



Optic-Kleer®

The Windscreen Repair Professionals





Optic-Kleer's mission is to provide the very best quality windscreen repairs using the most advanced equipment and resins. It aims to provide the very best customer service, back up and support through its team of over 50 franchisees located around the UK.

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Welcome from our Managing Director

On behalf of Optic-Kleer, thank you for considering an investment in your future with us. We would be delighted to talk to you further with regard to joining the Optic-Kleer Team!

There are many franchise business opportunities out there, but becoming a franchisee with Optic-Kleer not only means that you are securing your future, but you will also be part of the largest windscreen repair-only company in the UK, providing high quality repairs to private customers, small, and large corporate customers.

Our relationships with most of the UK supermarket and DIY chains have developed

over many years and put our franchisees in the front line and in a position where customers come to them on a daily basis.

A handwritten signature in black ink, appearing to read 'David Overton', with a large, sweeping flourish at the end.

David Overton
Managing Director, Optic-Kleer Ltd

/// Imagine owning a
business, which serves
the local community,
with an income from
day one and where the
work never runs out.

That is an Optic-Kleer
franchise!



DID YOU



KNOW?

1 in 5 vehicles get a chip every year.

With over 30 million vehicles on the UK roads, the potential market for windscreen repairs is 6 million every year.





Why purchase a **franchise?**

About franchising

Owning a franchised business makes a lot of sense. You have the benefit of starting your own business with fewer risks involved, whilst at the same time enjoying the support of a company that has developed a method of doing business that works well and produces successful results.

You may be surprised about how many franchises are out there. A large proportion of high street names, including many coffee shops and restaurants, are franchises.

The advantages of a franchise include the use of an established brand, shared advertising and marketing programs, group buying power, on-going training, technical support and established ePOS systems.

Interestingly, eight out of ten small to medium non-franchised businesses fail within their first 3 years of operation. Prior to franchising, a small business should have been operating for at least this period of time to prove the concept is viable.

Every entrepreneur makes mistakes in the early years of a new business. Some mistakes are trivial, but others can be fatal to the business. However, many are avoidable. The advantage of an Optic-Kleer franchise is that the potential big mistakes have already been ironed out of the system. By following our business model, these mistakes can be avoided, thus increasing the success of your franchise business.



Optic-Kleer
THE WINDSCREEN REPAIR PROFESSIONALS

REPAIR

131st Technicians for details



The unique Optic-Kleer repair system is the most technically advanced currently available in the UK market.

Our specially developed resins and unique curing system enable us to offer a lifetime warranty for as long as you own the vehicle.

Advantages of becoming a franchisee

By becoming a franchisee through Optic-Kleer it is possible to run your own business, yet have the safety of the umbrella of Optic-Kleer, who have a proven track record through a tried and tested business model.

You will benefit from the growing Optic-Kleer brand.

Although we expect a new franchisee to be mostly ready for business, the initial training program compensates for areas of relative inexperience. Further training, advice and guidance will also be provided on an ongoing basis.

As well as the experience of the franchisor, we have many established franchisees who can guide and support you.

Optic-Kleer has spent a considerable amount of time and effort refining the repair process and sales techniques, and the benefit of this experience is available to you, the Franchisee.

It's not surprising that franchising has continued to boom over the last 14 years. At Optic-Kleer we have over 25 years' experience in the windscreen repair only business. Our systems and supplier network is second to none in this industry. We welcome the opportunity to introduce our business to you as you consider one of the most important decisions of your life.

Optic-Kleer has unique buying power and established supplier contacts, and we are constantly updating our processes and materials with the latest and most up to date equipment from all over the world. Franchisees will have the benefit of this advantage.

Ongoing support

As part of our ongoing development, we provide professional support to help you further your business aims and objectives. In addition to developing the business as a whole, Optic-Kleer provides franchisees with a full package of ongoing managerial support services, including:

- Provision of a professional and well-structured ongoing training programme
- Helpline facility for advice on all aspects of the complete Optic-Kleer methods
- Technical advice
- Website management and development
- Continual programme of research to help ensure that you are kept abreast of developments in the windscreen repair-only market and have the strategy to maintain the strongest position possible
- Testing of new methods and repair products that will convey new and fresh ideas that have been proven to work in practice
- Commitment to maintaining and further developing the corporate image
- Marketing initiatives to keep the message fresh
- Forming and maintaining supplier networks to ensure that franchisees have access to the latest equipment and resins at reasonable prices
- Updating the franchise manuals, to reflect changes in business and industry standards

Hi, I'm John.

