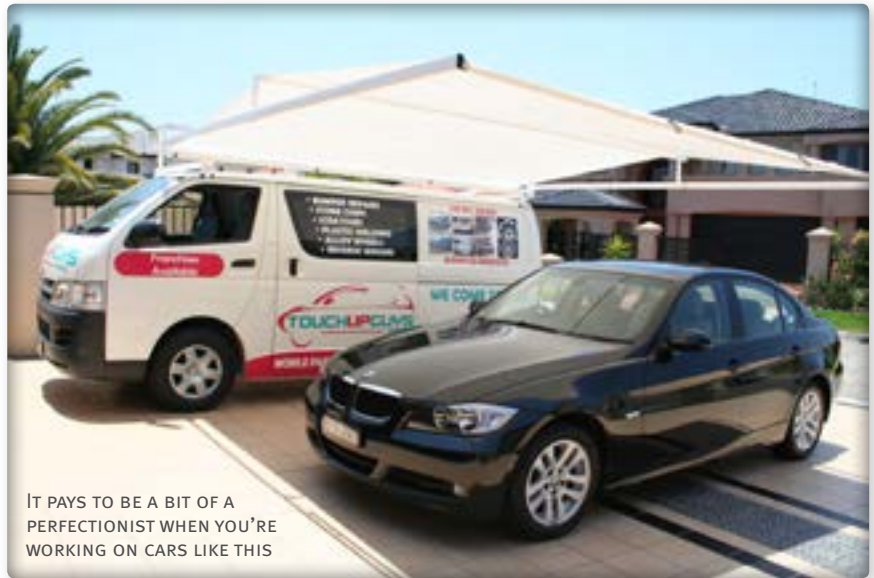


adding the FINISHING TOUCH

**TOUCH UP GUYS
LOOKING FOR
MORE FRANCHISEES
AFTER 20 YEARS**



➔ One thing Touch Up Guys franchisees never complain about is lack of work. As Martin Smith says, 'All our 18 franchisees across New Zealand are very busy and we're attending to over 30,000 cars a year now. Despite this, we're really only scratching the surface of a huge market. Any dealer will tell you they can't sell cars unless they look 110 percent, which is why Touch Up Guys are in such demand and why we need more franchisees right now.'

Martin, who was a senior manager for Telecom 'in a previous life,' became a Touch Up Guys franchisee in 1997. 'It was a brilliant concept and appealed to me on every level,' he says. 'In 2005 my wife, Lynda, and I bought the New Zealand master franchise and we haven't looked back.'

The popular paintwork repair franchise is celebrating its 20th birthday this year. There are over 130 Touch Up Guys (including a few Girls) in Australia and New Zealand, and the franchise has recently expanded to the US. 'That's a measure of the quality of our work and the value of our system,' says Martin. 'Some of our franchisees have been with us right from the beginning – having been a franchisee myself, I know just how good the business can be.'

REGULAR STREAM OF WORK

Touch Up Guys is a mobile service that removes stone chips, scratches, scuffs and other damage from vehicles of all types. Franchisees also offer buffing and polishing, while some also repair kerb-scuffed alloy wheels. 'The service gives the maximum convenience to customers,' says Martin. 'We can fix a car while it is parked at the owner's home or workplace, so there's no hassle at all. Dealerships and car yards are also a significant market – because we're mobile, stock is always on display should the right buyer come along, and of course we often pick up extra work while we're there, too. Our guys have a regular stream of work that way.'

'Our work is constant – history shows the franchise has ridden out every recession very well and none of our franchisees has reported a big drop-off at any time. That's partly thanks to demand but it's also because Touch Up Guys offers a service to owners and dealerships that is second-to-none. Every franchisee's mobile workshop has a complete database of manufacturers' paint codes, and clever onboard technology enables us to match any colour, anywhere.'

Dave Shane bought an existing Touch Up Guys franchise in South Auckland in 2007 when he decided he wasn't going to spend the rest of his life working for someone else. 'The previous owner had been unwell for a while but as soon as I started calling the dealers to say we were back in action, 90 percent said, 'Get round here now!' It was a measure of the demand for Touch Up Guys' services, and a great boost for me from day one.'

DON'T BE SHY

Over-demand means Touch Up Guys has opportunities nationwide right now. 'A complete package including an exclusive territory, marketing support, equipment, training and van, costs between \$88,000 and \$120,000 +gst, depending on van leasing options,' says Martin.

'Our ideal franchisee is someone who likes working with their hands and takes pride in doing a great job. Whether you're working on a Ferrari at a dealership or someone's pride and joy at home, it pays to be a bit of a perfectionist. You must also be prepared to sell yourself and your ability, so

don't be shy. Other than that, it's straightforward. Our three week training course on the Gold Coast covers both the technical side and all the other aspects of owning and running your own business. There's a mentoring programme for your first 12 weeks on the job, regular conference calls with other franchisees and back-up whenever you need it.

'After two decades, we are confident we can give you not just a great opportunity but also the skills you need to run your own business. Call me today and find out more.' ■

ADVERTISER INFO

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