



**ENTREPRENEUR...
CAR ENTHUSIAST...
MECHANIC...
MANAGER...
DIRECTOR?**

Do you have the drive to build your own successful business?

Hometyre
MOBILE TYRE SERVICES

WELCOME

"I can't fault the service! I rang at 16:30 on the Wednesday, desperate for four new tyres for which they offered to fit me in the following morning. Dave from the Chester/Wirral area turned up even earlier than I'd hoped and replaced all four tyres with no hassle whatsoever. He also went out of his way to help me out with an issue I had with my car. Definitely recommended."

Gavin Richards – The Wirral

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The Mobile Tyre & Alignment Specialists

0800 783 93 10



It's time for a change of direction...

Do you dream of running your own business and being in control of your career? Do you have what it takes to be your own boss?

Building a successful business is not easy. At Hometyre however we have a proven business model so whether you're a motoring enthusiast or a budding entrepreneur, you can have the confidence that with your dedication and our support, your business will succeed.

By following our tried and tested business model, you will be following other franchisees who have gained customers which in time leads to repeat and referral business that will grow your business.

As your business grows we'll work with you to help you decide how far you want to take it. Single owner operation? Family business? Large fleet? Full management team? You decide!

With Hometyre there is no limit to how your business can grow as we're here to help and support you to fulfil your ambitions.

As you read on you'll learn more about the Hometyre franchise opportunity: how it all began, why it's so successful and how it could change your future.

Follow your dreams and become your own boss and part of the Hometyre success story.

Hometyre
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BRIDGESTONE Continental® DUNLOP GOODYEAR MAXXIS PIRELLI

WHY HOMETYRE

"Having looked into franchise opportunities, the branding and corporate image of Hometyre stood out a mile. This continues into the marketing material and my van which receives frequent positive comments from existing and potential customers and suppliers. Working with the excellent support at HQ has been beyond expectations since my initial meeting about becoming a Franchisee. I feel very much like part of the growing Hometyre family!"

Richard Woodward - Hometyre West Midlands



TYRON
Flat Tyre Protection
Preferred Supplier

Hometyre
MOBILE TYRE SERVICES

Why Hometyre is so unique...

Rather than providing just another fixed site tyre-fitting outlet, Hometyre was established in 2003 as a mobile tyre fitting and alignment specialist, offering customers a highly convenient and competitively priced service. By bringing tyre fitting direct to customers' doors, Hometyre removes the burden and cost of driving to an outlet. With Hometyre, there's no need to take time off work or give up weekends just to get a tyre fitted. Moreover, without the associated static site overheads and no requirement to hold stock, customers can get the same quality tyres at attractive prices.

Hometyre is not positioned as a replacement for static tyre-fitting outlet but as an alternative. Rather than driving to an outlet, customers arrange for Hometyre to deliver the service at a time and location of their choice. This may be on the driveway at home, at the workplace car park or any other convenient location.

What Hometyre could mean for you

You don't have to be a previously successful entrepreneur or a tyre fitting expert. You will be fully trained in tyre fitting, wheel balancing, laser alignment and all the other aspects of our service. You will also be trained in aspects of customer service and marketing to help you launch and run your own successful business and get you on your way to building up your client base.

It is relatively unusual to find a business where the product being provided is a legal requirement. Current UK legislation dictates that all road vehicles, cars and light vans included, run on tyres with appropriate tread depth and on tyres which are of a minimum overall condition.

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THE FRANCHISE



"It's a long time since I have dealt with a company where customer service and satisfaction was so high a priority. A very smooth and slick organisation to deal with from the central call centre through to Rob who came out and fitted the tyres. Even in an emergency and on Christmas Eve in 4 inches of snow, Rob managed to track down a tyre and brave the cold to make sure I could use my car over Christmas. Thanks very much."

Graham Smith – Preston

How Hometyre will work for you...

When you join the Hometyre network you'll access our innovative tried and tested business model, which will help your business from day one.

A key part of this system is the full support Customer Contact Centre where we service customer calls on your behalf and book appointments according to your preferred workload. In doing so we handle the administration, including stock ordering, so you can focus on building your customer base and promoting the brand.

What does the Hometyre franchise include?

When you become part of the Hometyre franchise network we provide you with everything you need to run your own business. Your initial package includes:

- A liveried and configured Citroen vehicle, (leased or purchased – the decision is entirely yours).*
- All the tools and equipment you'll need, including: automatic tyre changer, computerised wheel balancer, laser wheel alignment equipment, 150 litre compressor, comprehensive tool kit and consumables
- Full hands-on training course
- System manuals and detailed operational guides
- Access to our fully managed customer contact and administration centre
- Hometyre embroidered work wear
- Multi-media marketing literature and promotional items package
- Ongoing training and field support

What about finance?

Before you make the decision to join the Hometyre franchise network we will introduce you to a generic business plan template to ensure that you have a thorough understanding of the financial aspects of the business. That will enable you to build a business plan suitable for your circumstances and needs.

The current economic climate and High Street Banks' views on lending can sometimes be challenging. However, we have a number of different solutions which can be discussed and considered depending on your requirements.

Will a Hometyre franchise suit me?

The Hometyre franchise suits everyone with a passion for motoring, from seasoned tyre-fitters, to car enthusiasts, to ambitious entrepreneurs with no experience of the automotive industry. With Hometyre there is no gender or age restriction and previous experience of tyre fitting or alignment is not essential. All you need is the drive to run your own business and a friendly professional manner.

