

# The Garage Door Team<sup>TM</sup>

THE EASY WAY TO A NEW GARAGE DOOR



GARAGE DOOR  
FRANCHISE  
OPPORTUNITY  
**FRANCHISE PACK**

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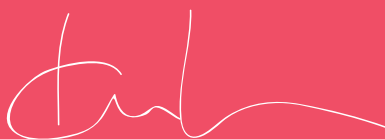
Thank you for your interest in The Garage Door Team. This brochure is designed to provide you with everything you need to know about our business, our people and our beliefs, so that you can make a considered decision about joining our team.

We're garage door specialists – we sell, install and service garage doors across the UK; in fact, we've completed many thousands of successful projects to date. What's more, we're the only BFA-approved garage door franchisor, making us unique in our sector. So if you're looking for an opportunity that really stands out from other franchises available, this could be the chance you've been waiting for.

We're proud to work with some of the world's finest garage door manufacturers, and are looking to bring on board like-minded, hands on companies and individuals to develop our brand as it continues to grow. By recruiting the best partners, we have a vision to rollout a nationwide network that will make The Garage Door Team the supplier of choice. And we'd love you to be a part of it.

We understand this is an investment in your future, so we've also included some key financial information that outlines what the start-up costs are and the potential and achievable rewards you could generate as a franchisee.

Making the decision to operate your own business is a big step, which is why we're committed to making the process as open and informative as possible. It's an important decision for us both, so we'll provide all the support and information you need to help you make the right decision for you and your family.



Ian Chubb,  
Managing Director



## A bit about us

The Garage Door Team together with our sister companies Garage Doors Online and The Garage Door Centre has become one of the UK's leading suppliers, installers and repairers of garage doors. Operating nationally, we've built a reputation for quality and service that simply cannot be matched, and to date have worked on tens of thousands of homes and businesses.

By combining the expertise of Ian Chubb and Nathan Dove, who together have over 30 years' experience of the garage door industry, we've built a business founded on genuine knowledge and skill. In 2006, we started to create a network of partner companies and individuals that are currently trading successfully in their protected areas.

Our team of partners currently provides coverage over parts of the north of England and the midlands. But this is just the start. Our business model will support upto 100 protected territories across the UK, and that's exactly what we're aiming to achieve.

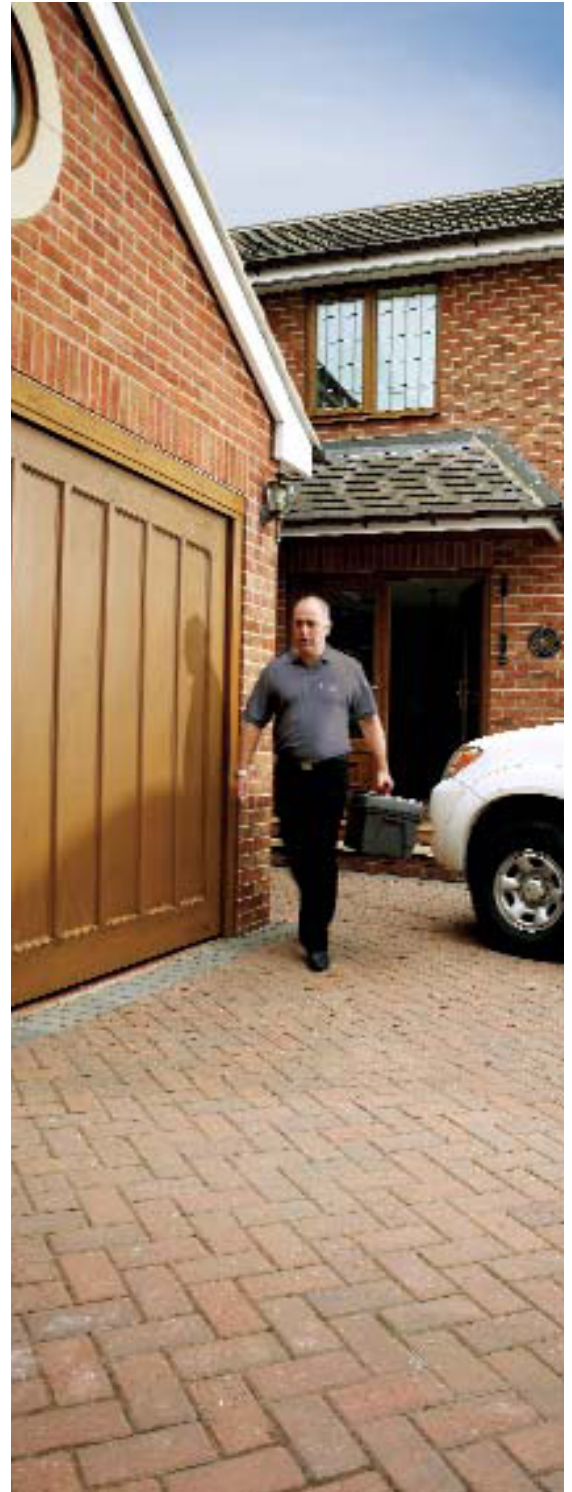
During our 30 years of experience, we have come to realise:

