



FRANCHISE  
PROSPECTUS



The smartest way of starting your own  
car body paintwork repairs business.

We are in this together

[freshcarvaleting.com](https://freshcarvaleting.com)

# About Fresh

Fresh Car started in 2015 as a university project. Sam, the founder, had a passion for car care and an inner entrepreneur he couldn't keep contained. Studying business, it was clear to him he'd rather build his own venture than work for a big company, and the only way to learn was to get his hands dirty and take a risk.

Fresh was created out of the back of a beat-up old 2007 Citroen Berlingo that squeaked every time the brakes were pressed. Although our system is far more sophisticated now, the values that made the business work then are still the same today—obsessing over a great customer experience, being entrepreneurial, making things happen, and having fun on the job.

After building the business to 15 employees, it became clear that the team was looking for more. Holding true to our value of being entrepreneurial, we designed a system that gave everybody the opportunity to run their own business with their own customers, managing their own hours and reaping more rewards for their effort.

In 2019, with four years of experience under our belt and over 10,000 customers in Scotland, we decided to launch the model UK wide. Fresh now operates in almost every major city in the UK & Ireland.



# Why Fresh?

Our tried and tested franchise model operates in over 80 locations in the UK, and with over 30,000 customers that regularly book with us we're in a fortunate position.

In a growing sector, thousands of car owners are looking for convenient, economical, and trusted repairs, and this is where you can thrive and succeed with your own SMART repair business. The benefit of a SMART repair franchise with Fresh is it allows minor damage to car panels and bodywork to be repaired like new, in a timely and professional fashion, all at a lower cost than standard bodyshop practices.

There are many reasons to become a Fresh franchisee. As well as getting comprehensive training and being part of a successful brand, we look after all of our people and customers at every level, and offer support to ensure you and your business succeed.

**60,000+**

Bookings made  
Total value of 4m

**10,000**

APP downloads  
and over 35,000  
visits to our  
website

**15,000+**

New customers  
acquired in 2022

**60%**

Of our bookings  
were made by regular  
customers since  
launching

We believe that everyone should have the opportunity to start their own business, whether it be due to lack of capital, time, or just not being able to find the right idea. We have found the solution by offering a 'business in a box' package. We pride ourselves by partnering with ambitious individuals who have a drive for remarkable success. We work extremely close with them and provide the systems and processes to achieve their goals



## The Business

With Paintwork Repair, motorists no longer have to decide to pay expensive bodyshop prices or pretend dents, scuffs and scrapes don't exist. With car owners looking to save money on repairing their damaged vehicle, our Fresh franchisees can reap the benefits of this.

The Fresh method uses state of the art technology and training methods to fix damage on a small area, within the same day, with no need for a new body panel or full respray. At a bodyshop a scratch on the paintwork would need the full panel painted, whereas a Paintwork Repair will isolate only the damaged to be fixed, helping keep more of the primary finish.

As a Fresh franchisee you will go directly to customers in your local area and deliver quality repairs for everyday car body damage. Repairs for minor dents, paintwork damage and bumper scuffs can all be carried out wherever the customer may be whether at home, work, or parked up. By localising the damage, this means only the small area needs repaired so it can be completed within a matter of hours. Fresh has established a fantastic reputation with the UK for providing exceptional service, with our customers rating us an amazing 5\*.



## How does the franchise Work?

**Van & equipment:** Depending on circumstances we may give you the option to rent a van from us, which would come in at around £385 per month. If not, we have clear guidelines on what you would need and can set up everything for you free of cost.

**Payments:** All cash payments would be taken and deposited by you. Online or app payments would come into a holding account and your share of the payment would be distributed to you as soon as it arrived in the account.

**Management of customers:** Most customers will be acquired by the Fresh marketing strategy, of which the ads are paid for by us. You can set your availability and after receiving an online quote from you, customers will be booked in through our automated system. The rest of the customers will come from your own local marketing efforts. From then on, you manage the customer directly. For example, you may need to tell them that you are running late or re-quote for a tricky job.

**Setting up your own company:** Having done it over 70 times already, we can clearly guide you through the process of setting up your own company, making sure everything is done in the most tax efficient way possible. Your company would be set up as a limited company through Companies House.



