



FRESH

MOBILE SMART REPAIRS

WE'RE IN THIS TOGETHER

Join a large and fast growing mobile
car care brand in the UK



INSTITUTE OF THE
MOTOR INDUSTRY



WE SEND EACH
FRANCHISEE
OVER 1,000
CUSTOMER REPAIR
REQUESTS
EVERY YEAR

**DID YOU KNOW,
MORE THAN 14 MILLION*
CARS ON THE UK ROADS
ARE BEING DRIVEN WITH
SOME FORM OF DAMAGE?**

* AA INSURANCE DRIVER SURVEY (2021)

INTRODUCTION

ABOUT FRESH

Fresh Car started in 2015 as a university project. Sam Brennan, the founder, had a passion for car care and an inner entrepreneur who 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.

FRESH PROGRESS

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 location in the UK & Ireland with 80 mobile car care franchises that are thriving, with over 60,000 customers.

Over the years we have launched numerous new services to meet the needs and demand of our customer base. With the introduction of our detailing, car maintenance, commercial valeting, and SMART Repair services. With further planned expansions for the future, we aim to establish ourselves as the number one mobile car care provider in the UK.

We're experts in acquiring and retaining customers, building technology to automate, and enabling others to build excellent car care businesses through coaching and ongoing support. Our business only works if your business works - that's why we don't charge any fees until you meet certain revenue targets, and why we're willing to go the extra mile marketing your business in your local area.





WHY FRESH CAR?

100,000+
BOOKINGS MADE

15,000
APP DOWNLOADS SINCE 2021

40,000+
CUSTOMERS IN 2024

60%
OF BOOKINGS FROM REPEAT
CUSTOMERS

The benefit of starting your own business with Fresh Car is defining your own path to success. Some franchisees prefer operating from a single van, content with working independently and celebrating their individual financial milestones. On the other hand, some aim to expand their network by managing multiple vans and several employees.

Operating multiple vans allows you to cover a larger geographical area, reaching more customers who may be in need of convenient car body repairs. This broad service coverage can attract a wide customer base, increasing your business opportunities and the potential for further growth and profitability.

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. A SMART (Small to Medium Area Repair Technology) repair franchise with Fresh Car 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 Car franchisee.

We'll equip you with all the tools you need to run an exceptionally successful business while also offering you the freedom and benefits for your hard work. From putting you through a comprehensive training programme, to helping launch your business from the ground up with our support network, and an expert nationwide marketing strategy.

We're here to help you make the most out of your opportunity.

Through our network of franchisees Fresh Car has established a fantastic reputation within the UK for providing outstanding service. Our 'excellent' rating on Trustpilot and over 10,000 customer reviews across all online review platforms backs up the success of our brand.

As well as getting full 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. 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 pride ourselves by partnering with individuals who have a drive for remarkable success and are ambitious in growing their business. We work extremely close with them and provide the systems and processes to achieve their goals.

In addition to our support, you'll also be joining a community of similarly minded business owners who you'll meet over webinars, away days, and chat to regularly in the company's online forums.



**“ I WOULDN'T GO BACK TO
MY OLD JOB, I LIKE
WORKING FOR MYSELF.
I CHOOSE MY OWN HOURS,
I CHOOSE MY OWN DAYS,
I CAN WORK IT AROUND
MY FAMILY. ”**

DAVID NICHOLSON
FRANCHISE OWNER: NEWCASTLE



THE BUSINESS

WHAT'S INVOLVED?

With SMART Repairs, motorists no longer have to decide to pay expensive bodyshop prices or pretend dents, scuffs and scratches don't exist. With car owners looking to save money on repairing their damaged vehicle, our Fresh Car franchisees can reap the benefits of this by receiving on average 100+ customer repair enquiries per month.

The SMART Repair 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 SMART Repair will isolate only the damaged to be fixed, helping keep more of the primary finish.

As a Fresh Car 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, bumper scuffs and minor alloy wheel damage can all be carried out at whatever address the customer specifies. This could be at their home, work, or on site location. By localising the damage, this means only the small area needs repaired so it can be completed within a matter of hours.

MANAGEMENT FRANCHISES

If you excel in managing others and have a proven ability to propel growth, our management franchise opportunity might be the perfect fit for you.

You'll manage a team of technicians in your area who fix damage to car bodywork and paintwork including scratches, scuffs, minor dents and bumper damage. We will help you recruit and find the right technicians which means you don't need any automotive experience or technical knowhow. You'll also run a fleet of vans that are fitted out by us with all the tools and equipment required to run a mobile bodyshop.

Whilst your technicians take care of the repairs, you can tailor your day to work around your lifestyle. You'll be able to spend your time interacting with customers, quoting jobs and converting leads. Whilst also focusing on networking, local marketing and scaling your business in line with your ambitions. It can be as big as you like, adding additional vans on the road and furthering your team in line with business growth.





**“ I STARTED THE
MANAGEMENT FRANCHISE
BECAUSE I WANTED TO
FREE UP AS MUCH TIME AS
POSSIBLE FOR MYSELF.
IT’S GIVEN ME THE FREEDOM
TO GET BACK TO DOING
WHAT I ENJOY. ”**

ADAM-PAUL WICKHAM
FRANCHISE OWNER: LEEDS



HOW DOES IT WORK?

