

The logo for KwickSilver, featuring the brand name in a bold, stylized, italicized font with a registered trademark symbol. The background of the entire page is a collage of images: a handshake, a close-up of a tire, and a road stretching into the distance.

KWICKSILVER®

Why a Franchise?

A Proven System

Buying a **KwickSilver** franchise removes much of the risk of starting a business. Most businesses fail due to a lack of experience which leads to unrecoverable mistakes. **KwickSilver** brings 30 years of wheel repair and reconditioning experience to the table. We have tackled all the problems a new business owner might face and have created solutions. These solutions have evolved into a proven method of operation that maximizes efficiency and minimizes problems. We're also your own personal consultant, providing ongoing technical and administrative support. Remember, a **KwickSilver** partner is in business for himself but not by himself. Research shows that after 5 years in operation, only 8% of franchised businesses close, while over 77% of independents fail.

Intensive Training

In a new business, during the initial learning period, the upfront capital can be exhausted because of too much trial and error. This often leads to closure of the business. **KwickSilver** removes this unproductive period by providing comprehensive hands-on training and ongoing support, to ensure a fast start for the business. You'll receive two weeks of step-by-step instruction from our **KwickSilver** Technical Team. The training includes, basic tire/wheel identification and instruction, tire service training according to TIA standards, wheel straightening and repair, cosmetic damage repair, custom wheel painting and polishing. You'll also receive our Operations Manual, which is loaded with useful information on repair techniques, vendor and supplier information, sales and marketing advice, etc. You'll be prepared for success right from the start. You'll also be entitled to ongoing technical consultation from the Tech Team, future periodic training programs, and assistance from the corporate office.



Advertising and Marketing

Most business owners do not have the expertise or the money to advertise and market their business successfully. When they do, their efforts are often poorly conceived and inconsistent. As a **KwickSilver** partner, you benefit from our ability to provide high-quality creative talent and resources necessary for local, regional and national advertising and marketing. This is especially important in large metropolitan areas where advertising costs are often prohibitive. Our cooperative advertising agreements allow each **KwickSilver** partner to tap into the resources of all the other partners. You'll receive point-of-sale marketing materials, brochures and promotional advertising leaflets.

Brand Recognition

When you become a **KwickSilver** partner, you benefit from strong brand recognition. It provides immediate credibility and identification for your shop. As we increase the number of **KwickSilver** partners, the intangible value this creates will only strengthen. Our commitment to our advertising and marketing programs will ensure that the **KwickSilver** brand remains strong and growing.

Proprietary Tools and Methods

KwickSilver partners will have access to the latest innovations in the wheel repair and recon industry. **KwickSilver** has invented and patented wheel-straightening equipment for all OEM and aftermarket automobile, motorcycle and ATV wheels. In addition, we have created a system for wheel restoration and reconditioning that is second to none. The process is effective, efficient and uncomplicated. **KwickSilver** is committed to the continuing research and development of new tools, products and methods to enhance the **KwickSilver** system.

Site Development

KwickSilver assists in the selection of a site ideally suited for the **KwickSilver** shop. We know where to locate your shop, relative to your prospective customers, to maximize its profit and efficiency. We'll allow you the flexibility to choose the specific location, within a general area. You'll receive an exclusive protected territory in which to run your business, without the worry of encroachment. Upon request, we'll work to negotiate favorable lease terms for you, and help identify problematic lease issues. You'll be presented with the general layout of the typical **KwickSilver** shop as well as a list of essential tools and equipment.



Network Purchasing Power

A **KwickSilver** partner is able to exploit the purchasing power of a network that includes **KwickSilver** corporate, in addition to your fellow **KwickSilver** franchise owners. While you're permitted to purchase non-proprietary equipment, such as tire changers and balancers, from any reliable vendor, **KwickSilver** has forged relationships with certain vendors and manufacturers that may be able to offer you better pricing.

Ability to Quickly Expand

KwickSilver offers both multi-unit franchises and area development rights for qualified individuals, investment groups or companies. Multi-unit franchises can be purchased at a discount to the single-unit franchise fee. Our area development agreement allows a franchisee to expand, by opening additional shops, within an exclusive area, according to a schedule. Either option allows for profit growth at a much faster pace, when compared to the single-unit franchise.

Beware of the Biz-Op

The biz-op is what's commonly known as a business opportunity. Companies that sell these opportunities often refer to it as a license or franchise. The biz-op often appears attractive because of the low entry fee and lack of royalty payments. However, most biz-ops provide little or no training, no continuing field support, no advertising or marketing and no trademark recognition - the very things that make franchising so successful. You're on your own to fumble through the challenges and difficulties of your new business.



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