I have been an Optic-Kleer franchisee since 2011.

How did you hear about Optic-Kleer?

Through my brother-in-law actually, he had his windscreen repaired, by a technician down in Dorset. He told me about it and I thought it was a great opportunity and we should look into it, so we did.

What was your next steps? The next steps we took were to have a meeting with the director, David Overton. We had a couple of meetings with him and moved things forward quite quickly.

How did you find the transition from leaving your old job? I was in a position where I wasn't very happy what I was doing, the transition to Optic-Kleer was great for me because it was the opportunity I needed at the right time and it just fell perfect for me.

What was training like? The training was really well setup, we were given accommodation the night before and arrived nice and fresh on the Monday morning. The initial day of training was quite relaxed, it was enjoyable, it was exciting because it was something new. I was really impressed and enjoying it. We learnt an awful lot. We learnt about the kit and the industry. David was very helpful and knowledgeable because he had been there and done it himself. So it was a very enjoyable experience.

Did talking to David help? David Overton was great, because he started as a franchisee himself, worked his way up to operations manager, and then has obviously become director and now *Continued overleaf...*



David was very helpful and knowledgeable because he had been there and done it himself. So it was a very enjoyable experience.



owns the company. His knowledge was invaluable in letting us know how things work. Becoming a franchisee was a real buzz for me, because I always wanted to own my own business. Becoming a franchisee would give me the opportunity to run my own business, and that is very much the way I looked at it. Although I have the safety of the umbrella of an organisation, I felt like I was about to embark on my own business, which was fantastic.

How did you feel when you had your first customer? Obviously your first customer is a bit nerve wracking, but I was confident in using the equipment and quite able to do the repairs. Because I had the support of David with me on the first day, that too was invaluable. He put me at my ease and we went through the process, everything I was taught in the training room, and

everything just went from there. We had a very successful day, I think we did 10 repairs on my first day, which was wonderful.

Do you get much support from Optic-Kleer? The girls in the office are unbelievable. They sort absolutely everything out for you, they are always available on the telephone, if you have got any queries. And the way they process all the guys' transactions, I don't know how they do it. It's very efficient and they have never let me down in terms of any admin errors or anything.

Read my full interview here.

Scan our QR code → **or visit our website**
www.franchise.optic-kleer.co.uk



Why you should become an
Optic-Kleer franchisee?

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TOP
10
REASONS

1

We'll get you up and running

Not only do we provide full training on repairing windscreens, we also help you set up your limited company, including VAT registration, and introduce you to our accountant who can advise you on your accounts. We professionally map and define an exclusive territory to suit you. Essentially you will go out ready to start earning from day 1.

2

Realistic management fee

We have a very competitive management service fee due to our market leading web based admin system. 17.5% of gross revenue is payable monthly. This management service fee covers consumables and the full support of the office dealing with all invoices, insurance companies and queries.

3

Full training given

Training takes place at our head office in Boston. In addition to the initial training, you will have on site mentoring with one of our experienced technicians who will help you turn the workshop training into reality with real earnings and actual hands-on repairs on real customers' cars. We provide half board accommodation so you can arrive with no expenses and leave with a fully functional business.

4

BFA Registered

We are proud to be members of the BFA and exceed our ethical responsibilities.

Optic-Kleer does everything possible to support new franchisees setting up and developing their business.

5

We drive customer opportunities to you

Customers are drawn to Optic-Kleer by our clear and attractive local and national marketing and our presence in supermarket and DIY store car parks. We offer an efficient, timesaving, professional windscreen repair service on customers' vehicles whilst they shop. There is no need for leaflet drops, cold calling, door knocking or prospecting as the massive, virtually untapped marketplace of customers will come to you.

6

Very low stock purchase

All the equipment, tools, resins, seals and marketing materials are included in the initial franchise fee, so we provide everything for you to start trading. All you need to purchase, in addition to the franchise fee, is a van which you can either purchase or go through our fleet contracts. Ongoing equipment costs are less than 1 percent of your turnover.

7

No previous experience required

We will provide full training, so whatever your previous background, we are interested in speaking to you. The main things that you need are self- motivation, commitment and the ability to speak to people.

8

Every day is different

There is plenty of variety in being an Optic-Kleer franchisee. You will work in various locations, meet a large cross section of people and repair different damage in many wide ranging vehicles. Our franchisees report high levels of satisfaction in their work and enjoy building relationships with customers.