- // How valuable repeat business is.
- // How important it is to be able to offer full initial and ongoing training and support to all members of The Garage Door Team.
- // The benefits of building a business under a successful branded name.
- // The value of a local service delivered by a large organisation.
- // The importance of keeping the initial investment as low as possible.

So what is it that makes The Garage Door Team different to other garage door companies ?

- // Our organisation is made up from independant companies and individuals that trade collectively as The Garage Door Team.
- // Our partners can work at their convenience. Whether you prefer daytime, evenings or weekends, our customer service representatives will make appointments that fit around your life and your customer base.
- // We believe in the importance of local knowledge, which is why we ensure every team member is based within their local area.
- // Our model delivers our customers unbeatable quality, range, service and price.
- // Thanks to the diverse expertise of our management team, our brand is always positioned in the best possible way, and all potential avenues for growth are explored.

Our business credentials also set us apart – we work with leading UK and European garage door manufacturers and insurers to provide quality products and services.



# The marketplace

There are 25 million homes in Britain today, and it is estimated that 53% of these homes have garages. Which means there are a whopping 13 million garage doors throughout the UK, with an estimated 4 million due for replacement. What's more, the National Building Federation estimates that almost 750,000 new homes with garages will be built over the next 10 years. So as you can see, our market has huge potential.

And despite the credit crunch, garage door sales are still buoyant – the market is currently worth £120m per annum. This is down to two main factors:

- // Homeowners are opting to improve their existing homes rather than moving.
- // Increased crime levels are causing people to protect their homes more. With the average contents of a garage valued at an impressive £4,000, it's clear to see that security, and therefore a good quality garage door, is a crucial issue.

Other factors to consider include:

- // The ease of use offered by automatic garage doors, which continue to increase in popularity year on year as Britain experiences a growth in the 55+ population.
- // The growing trend to use the garage as an additional room or workshop. In these instances, our insulated garage doors are perfect for improving the internal space.
- // The need for a garage door that gives additional drive-through width to accommodate today's larger vehicles.
- // The option to go for a maintenance-free finish, enhancing a house's exterior without the time-consuming upkeep previously associated with garage doors.
- // The fact that the current marketplace is very fragmented, with customers having to choose between a local sole trader or a faceless, national supplier when looking to replace their door. As The Garage Door Team provides the benefits of a large organisation while offering a personalised, local service, there is huge uptake potential.

There are many benefits for consumers when they upgrade their garage door, from improved security to increased 'kerb appeal' and ultimately, adding value to their property.





# The opportunity

Ours really is a one of a kind offering. As a member of The Garage Door Team, you'll establish and operate your own garage door business, including selling, fitting and servicing. Full training will be provided at the outset, to ensure you have all the skills you need. And although you'll be working for yourself and will be your own boss, we are committed to providing ongoing support and advice for every team member.

So what is it that makes this opportunity so unmissable?

- // You'll get to work with a diverse consumer base, not only homeowners but also builders and developers who appreciate our wide range of products, great service and value.
- // It makes a great bolt-on to an existing business (window or joinery company for example)
- // You'll have the opportunity to grow and expand your business to a level your comfortable with.
- // You'll enjoy a healthy working environment. By working outside, yet undercover, you'll benefit from a job that is physically active, mentally satisfying, stimulating, and hugely varied.
- // It's perfect for a people person who enjoys working with an assistant and ongoing customer contact.
- // Immense job satisfaction. The effect that a new garage door along with a highly personalised service can have on your customers' lives often comes as a surprise to franchisees!
- // Low initial investment on equipment as only basic power and hand tools are needed.
- // Large potential market within your convenient and protected local area. Plus, potential customers are easy to spot – just check out the state of the garage doors in your area.
- // Installing a garage door is surprisingly easy, and takes on average 2-3 hours. Full training is provided by The Garage Door Team and our manufacturers, so you'll be up and running in no time.
- // We'll arrange a vehicle for you (if required).
- // You'll receive a high level of management support. We'll help you manage your online diary, order and arrange delivery of doors/accessories. What's more, our dedicated customer service department is available to answer customer queries every day of the week.