**Getting paid:** You will acquire cash in the bank as the month goes on and be able to clearly see how much profit the business makes each month. It is then up to you how much you would like to pay yourself. We recommend keeping a buffer at all times



# Training and Support

## Training

At Fresh you will receive two weeks of hands-on training thanks to our comprehensive training programme. Our expert training team will provide you with the practical skills and instruction to get you up to professional standards. There's also on-going support and technical aftercare available to help build your knowledge and experience. You'll also be able to spend time with existing franchisees and at Fresh HQ to get a real feel for how to run a successful business.



## Finances

Our in-house team can put you in touch with an accountant who knows the franchise model inside out to help look after your books and accounts.

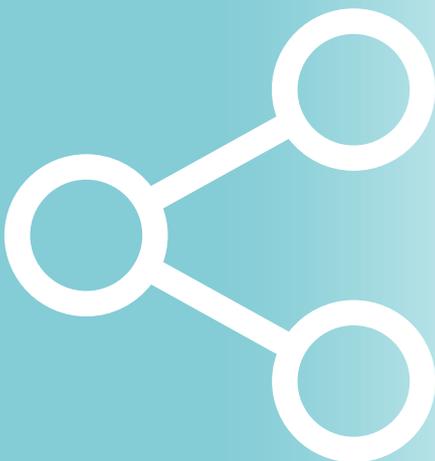
# Customer Management

Once we've found customers, we will deal with all of the incoming leads and get them booked into the diary after receiving a quote from you. We've heavily invested in technology and have automated lots of processes to make life as easy as possible. A massive 61% of our bookings in the last 5 years have come from regular customers. Customers can book via our website, app or over the phone with our customer service team. As well as letting you valet in peace, this also means you can enjoy your days off without being on call 24/7 for customer enquiries.



# Marketing

We currently run a number of vans ourselves, as well as having over 70 franchises across the UK. We're experts in acquiring, caring for and retaining customers. Fresh will advertise heavily on social media platforms and Google, as well as printing off 2,000 leaflets to get you started. We can usually have a franchise fully booked within the first few months from digital marketing alone. However, it will be your job to do the local marketing i.e. handing out leaflets, using your own network, and contacting businesses to help generate repeat business.



# Systems

You'll have full access to our systems and operations manuals. This includes guides, which equipment to use, access to the app, a page on our website and much more.



# Ongoing advice

Having launched in over 80 areas ourselves, we know the struggle of getting a business off the ground. We'll be on call 7 days a week to make sure your franchise is as successful as possible. You will also be assigned a dedicated Business Support Manager with regular check-ins to ensure your franchise is operating smoothly.



# Financials

Fresh's proven franchise model and ongoing support programme has allowed our franchisees to successfully develop profitable businesses over the years. Starting your own SMART Repair business with Fresh allows you complete freedom to be your own boss, decide how long you work, and how busy you want to be.

The cost of starting your own franchise is £17,500+ VAT and with the targeted turnover being over £76,500 there's a fantastic opportunity for profitability and success. If you want to grow your business even more, you could take on additional vans and employees to help expand further.

## New Franchise (Annual cash flow)

Sales (cash) .....	£76,544
Jobs per van .....	£478
Total income .....	£76,544

### Expenditure

Franchise fee .....	£11,482
Van .....	£5,400
Employee wages .....	£0
Equipment/maintenance .....	£1,531
Petrol .....	£2,296
Insurance .....	£1,800
Materials .....	£3,827
Accounting .....	£840
Other .....	£1,200

Total Expenditure .....	£26,376
Net profit .....	£48,168

## Next Steps

We know that a successful franchise is all about great people. We work hard to find the right people, so the first step is to contact us today to find out if this is the right opportunity for you.



After your initial enquiry, a representative of Fresh will give you a call to find out a little more about you and answer any questions you might have.



Then it would be great if we can meet you in person. An informal meeting is organised around your schedule and can take as little or as long as you want. They give us a great chance to get to know you a bit better and find out why you want to become a Fresh Car partner. You can also ask as many questions as you like to ensure that this is a great fit for you and your family.



We will offer you the opportunity for trial days out in the van with a trading franchise. This will be a chance for you to see if running your own SMART Repair business is something you want to pursue. It will also offer an insight into their story, why they chose us and how they have progressed since launching their business.



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Contact us now



Join the Journey!

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