9

Well recognised brand

We have been fine tuning our striking branding for the last 25 years from point of sale and marketing to van graphics. We are very proud of our branding and we know that when it is all put together it becomes a proven profitable package. Our branding is our success.

10

Transition

We understand that making the change from being employed to owning a franchised business can be daunting. As we help set up your business for you and earnings are from day 1, there really is nothing to worry about.

We appreciate the qualities and experience that military personnel can bring and manage the resettlement of ex mod personnel.



Watch our
videos now!

Scan our QR code →
or visit our website

www.franchise.optic-kleer.co.uk





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How much could you earn as
an Optic-Kleer franchisee?

A decorative lightburst graphic consisting of several short, light blue lines radiating from a central point, positioned to the right of the text.

As a franchisee with Optic-Kleer, earnings are uncapped, therefore the more windscreens that you repair, the more you will earn.

As an example, David Rowe repaired 75 windscreens totalling £3,787 in his first 19 days. We checked in with David after a couple of months and he was very happy to report that his first few days weren't just the honeymoon period and the number of windscreens that he was repairing was increasing.

We have designed an online calculator to give you examples of how much you could earn depending on how many days you work each month and the number of windscreens you repair. Put your own figures in and see how profitable this franchise business can be.



Try our **online calculator** now!

Scan our QR code →

or visit our website www.franchise.optic-kleer.co.uk



Hi, I'm Laurence.

I have now been an Optic-Kleer franchisee since early 2015.

How did you first hear about Optic-Kleer?

I first heard about Optic-Kleer when I bumped into an ex-manager of mine who I used to work with years ago. He was actually working in a carpark, at a store just down the road from where I was working. Someone told me he was down there, so I went down there and had a little chat, hung around with him for a few hours and found out about the Optic-Kleer brand. It wasn't until things progressed where I was working, I thought to myself its time for a change. I then went back and had another chat with my ex-manager. Things escalated quite quickly.

How did Optic-Kleer get you up and

running? Basically I made initial contact through the website. David Overton then got in contact with me. We had a few chats, and I

chatted to my ex-manager some more. I came and did a visit and spent a few hours with David, going through how the brand works, basically how we get up and running. Going self-employed was a big step and he explained how being self employed with Optic-Kleer works and the freedom you get with it.

Did you come and visit? We came up for our first visit with David on the Sunday. We spent three or four hours with him, he showed us what he did, what the operators do, how it all works. He told us about the potential money you could earn from doing it and the freedom you get with it.

How was your training? The training *Continued overleaf...*



Setting up my own business was actually quite straightforward. I found it fairly easy and I had the backing of Optic-Kleer.



was very enjoyable. I came up and spent four days here. We went over the aspects of the paperwork, the actual training, where we damaged lots of screens and repaired them. The whole team made me feel very welcome and it was very easy.

How did you find setting up your business for the first time?

Setting up my own business was actually quite straightforward. I found it fairly easy and I had the backing of Optic-Kleer. The accountants that Optic-Kleer recommended to me came down and did a visit. We went through everything. The accountant talked me through my whole financial situation and how it was going to work. He went through a step-by-step process of how to set up, what to expect and what are the stages of setting up the VAT side of it. It was all quite straightforward and very easy.

Did you earn from day one? My first day out, I was actually quite surprised. I actually phoned David on my way home and asked him, 'what have you done to me?'. I remember those words clearly. It was supposed to be a relaxed, easy job and I had an absolute ballistic day. Non-stop enquiries, did repairs galore and came away and couldn't believe the amount of money I had earned on my first day. It really was a case of jumping in at the deep end, but I just enjoyed the day, out there. It was nice to be your own free man.

Read my full interview here.

Scan our QR code → or visit our website www.franchise.optic-kleer.co.uk



What you'll need to build your
Optic-Kleer franchise

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1 An investment of £15,000

The Optic-Kleer franchise package offers a turnkey business opportunity that equips franchisees from the outset. This extremely good value fee of £15,000 + VAT (which can be reclaimed) includes all of your training, including accommodation and meals, equipment, consumables, uniform and marketing materials Everything you need to become a windscreen repair professional.

We have funding available for the right applicants so you may only need £7,500 + VAT of your own funds to start your business on the road to success!