The Garage Door Team is confident you'll be working in a thriving business climate where real potential is yet to be realised.

Are you a The Garage Door Team kind of person?

Successful partners will be committed and enthusiastic. You'll need to be confident that you can effectively make your local marketplace aware of the benefits and opportunities that your repair and replacement service provides.

Other personal qualities would include:

- // A strong desire to own and operate your own business.
- // Ability to develop awareness of the brand, as well as being able to identify potential competitors in your area.
- // Good communication skills.
- // Being comfortable working with a wide range of people.
- // Confidence using hand and power tools.
- // Being able to recognise the unique benefits of The Garage Door Team's opportunity and a desire to work within the team culture.
- // Some experience that is applicable to our marketplace would be an advantage but is not essential.

# Why join The Garage Door Team and how does it work?

A key factor for you to consider is that our management team has over 30 years experience, and our successful business structure is mirrored in each member of our team. In other words, our business model is proven. We have completed the learning curve, dealt with any issues and built an infrastructure to support our growth.

Your success is our success, which is why we're committed to sharing our experience and considerable market knowledge with you. So you'll enjoy the freedom of being your own boss while experiencing the benefits of being part of an established and successful network.

## Our franchise agreement

This sets out the obligations of both the parties. It allows you to use our brand name and logo, our national free-phone number, our intellectual property and our method of running the business.

## Territory

Your territory will be based on postcode sector and your surrounding local area. It will be manageable whilst having excellent sales potential.

## Franchise fee

We will charge a monthly service fee (full details on page 7).

## Investment

The investment and financial details are shown on the separate sheet enclosed.

## Protecting your interests

Your business will require the investment of time, hard work and commitment to the business system we have developed. Each and every team member is expected to maintain our existing high standards. You'll be offered all the help and support you need to maintain these standards. We'll protect the value of our brand and your business by vigorously ensuring professionalism and dedication by all involved with The Garage Door Team.

## How much can you earn ?

Your earnings will depend on your effort, ability, ambition and dedication to your business. You can potentially earn in excess of £50,000 per annum, while building a rewarding and enjoyable business in the process. We support all members of our team, to help them realise their ambitions and achieve a great standard of living.



# The Garage Door Team package

The Garage Door Team package provides everything you need to set up and run your business. This includes:

## Start up assistance

- / A defined and protected territory.
- / Right to use trade name, trademarks and other intellectual property.
- / The Garage Door Team operating manual, containing detailed 'how to' information on all aspects of running your franchise.
- / Five year agreement with the right to renew at no cost.
- / Initial training at our premises, followed by on-the-job training with an experienced team member.
- / Localised The Garage Door Team website home page (one off fee £400)
- / A specialised start up equipment, stock and tools list.
- / Assistance with the purchase and sign writing of a suitable vehicle (if required) and the provision of liveried company workwear

## Ongoing services included in service fee - £350 per month

- / Online diary management leaving you free to run your business.
- / 7 day Free-phone answer and customer booking line, with representatives available 8am-10pm Monday-Friday, 9am-5.30pm Saturday and Sunday.
- / Website admin and hosting.
- / Sales leads from The Garage Door Team and sister company websites.
- / Access to and preferential rates from all leading garage door brands.
- / Technical support.
- / Sales support.
- / Localised search engine optimisation (optional £100 per month).
- / Payper click local internet campaign (optional from £50 per month)
- / Planning leads (optional £75 per month + costs)
- / Builders mailshot (optional £30 per month + costs)



# Why do customers choose The Garage Door Team?

When it comes to choosing a garage door, it doesn't just have to look great, it also has to perform on a number of levels. It's a choice that should be considered, and it's a choice that we help our customers make every day.

As well as offering a personalised and friendly service, we provide our customers with the following reassurances:

- / All our garage doors are covered by a manufacturer guarantee.
- / We offer competitive pricing and guarantee to beat any genuine quote.
- / We don't use salesmen – all our engineers are fully qualified and wear recognisable uniforms.
- / Following a customer enquiry, we'll arrange a site visit to give them a free no obligation quote within 48 hours.
- / We offer convenient appointment times to suit every customer, including evenings and weekends.
- / We provide quality assurance and continuity by ensuring the engineer who measures up will also fit the customer's door when it arrives.
- / Once the work has been completed, we guarantee to remove all site mess and also dispose of the customer's old door.
- / Customers can choose from a fantastic product range offering huge selection from the world's leading manufacturers.
- / As well as standard sizes we offer made-to-measure doors.
- / We offer same-day garage door repairs and priority callouts for unforeseen events like burglary and weather damage. In emergencies like these we'll endeavour to come out without delay.
- / We work with leading UK insurers.
- / There are no hidden charges – what we quote is what the customer will pay.
- / Unbeatable local service from a national company – we're big enough to deliver and small enough to care.





