED CANDIDATES TO HELP US EXPAND INTO COMMUNITIES THAT NEED OUR PRODUCTS AND SERVICES.

The initial franchisee fee to open a Carsmetics franchise is \$39,000. The capital necessary to open a Carsmetics location ranges significantly, but we recommend that you have a net worth of \$500,000 and liquid capital of at least \$200,000.



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FAQs

DO I NEED TO HAVE ANY PRIOR EXPERIENCE IN THE AUTO BODY REPAIR INDUSTRY?

You don't need any prior experience in the accident repair industry. Carsmetics is now offering an extended Discovery Week where you will actually shadow the personnel in one of company-owned locations. This offer is made to financially qualified candidates who have signed all non-disclosure documents. You will still be expected to attend the full training program once you sign a franchise document.

DOES CARSMETICS OFFER FINANCING?

We don't provide direct financing, but we do have a relationship with a finance facilitator that uses a candidate's credit score. We will put you in contact with them if you would like to investigate the lending programs that may be available to you.

DOES CARSMETICS OFFER A MULTI-UNIT FRANCHISE OPPORTUNITY?

Until recently, that is all we sold. Our business model is built on taking advantage of a multi-unit opportunity. Once you have the first store open and running smoothly, we want to afford you the flexibility to open multiple locations and have complete control of your territory. You are provided a protected territory as part of your franchise agreement, and we can discuss a master area development agreement during our conversations.

WHAT IS THE INITIAL FRANCHISE FEE AND ONGOING ROYALTY FEE?

The initial franchisee fee is \$39,000. Ongoing royalties are 5% of gross revenues. The national advertising fee is 1% of gross sales per month.

HOW LONG WILL I BE AT TRAINING AND WHAT CAN I EXPECT TO LEARN?

Our initial training program consists of approximately four weeks of on-line, classroom and on-site training at a Carsmetics location owned by one of our affiliates in Tampa, Florida. We suggest that you, your general manager, and at least two additional employees attend and complete our initial training program. In addition, one of our representatives will be at your site for up to 14 days (to be scheduled around your opening).

Your training program is intensive and includes shop training, affiliate marketing and sales training, POP sales training, and POS systems training.

WILL YOU ASSIST ME WITH ESTABLISHING MY VENDOR RELATIONSHIPS AND INITIAL INVENTORY PURCHASE?

Yes. Our team will work side by side with you to ensure that you balance your initial inventory purchase with projected sales based on our broad experience of opening new stores in various markets.

YOU MENTIONED THAT YOU WOULD CONDUCT A DEMOGRAPHIC ANALYSIS FOR MY NEW STORE. WILL YOU HELP ME FIND THE BEST LOCATION?

We have significant data on the demographic characteristics of our existing customers. We know how far they travel, what their median household incomes is and we understand the general location requirements

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that give you the best chance for success. Our team will evaluate locations as you provide them to us. In the end, the choice of location is yours, but we would like to have significant input in the process.

HOW LONG WILL IT TAKE ME TO OPEN ONCE I HAVE SIGNED A FRANCHISE AGREEMENT?

Your first location will generally open within 6 months of signing your agreement. If your location has already been identified, the time to open can be reduced considerably.

WILL YOU HELP ME WITH MY INITIAL MARKETING STRATEGY AND GRAND OPENING?

Yes. We will assist you with all aspects of your opening, and we will be in attendance. Our media buying specialist will work with you to develop a customized marketing strategy to promote your opening. Our Grand Opening events are structured for you to maximize local press opportunities and introduce the business model to the community.

SOCIAL MEDIA IS REALLY BIG RIGHT NOW. DO YOU HAVE A POLICY AS TO WHAT I CAN AND CANNOT DO?

We have an extensive social media policy that we have coupled with best practices. Some store owners are better equipped to monitor and manage their social media presence than others. We will discuss this at length during training and you will be all set up before you open your store.



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THE CARSMETICS PROCESS

STEP 1

HAVE AN INITIAL CONVERSATION with our Franchise Sales Director and discuss your background, territory availability, and the financial qualifications necessary to own a Carsmetics Franchise.

STEP 2

COMPLETE THE LGA (Let's Get Acquainted Form) and fax it back to our Franchise Sales Office at 866.422.1959. Your application will be reviewed by our Franchise Sales Director and VP of Franchise Sales.

STEP 3

SCHEDULE A Q & A SESSION with our Franchise Sales Director, VP of Franchise Sales and the Carsmetics President and CEO. This initial call will help you understand the vision for Carsmetics and ask questions directly to the Founder of our company.

STEP 4

ATTEND A DISCOVERY DAY in Tampa, Florida. Your visit to Tampa will give you a complete overview of our marketing program, an understanding of our industry, and an opportunity to meet the team in person. We will thoroughly review the FDD (Franchise Disclosure Document) and answer any final questions concerning the details of the franchise territory and franchise agreement.

STEP 5

PARTICIPATE IN DISCOVERY by contacting a number of existing franchisees and discussing the Carsmetics business model.

STEP 6

SIGN FRANCHISE AGREEMENTS and schedule your introductory session with our team to prepare for your training session. Congratulations! You are now a proud owner of a Carsmetics Franchise.



FAST, FLAWLESS, FOR LESS.

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CARSMETICS LOCATIONS PROVIDE EXPERT ACCIDENT REPAIR AND A PROMISE THAT CUSTOMERS WILL DRIVE AWAY HAPPY.

WHY CARSMETICS?

Our Carsmetics Team has been looking out for our customers for over 15 years. Our Franchise Development and Support Team have been doing the same for our franchisees since we began franchising. We know what it takes to make you successful, and we are looking forward to sharing our vision with you.

Our customers are pleased to share their Carsmetics experience with friends and family. With a lifetime warranty on all repairs and a DuPont color match system, our name stands for convenience and quality. Our customers come to expect things like:

FREE Exact Quote in 10 Minutes or Less

FREE Rental Car for Duration of Repair

ONE-DAY Repairs on Most Vehicles

Our Franchise Support Team is always available to you and your organization.

We are excited that you have requested our Franchise Kit. We hope that you have gained a greater understanding of our unique franchise opportunity. Remember: The FIRST STEP is setting up a call with our Franchise Sales Director, John Armatas. You can reach John by phone directly at 855-844-8377.

SO CALL TODAY AND GET YOUR CAR-ESTEEM ON!



Carsmetics[®]
EXPERT ACCIDENT REPAIR