2

A positive attitude and approach

A positive attitude and approach is essential to running any business. As an Optic-Kleer franchisee you need to be friendly and have the ability to talk to people. If you have the right attitude and approach you will have plenty of happy customers.

Remember... People buy from people!



3

Commitment to your business

At Optic-Kleer your commitment is not only a financial one, it is also a personal one. Our franchisees want to succeed and build a successful business for now and for their future, not just over the short term.

In return, we will commit to providing you with our renowned support structure both in launching your business and developing it.



Optic-Kleer
The Windscreen
Repair Professionals

WINDSCREEN
STONE-CHIP
REPAIR

Kleer

8 8987

FREE
ONE

DXC



Optic-Kleer provide professional support to help you further your business aims and objectives.

Our in house team of administrators provide you with all the support you need for you to run your business



Next Steps to becoming an
Optic-Kleer franchisee





1 Learn.

Review this document and our website thoroughly and be sure to seek answers to any questions you may have. We recommend that you speak to your trusted family and friends and ask their advice and then carry out some initial market and industry research to identify the potential and demand for windscreen repair services.



2

Discover.

First of all, speak to us about the availability of a franchise in your area and arrange a due diligence day in Boston for a face to face interview and to receive further information about Optic-Kleer. We will determine your exclusive franchise territory with Optic-Kleer. You will be required to sign a Non-Disclosure Agreement.

We are happy for you to speak to other franchisees about their experiences, in fact with encourage it. We also recommend that you seek professional business and legal advice so you are sure that you fully understand your responsibilities.



3 Commit.

Buying a franchise is a serious commitment so you need to be totally sure this is what you want to do.

You will sign the Optic-Kleer deposit agreement and pay a deposit of £1,000. The franchise agreement will then be prepared ready for you to agree and sign.



4 Train.

Together, we will agree your training dates and begin the preparation for training. The initial training process will be for 5 days in Boston. We then offer updated training on a continual basis, to make sure that you are fully up to date.





5

Earn.

You will leave us fully trained and ready to start trading. We will have already organised the sites where you will be working, so all you need to do is go out to work and then we'll turn your invoices into money.

Ongoing, we book the sites that you will be working at, well in advance.

Hi, I'm Justin.

I have been an Optic-Kleer franchisee since 2015.

How did you first hear about Optic-Kleer?

I first heard of Optic-Kleer literally by seeing an operator in a supermarket car park. I approached him, as a customer. It was someone I had already employed in a previous job. I got chatting to him then chatted to David Overton, reference becoming a franchisee. David told me about everything. I arranged a meeting, where I came to head office and we had a very relaxed chat about how the operation ran and we decided to go from there.

So how do you feel now that you run your own business?

As you said, it is my own business and although I'm working for Optic-Kleer, as a franchisee, I am basically in charge of my own destiny. If I go to work I

earn money if I don't, I don't. I have generally found that the harder I work at it, the easier it becomes. Opening my first pay packet after working my first month with Optic-Kleer, I was really surprised. I got out of it what I put in to it.

Do you remember your first customer?

My first customer came and I was very nervous. The training kicked in and I had no problems and got the job done. The repair was really good and the customer was really happy with the service.

Have you had experience in the glass industry before?

Yes, I have worked for two of the major glass companies for *Continued overleaf...*



||| Every day you meet different customers which is the great thing about the job. You meet different people, different ways of life and it makes it a very enjoyable job.



approximately 20 years. I know the industry inside out and what I saw with Optic-Kleer, I thought that it was definitely for me.

Did you need any experience? The actual job itself is really easy. When you come to David he will show you all the tools of the trade and give you very in-depth training, so you don't have to have any previous experience to be able to do it.

Was it important to you that Optic-Kleer that was a member of the BFA? Very much so. Obviously you want to be accredited to something and we want to be separated from any other competitors. Being part of the British Franchise Association was key to me.

Do you find everyday is different? Yes, every day you meet different customers which is the

great thing about the job. You meet different people, different ways of life and it makes it a very enjoyable job. I tend to spend a week at a certain site, so you do tend to meet the same people who come and say hello.

Has running your business given you great rewards? The financial rewards have made me very stable and I am more confident in what I do, when meeting the public.

Read my full interview here.

Scan our QR code → or visit our website www.franchise.optic-kleer.co.uk



Frequently asked **questions**



We have listed below various questions you may have and given short answers to each. We will be happy to answer these in greater detail if you so wish, along with any other questions you may have.