## What our customers have to say

I always thought a new garage door would be really expensive, so I was surprised by the prices in The Garage Door Team's brochure. When their engineer came to measure up, he gave me a price straight away. The quote was very reasonable, and my new garage door has been great value for money.

Mrs Davis, Leeds

I was so impressed with the first class service I received. The engineer was based locally, and turned up exactly when he said he would. He was friendly, helpful and took all the mess away with him once he was finished. A totally hassle-free experience.

Mrs Denton, Coventry

I would definitely recommend The Garage Door Team. From the moment I got in touch, they were so helpful and explained what would happen and when. Sure enough, my door was fitted on time and they even cleared up afterwards. I never thought getting a new garage door would be so easy!

Mr Nawat, Wakefield

There were so many styles and finishes to choose from, and I was able to find exactly what I was looking for. The appearance of my new garage door is superb, it makes such a difference to the outside of my house.

Mrs Waterhouse, Cheshire

I'm so impressed with the security of my new garage door – it locks in each of the four corners and has no handle thanks to the automation, so it's much safer. If I'd known how reasonably priced The Garage Door Team were, I'd have got rid of my old door a lot sooner.

Mr Fisher, Liverpool



**I never realised what a difference a new garage door could make. It moves smoothly, is very easy to open and close and I've gained drive-through width. It has definitely made my life a lot easier.**

Mr Moore, Manchester



## Key financial information

If you would like more information regarding the costs involved in purchasing a The Garage Door Team franchise, one of our experienced team will be happy to go through this with you. Call Ian Chubb on 0800 915 0001 to request further details. Investment in a franchise requires serious thought and consideration, and we recommend that you discuss your circumstances with an independent financial advisor before you decide to invest.



## The next step

If you'd like to discuss this opportunity further, or have any questions regarding our partner package, please feel free to call us on 0800 9150001.

If you feel you have the skills and enthusiasm necessary and wish to join our team, please complete and return the enclosed questionnaire.

The information you supply will be treated in the strictest confidence. Once we've reviewed your submission, we'll call you to arrange an informal meeting to discuss the specifics of the franchise in more detail. After this, you will have the opportunity to spend a day with one of our experienced partners, to experience firsthand what it will be like being part of The Garage Door Team.

# Membership questionnaire

Full name

Home address

Home tel. no

Daytime tel. no

Mobile tel. no

E-mail address

Date of birth

Nationality

Marital status:

Married / Single / Widowed / Divorced

Brief employment details or C.V.

Do you currently run your own business ? Yes No (Circle)

If yes, how long for ?

And is it relevant to The Garage Door Team franchise ?

Approx. turnover £

No. of employees

Have you ever been involved in a business which has failed / ceased trading ? Yes No (Circle)

If yes, please give brief details

Hobbies & interests

## Frequently asked questions

Q What is the primary use of a domestic garage within the UK ?

A Whilst there are 13 million garages in the UK, only 3 million of them are used to store vehicles. 10 million garages are used for storage of other items, with the garage average contents value coming in at £4,000.

Q Does having a secure garage enhance the value of a property ?

A By simply adding a garage to an existing property, the owner can add up to 6% to the value. This equates to adding £13,000 to the value of the average UK house.

Q What are the benefits of storing your car in a garage ?

A 2.5 million people are affected by car crime every year, which includes some 1.7million car thefts. Because of this, using a garage to park your car in can save up to 10% on your car insurance.

## A final thought

We hope this brochure has provided you with an insight into the potential that you could realise by investing in The Garage Door Team. Before you consider what being part of our team could mean to your future, here's a recap of the main benefits offered by our membership package:

- // We're an established UK company with proven results.
- // You'll be investing in a unique proven opportunity.
- // Trading as The Garage Door Team will increase sales and revenue.
- // You can enjoy being your own boss while still having the full support and back up of a professional organisation.
- // We offer a working environment that's physically and mentally stimulating.
- // You'll be working with reputable manufacturers from across the globe.

If this sounds like the kind of opportunity you're looking for, get in touch today.



MEMBERSHIP PACK



For further information,  
please contact us on  
0800 9150001

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