

AUTO-LAB[®]

COMPLETE CAR CARE CENTERS

STORE CONVERSION PROGRAM

50% Reduction in Franchise Fee - only \$12,500

- **FREE** Fast Start Kit - Valued at \$7500 (Includes computer systems, hardware, software)
- **FREE** signage credit up to \$5000 or 50% towards approved signage
- **FREE** \$2500 toward local marketing over the first 6 months of the conversion period
- 50% reduction of royalties for the first year
- Participate in group advertising campaigns
- Receive full training and support from ALFMC trainers and operations experts
- Participate in national account pricing with key suppliers
- Enhance the value of your business by joining a growing national brand



For more information, contact our Master Franchisor:

Dave Ziolkowski

877-349-4968

www.autolabusa.com

The Value of Converting Your Automotive Service Business to an **Auto-Lab** Franchise

Auto-Lab is a 20-year old franchise with over 35 service centers operating in six states. Our focus is complete car care. An ingredient to our franchisee's success is customer satisfaction which is achieved through our owner-operator dedication combined with **Auto-Lab's** business model and franchisee support.

The question for a successful independent automotive service provider is: **WHY SHOULD I JOIN THE **AUTO-LAB** FRANCHISE?**

ENHANCED SALES

As a successful owner-operator, you realize that your success is based largely on customer trust that you have earned over the years. Brand names also enhance trust if it is the right brand name. At Auto-Lab we maintain an excellent reputation with a passion. As such, the Auto-Lab brand supports sales growth.

Auto-Lab can help you grow your sales in many ways:

Advertising Leverage: Auto-Lab can increase the effectiveness of your advertising dollar by leveraging our purchasing power and quality ad content. We can purchase advertising on your behalf at a fraction of the typical cost charged an independent.

Auto-Lab Website: Our website can direct customers to your location, provide discount coupons directly to your customers, inform the customer of the services you offer, provide the customer with seasonal tips as well as technical advice from Master Technicians. Our website can even schedule an appointment for your customer at your shop. **www.autolabusa.com** serves as the portal to your own website allowing you the benefit of company branding and promotions along with your own website messaging.

888-AUTOLAB Telephone Number: 888-Autolab can put a customer directly in touch with your specific service center.

Customer Analysis: Auto-Lab tools can help you contact your customers through Thank You mailings, service reminders, and special programs aimed at certain types of customers such as Seniors Promotions.

Fleet Sales: Auto-Lab has tools and personnel that can help you sell Fleet Accounts as well as Employee Programs. With 28 locations in Michigan, no fleet account is too large to service!

AAA Certification: Auto-Lab is a AAA certified provider and can help you gain access to their massive membership base.

Expanded Service Offerings: Auto-Lab continuously looks for ways to increase your sales through expanded service offerings such as automotive glass chip repair and glass replacement.

Car Care Club: Invite your customers to join your Auto-Lab Car Care Club and make them long-term customers.

20 Years of Service: The Auto-Lab name and brand is respected and trusted in Michigan. Many of our customers want a brand that offers multiple locations and a great guarantee!

ENHANCED PROFITS

Increased sales enhance your bottom line, and so does reduced costs.

Vendor Leverage: Auto-Lab has relationships with over 30 vendors affording YOU with national pricing leverage. Vendors include parts suppliers, uniforms, shop materials, batteries, tires, insurance, advertising, and more. With our expanding buying power, any automotive parts supplier becomes a potential national provider for our expanding network.

Running your own business can be very rewarding, but is not easy. Auto-Lab not only has the ability to make your business more profitable, it can make it easier. You are never alone! You have an expert staff working for your interests as well as access to many other Auto-Lab franchise owners who have extensive automotive service business experience in your area.

www.autolabusa.com

OPERATIONS SUPPORT

Equipment Selection: Auto-Lab can help you with equipment selections and pricing. We analyze equipment offerings on a regular basis and can help you determine the best buy for your shop.

Business Analysis: Auto-Lab's staff has well over 100 successful man-years of operating experience in the industry and can provide you with analysis and suggestions to improve your work flow thereby driving more business through the same or even less resources. Your local Master Franchisor owns and operates multiple stores and can provide valuable insight into the best practices that work in your marketplace.

Recruiting: Auto-Lab can help you recruit and select qualified personnel - from a service writer to qualified technicians, our relationships with CareerBuilder gives us up-to-the-minute availability of qualified resources.

Training: Your training begins with the New Owners 5-Day classroom session. With Business Management System (ALBMS™) training, QuickBooks utilization, along with various operation practices. Your training will be streamlined to fit your needs.

Best Practices: The Auto-Lab franchise is made up of dozens of entrepreneurs such as yourself. We continuously scan their operations to identify new and best practices and share such practices throughout the franchise. If you have an area of operation that needs support, we will deliver.

Financing: Auto-Lab is SBA approved and we can assist you in securing the financing you need.

AUTO-LAB BUSINESS MANAGEMENT SYSTEM™ (ALBMS™)

ALBMS™ is one of the most complete automotive service business management systems in the industry. Auto-Lab is continuously enhancing ALBMS™ capabilities to help you operate your business. ALBMS™:

Integrates information to and from Diagnostic Equipment, Parts suppliers (electronic ordering), Manufacturer Technical Information (ALLDATA / Mitchell), Marketing Database, and QuickBooks.

Work Order Management - Quotes, closeout.

Complete Customer Database - Mailings, history, market analysis.

Operating Statistics - Daily, weekly to annual reports.

Owner Communications (Auto-Lab plans, meetings, new programs).

Secure Remote Access for Offsite Management - Keeps you in touch with the details of your business when you are away from the shop.

INCREASED EQUITY VALUE

Brand name businesses are easier to sell when the time comes and historically gains greater value than an independent business.