Q. What skills do I need?

A. We are looking for people that have the energy and motivation to run their own business, focus on success and be prepared to put in the necessary time to make it happen. Whilst it is not a prerequisite to have sales experience, you must have an interest and affinity with what we do. It is not necessary for you to have all the skills to operate the Optic-Kleer Franchise, as you will be provided with the necessary knowledge during training.

Q. What ongoing services will be provided?

A. Optic-Kleer will support the franchisee throughout the term of the franchise agreement with a host of invaluable services. These include the personalised support of a dedicated franchise manager, annual support visits and operational reviews, additional training opportunities and updates to the operations manual.

Q. Where can I trade?

A. We are seeking franchisees for locations throughout the United Kingdom. Optic-Kleer retains the final decision on territories.

Q. Is my location protected, and how is it established?

A. Optic-Kleer will guarantee that no other Optic-Kleer franchisee will be located within the exclusive territory. Your exact territory will be specified in your franchise agreement.

Q. Can I sell my Optic-Kleer business?

A. Yes, subject to certain conditions. We will require that the new purchaser be approved by Optic-Kleer and undergo the Optic-Kleer training program.

Q. How long does it take from first interview to the franchise opening?

A. This process should take around 4-5 weeks however this time will vary depending on the individual franchisee.

Q. What initial training is involved?

A. Training is critical to building a successful network. Part of the benefit of joining a franchise system is not only the system itself but also being professionally trained on how to run the business model. Once your franchise is awarded, you will begin trading once your training is complete and you have complied with all of your pre-conditions.



The **Optic-Kleer** package



What's included

Optic-Kleer recognises that getting into business is difficult with much to think about. We have developed the following franchise package to allow you to spend time on growing your new business:

Franchise

- The franchisor grants you the exclusive rights to trade in your territory
- Rights to use the Optic-Kleer ® trade marks
- Rights to use the know-how, operating methods & systems

Business manuals

- Optic-Kleer operations manual

Initial Training & Support

- Head Office Training Centre for franchisees
- Comprehensive pre and post training for incoming franchisees

IT Solution

- Dedicated website (with a link to the main website)
- ePOS

Advertising & Marketing

- Advertising templates
- In-house printing of signage & displays
- Branded presentation folders and advertising handouts
- Branded business templates

Initial Package

- All tooling equipment & consumables
- Flags, signage & banners
- Business cards & flyers
- Branded Uniform
- Branded Canopy
- Branded Graphics for Van

Financial information

Indicative costs are subject to change.

Term of Franchise	20 Years (Made up of an initial term of 5 years followed by three subsequent terms each comprising 5 years)	
Ongoing Fees	A management service fee of gross revenue	17.5%
Initial Costs	Franchise fee paid to Optic-Kleer on execution of the franchise agreement and prior to commencement of franchise business	From £15,000*
I.T Costs	ePOS	£26 /month

All amounts shown are plus VAT at the applicable rate currently 20%.

* Dependant on size of territory.
Partial funding maybe available



Glossary

Franchising is fundamentally a business partnership between an established company (the Franchisor), wishing to expand its business, and independent third parties (the Franchisees).

Definition of Franchising. A franchise is a right granted to an individual or group to market a company's goods or services within a certain territory or location. The purchaser of a franchise is called a franchisee. The franchisee purchases the franchise from the franchisor for a fee and/or a percentage of sales.

The Franchisor owns the overall rights and trademarks of the company and allows

its franchisees to use these rights and trademarks to do business. The franchisor usually charges the franchisee an upfront franchise fee for the rights to do business under the franchise name.

The Franchisee is an individual or corporate body that purchases the rights to use a company's trademarked name and business model to do business. The franchisee purchases a franchise from the franchisor. The franchisee must follow certain rules and guidelines already established by the franchisor and in most cases the franchisee must pay an on-going management service fee to the franchisor.

Franchising gives Franchisees the advantage of setting up in business with the support and advice of an organisation that has

successfully carried out pilot operations that serve as a blueprint. This system eliminates many of the risks that are involved in a normal business start-up situation.

The Franchise Agreement is a legally binding agreement, which outlines the franchisor's terms and conditions for the franchisee. The franchise agreement also clearly outlines the obligations of the franchisor and the obligations of the franchisee. The franchise agreement is signed at the time an individual has made the final decision to buy the franchise. It is strongly suggested that anyone who is considering buying a franchise should consult with a professional franchise lawyer.



Optic-Kleer[®]

The Windscreen Repair Professionals

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