VANS & EQUIPMENT

Depending on circumstances we may give you the option to rent a van from us. If not, we have clear guidelines on what you would need and can set up everything for you free of cost. We'll also take care of the van fit out, ensuring that you have all the tools and equipment ready to hit the ground running with your mobile workshop.

MANAGEMENT OF CUSTOMERS

You'll predominantly be managing your own customers, however, you're never on your own. We will set you up with a great conversion optimisation tool that automates the process of managing your customer enquiries, allowing you to easily communicate directly with customers and efficiently manage your leads. You'll be able to manage your jobs directly from your phone and book them into your diary, and since you work for yourself, you choose your availability.

MARKETING

We help generate customer leads through our nationwide marketing strategy. On average we send each franchisee over 1,000 customer repair requests annually.

PAYMENTS

All cash payments will 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.

STARTING A COMPANY

Having done it over 80 times already, we can 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. We can also recommend partners to help with accountancy support and managing finances.





TRAINING & SUPPORT

Embarking on this journey solo might seem daunting, but don't worry —we're with you every step of the way. Fresh Car offers full training and ongoing support, ensuring our franchisees have all the tools to kickstart their venture.

TRAINING

You will receive hands-on car repair training at our training partner's facilities, accredited by the Institute of the Motor Industry (IMI). Our expert team will provide you with the practical skills and instruction to get you up to professional car body repair standards. There's also ongoing support and technical aftercare available from our Head of SMART Repairs 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.

ONGOING ADVICE

Having launched in over 80 areas ourselves, we know how to get a business off the ground. We'll be on call to help make sure your franchise is as successful as possible. You will also be assigned a dedicated Franchise Support Manager with regular check-ins to ensure your franchise is operating smoothly. You'll also be provided with help and advice on business growth and development.

MARKETING

When you become a Fresh Car franchisee we want to set you up to succeed from the minute you launch, and that's why we help bring the business to you. Customers are generated by our UK wide marketing strategy that includes TV & radio campaigns, Google ads, social media, local marketing initiatives and more. While we help in providing leads, it's important to emphasise that delivering excellent service and building a strong local reputation are irreplaceable. We will offer guidance on how to generate your own bookings through avenues such as social media, networking groups, car dealerships, and more.

SYSTEMS

We've heavily invested in technology and have automated lots of processes to make life as easy as possible. You'll have full access to our IT systems and operations manuals. This includes our customer management tool, guides, which equipment to use, access to the app, a page on our website and much more.

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.





**“ I WANTED A BETTER
WORK-LIFE BALANCE, TO
SPEND MORE TIME
WITH THE FAMILY.
MY LITTLE BOY CAN'T
WAIT FOR HIS DAD TO BE
AT HOME MORE.”**

MIKE BARNETT
FRANCHISE OWNER: BRADFORD



Fresh Car'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 Car allows you complete freedom to work for yourself and tailor the business model to suit your personal aspirations and lifestyle.

HOW MUCH DO YOU NEED TO INVEST TO GET STARTED?

For full purchase of the Fresh Car SMART Repairs franchise, you'll require £22,500+VAT of your own capital, fully paid up front (includes all equipment). If you'd prefer a lower upfront investment, with our part-funded option for equipment, you can start the franchise with a £12,500 +VAT deposit while financing the remaining cost of the equipment over time. With the targeted turnover from one van being £79,700 there's a fantastic opportunity for profitability and success. If you want to grow your business even more, you could start a management franchise and take on additional vans and employees to help expand further. As a management franchise you'll only hire experienced technicians who are able to generate more revenue.

WHAT DOES YOUR INVESTMENT INCLUDE?

Van Fit Out and Equipment Pack

Consumables Pack

Training

Franchise Fee

includes marketing launch, uniform, office support, leaflets, business cards, uniform, etc

£10K

£4K

£3K

£5.5k

NEW FRANCHISE (ANNUAL CASH FLOW)	1 VAN	5 VANS
SALES (CASH)	£79,733	£498,333
JOBS PER VAN	319	339
TOTAL INCOME	£79,733	£498,333
FRANCHISE FEE	£9,967	£62,692
VAN	£4,200	£21,000
EMPLOYEE WAGES	£0	£175,000
EMPLOYEE BONUS & ON COSTS	£0	£74,750
EQUIPMENT/MAINTENANCE	£1,595	£9,967
FUEL	£2,392	£14,950
INSURANCE	£1,500	£6,300
MATERIALS	£6,379	£39,867
ACCOUNTING	£1,500	£1,500
OTHER	£0	£0
TOTAL EXPENDITURE	£27,532	£405,625
NET PROFIT	£52,201	£92,708



NEXT STEPS

We know that a successful franchise is all about great people. Especially as you get the satisfaction of being out on the road, meeting new people every day.

We work hard to find the right individuals, so the first step is to contact us today to find out if this is the right opportunity for you to help shape your future. After your initial enquiry, a representative of Fresh Car 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.

“The process of starting a business can seem really daunting, but when you first get the franchise the support is unbelievable. You’re only a telephone call or email away from getting any type of help possible. It’s made really simple and you’ve got a business out the end of it.”

Grant Kerr: Franchise Owner Liverpool

EMAIL US
TO BOOK
YOUR
INTRODUCTORY
CALL

franchise@freshcarvaleting.com

JOIN OUR NETWORK OF OVER **80** FRANCHISEES



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MOBILE SMART REPAIRS

freshcar.co.uk



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