



Franchisee Kit

A. Put Your Career in High Gear!

Consumer trends today indicate that Canadians have more trust in a chain of stores rather than an independent “one-off” shop. Particularly in the automotive repair and service industry, consumers tend to trust the names they know best. *Mister transmission* is famous for quality repairs, expert service and outstanding warranty protection.

Mister transmission has been a trusted name in the Canadian transmission business since 1963. With over 90 franchised shops, we are Canada’s largest, most recognized and longest established transmission repair chain. And we are looking for more franchisees in your area!

You are an ideal candidate to secure a *Mister transmission* franchise because you don’t have to be a mechanic to be a *Mister transmission* franchisee.

Your business aptitude is what we are looking for! You are a “people-person”, perhaps a former customer service rep/account executive with a keen interest in cars. And, you are at a stage in your life where you feel you should be “in-charge”.

You might want to get your hands dirty or you might prefer to leave that to your licensed technicians. You understand that your employees are going to do the majority of the servicework while you concentrate on running the business. Your daily activities will include:

- Booking Local Advertising
- Community Relations
- Accounting & Bookkeeping
- Customer Relations
- Managing Staff
- Securing Fleet contract in your local market
- Managing Customer Concerns
- Meeting Sales Objectives

You thrive in a busy environment, you are self-driven to succeed and you won’t mind long hours occasionally.



As a *Mister transmission* franchisee, you enjoy the freedom of being your own boss while knowing that there is a team of dedicated support people working for you from the Head Office in Richmond Hill, ON.

After 25 years of being in business, our franchisee, Eldon Rooney, says "There's a big future here as vehicle systems get more and more complicated. It's a fine business; it's a good living!"

If this lifestyle appeals to you, we invite you to fill out this [Confidential Franchise Application Form](#) to get you on the road to success!

B. Steps in the Application Process

- Step One - Review our online franchise Kit
- Step Two - Complete and fax our Franchise Application Form
- Step Three - Upon review of your application you will be invited to meet with our VP of Franchise Operations
- Step Four - After an initial deposit (which is 100% refundable) franchise documents and paperwork will be forwarded for review.

C. Head Office Support

Over 40 Years of consumer trust and loyalty! Plus:

Operations

- Initial Training Programs
- Ongoing Training Programs
- Operations Manuals
- On-line & Automated Systems
- Dedicated Operations Consultants
- Annual Dealer Meetings
- Franchise Advisory Council
- Assistance Identifying Prime Locations
- Assistance Developing Leases



Marketing

- Business Builder Training
- Local Advertising Coaching
- National Advertising Planning, Placement and Execution
- Website
- Yellow Pages Advertising
- Private Label Credit Card

Accounting/Financial

- Review of financial plans & budgets
- Monthly statements
- Sales data & production reports

Customer Service

- dedicated customer service department at Head Office
- customer service seminars and training for franchisees
- full Customer Service reporting program in place

Added Value

- Web Site
- Lankar Shop Management Software
- Purchasing Power with Special Discounts
- Fleet Programs
- Customer Warranties
- Customer Credit Card

D. FAQ's

1. How much will a *Mister transmission* franchise cost?

The price to purchase one location in one market will vary, but typically about \$160,000. This price includes the franchise fee, leaseholds and everything else you will need to open your doors for business. This can be lowered, if you qualify to lease some of your shop equipment versus buy it. There is no franchise financing available.



2. How long does it take from the time I send my form to the day my doors are open for business?

The whole franchise process takes a minimum of 3 months, but can be extended based on your personal circumstances to up to a year. However, remember that faster is better because the sooner you can get your shop opened, the sooner you can start making money.

3. Do I get a “protected” territory?

Mister transmission only opens stores in territories that have a minimum of 15,000 registered motor vehicles within that territory. While there are no set boundaries for territories, it is assumed that motor vehicles registered to addresses within your chosen territory will come to your shop for any transmission needs.

4. How long is the franchise term?

The term is ten years. At the end of the initial term, you can renew your franchise agreement for another ten-year term at no additional charge.

E. Current Franchise Opportunities are Available Across Canada!

Specifically, *Mister transmission* International, Limited, is seeking franchisees in Alberta, British Columbia and Maritimes markets. There are also a few locations available in SouthWestern Ontario.