

car repairs with **A SURE TOUCH**

MOBILE CAR REPAIR SERVICE CONFIDENTLY APPROACHES MILESTONE AND EXPANSION

➔ Touch Up Guys celebrates 20 years of franchising in 2011 and the vehicle repair company is still growing. 'We have over 130 franchisees in New Zealand and Australia, and are launching in the USA soon, but we still have great opportunities at home,' says franchisor Martin Smith. 'All our franchisees have ridden out the recession very well and demand is growing all the time.'

Touch Up Guys franchisees remove the inevitable stone chips, scratches, bumper scuffs and other damage from vehicles. Operating from mobile workshops, they also offer buffing and polishing services as well as alloy wheel repair. 'Being mobile makes the service very convenient for customers,' says Martin. 'While a vehicle is being repaired at work or home, its owner can be getting on with life. It's important for vehicle dealers, too: because we don't remove cars from the yard to repair them, cars are always available when the perfect buyer walks in. Appearance is everything when it comes to vehicles for sale, and the number of vehicles with minor scrapes and cosmetic damage means we have a regular supply of business from dealerships.'

Martin first joined Touch Up Guys in 1997 as a franchisee when the ex-Telecom executive decided it was time 'to stand on my own two feet. I thought it was a brilliant concept, loved doing the work and eight years later when the franchisor retired my wife Lynda and I bought the franchise itself.'



There are currently 25 Touch Up Guys around New Zealand with more opportunities for franchisees nationwide – especially in Wellington. 'We need five people there to start instantly,

please!' grins Martin. A complete package for a new franchisee including an exclusive commercial territory, full training, all necessary equipment and the mobile workshop costs from \$88-120,000 depending on lease options.

'A successful Touch Up Guys franchisee needs to like working with cars and be a bit of a perfectionist,' says Martin. 'They must also have some entrepreneurial flair and be prepared to sell themselves and their ability. The technical skills themselves are taught as part of our three-week training course on the Gold Coast. This also covers all aspects of owning and running your own business – something many of our franchisees had no experience of at all before they started. To help you get up to speed there's a marketing launch package and a mentoring programme in the first 12 weeks, then we have regular conference calls and meetings, as well as support and advice whenever you need it.'

'So if you like cars and want to own a business with a great reputation in a thriving industry, give me a call, especially if you live in – or want to move to – Wellington!' ■

ADVERTISER INFO



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