Hometyre provides full training, assistance and support that respects what you already know, teaches what you don't and makes sure you can start trading from day one. Most importantly, we'll give you an honest decision as to whether Hometyre will suit your own needs and aspirations.

Key questions to ask yourself include:

- Do you take an interest in motoring and enjoy the freedom of working outdoors?
- Are you prepared to get your hands dirty?
- Do you enjoy meeting new people and building exciting new relationships?
- Are you committed to building your own business with the support of a tried and tested system?
- Are you prepared to work hard for long-term success?

*Subject to status

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THE JOURNEY

"Customer rating - 5/5. Excellent price and service! Speedy quote over the phone and appointment made. Mark arrived on time and completed the fitting of four tyres very quickly. Very smart vehicle and really helpful staff. Will definitely use again. It's great to find a company offering such good service these days!"

Mr. S Eggleton – West Sussex

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We are with you for the journey...

Don't worry about the initial set-up of your new business, especially if it is your first transition from employee to business owner.

Hometyre fully embraces the commitment to ethical franchising, and as part of this commitment will help you through:

Your application

- Assistance throughout all stages of the application
- Help with your business planning
- Guidance on seeking finance

Your quick and simple set-up

- Supplying you with everything you need to start trading, including equipment, tools, stock, uniforms, consumables and marketing items
- Full training across all Hometyre services, as well as how to successfully run your own business

Your successful launch

- Assistance with launch marketing and promotions, so that you get your first customer enquiries as soon as you start trading
- Mentoring throughout the launch period to ensure you get off to a flying start

Your continuing business success

- Access to ongoing technical advice and support
- Highly trained and experienced Contact Centre technicians, answering calls for you and negotiating on your behalf to get you the best return from each enquiry
- Regular one-to-one support visits
- Annual business planning and development
- Continual product and service development, so you can further develop your business
- Local marketing campaign advice

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HOMETYRE GROUP

"Arrived at work with puncture 8:50am, phoned Hometyre 9:05am, checked price quoted was competitive, Hometyre arrived at office 10:00, tyre replaced by 11:00am. Fantastic service, competitive price and saved me hours waiting in a draughty tyre bay. Faultless and professional all the way through."

Tim Forsyth – Cambridge

"Just a little feedback for yourselves and the gent who fitted the tyres on our car.... All I can say is "fantastic". He arrived exactly on time, was a polite and pleasant bloke who was a pleasure to deal with. I work within the motor trade (I didn't tell him this at the time) and found his work to be fast, efficient and professional. Even down to using stickers on the wheel rims to indicate the rim had been torqued. The tyres where also very well priced for premium range. Why on earth would anyone go to the kids in the fast fit centres"

Dave Prescott – Manchester

"I'd like to commend Mark for his punctuality in attending the changing of my car tyres. From the outset his obvious experience and expertise were most helpful in explaining what he was going to do. His professionalism, understanding and honesty and the use of his verbal communications made me feel very welcome.

Your customer service member Chris displayed honesty, empathy, dynamism and understanding of his interactions to me on the phone. I would certainly have no hesitations in recommending Mark or Hometyre"

Mr Arguelles – West Sussex

"I was searching for a new business idea and came across Hometyre. The strength of the brand and the professional attitude of Andy and the team was a great decider in wanting to become a Franchisee in Watford. The benefit of the Franchise is being a business owner with the support and assistance of the team at Head Office. The systems in place are very efficient and I just get out there doing my job and building my business. Head Office were able to assist in building my confidence to start a new business venture in very difficult economic times. So far it is very busy and I am very happy that I made the decision to be part of the Hometyre family."

Frank Alfano – Hometyre South East



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The Hometyre Group...

The Hometyre Franchise is part of the rapidly growing Hometyre Group, which oversees the franchise operations as well as continuing to develop innovative methods of delivering exceptional customer service and marketing initiatives.

The Call Centre handles all incoming calls on your behalf and highly skilled personnel maximise sales opportunities for you, leaving you free to concentrate on establishing your customer base.

Additionally you'll have direct access to our technical specialists to talk you through tricky jobs at any time.

Meet the Operational Directors

Hometyre's founders have decades of technical, business and commercial experience to help you build your business into a strong and successful operation:

Andy Lawrence

Andy is the brand founder. He has over 17 years of experience in the tyre industry, covering all aspects of the retail automotive sectors. He is an experienced manager and skilled trainer, having managed and developed key national accounts and flagship outlets.

Andy says: "I saw an opportunity to give customers a much-needed alternative to the traditional tyre-fitting outlets and consequently created the Hometyre brand. Key to our success has been our focus on delivering a quality bespoke personal service for our clients. Having become experts in acquiring clients through proven advertising channels and exceeding their expectations, we gain significant repeat and referral business from satisfied customers. The ethos is very much getting it right first time – every time."

Russell Blower

Russell is a qualified accountant and has background in automotive manufacturing, heavy plant hire, aerospace and rail industries. His experience in systems development and business planning has proved invaluable as the franchise network has grown and the e-commerce platform has become operational.

Russell says "My initial contact with Hometyre was as a customer. Over the years I really appreciated the level of service and convenience of the offering. Many years later I have become a director and investor in the business. The fundamental ethos of this business is customer service, something the retail tyre industry has not respected for a long time. Mobile provision is a relatively small but growing sector of the market and despite the economic climate it is rewarding for those in the network"

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Your journey starts here...

We understand you'll want to know much more about the Hometyre franchise before taking things further, so why not call us now on **0800 783 9310** for a no-obligation informal chat. Hometyre could be just the opportunity you've been waiting for.

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