

# Franchising **Blockbuster**

in association with

**Making  
Money**



## **ACCREDITATION AND TECHNICAL EXCELLENCE**

*Revive! Continues To  
Paint A Brighter Future*

## franchising



# Accreditation and technical excellence

REVIVE! CONTINUES TO PAINT A BRIGHTER FUTURE

**Revive! provides a minor paint service to cars, repairing minor damage such as scuffs and scrapes on bumpers and kerbing to alloy wheels. Revive! is the leading company in the significant UK marketplace. It has multiple manufacturer approval, is a sponsor of Andrew Jordan, the BTCC Independent Touring Car driver champion, and its service has just been added to the Tesco Clubcard scheme.**

Revive! franchises its business throughout the UK, giving business minded and customer focused individuals the opportunity to run their own

business. The company has shown significant growth through the recession, with year on year sales increasing dramatically.

Making Money caught up with the Directors of Revive! to understand how the growth has been achieved over the past 24 months.

### MM: HOW HAS REVIVE! BEEN ABLE TO GROW THROUGH THE DIFFICULT ECONOMY?

**Mark Llewellyn, Managing Director of Revive!:**  
"We have focused on building the credibility of Revive! and of professional SMART repairers

nationally, as it is a sector not always known for its professionalism. In 2012 we were part of the national focus group run by the IMI that created the Cosmetic ATA - a national accreditation and standard for professional repairers. We have focused on accrediting our technicians across the country and by doing so we have seen an improvement in technical standards and consistency. Having a network producing consistent technical excellence has meant that this has attracted key customers and resulted in us being appointed as the approved partner to the Ford Smart Repair programme."





#### WHAT REVIVE! FRANCHISEES SAY

"It is clear the ATA accreditation has moved forward the professionalism of SMART repairs significantly. It also gives technicians a clear route for professional development and with a team of five guys it is really important to keep them motivated. In terms of our business, I don't believe there is anyone near us who can match the size, quality or service we offer. The service we provide is outstanding - we go the extra mile and the technical expertise is, in my opinion, the best in the sector. I was one of the first technicians to go through the ATA and I have to say it is a serious professional standard."

**Adam, Luton. Annual sales 2012: £288,000-plus.**

"After six years with the company, I am so happy I joined Revive! I have just completed on a deal that I never thought possible and we move into our new unit shortly. Revive! Cambridge is an unstoppable force. I can safely say we will end this year with seven technicians and I know we will be looking for our eighth. I can't express in words how happy I am with the opportunity Revive! has provided me with. I now have a business I can be proud of and we are taking it to new levels."

**Nathan, Cambridge. Best month: £42,000. 2012: £270,000-plus.**

"The business has grown massively in the last two years and we have a significant presence in the local market as the trusted and professional SMART repair solution. The quality of our workmanship and service is far superior to anyone and we dominate the local market."

**Russell, West Lincoln. 2012 annual sales: £317,000.**

**Terry Mullen, Operations Director:** "The increase in national contracts has meant that we have had to invest and move the head office function and call centre to new premises. This has allowed us the space to grow and develop and we now have the Training Academy, which is an IMI approved accreditation centre. The technical developments have driven the business to new standards and it is great to see that there is continual research and development with our supply partners to find faster and better ways to do things."

#### MM: HOW DO YOU SEE THIS YEAR PROGRESSING?

**TM:** "The market is definitely consolidating, with dealerships looking at an in-house solution. With our credibility high, we are now working with dealer groups to provide much more appropriate solutions for their cars. The new office has allowed us to staff up appropriately to support the new contracts and there is exciting growth throughout the business"

**ML:** "It's full steam ahead with Revive! As well as the development with national contracts, we have

*"The most important ingredient is finding the right type of person who will represent the brand"*

been recently added to the Tesco Clubcard scheme. It's early days for that scheme, but it all looks very promising.

#### MM: HOW DO YOU MAINTAIN THE QUALITY THAT YOU NEED?

**TM:** "It is important that as the largest network of accredited repairers in the country we maintain the quality and consistency right across the network. The most important ingredient is finding the right type of person who will represent the brand in the right

way and provide the outstanding customer service that is essential to growing a trusted and credible brand. The things we do at head office will support these people, but the key is finding the right fit. Our franchisees are the most important part of our business and our work with them is crucial to our success.

**ML:** "Consistency is the most important factor in our network and the reason that Ford have taken on our Smart Repair programme is because we have been able to demonstrate this technical quality and consistency." **MM**

#### FOR MORE INFORMATION

■ Revive! is continuing to expand across the country and is looking for individuals who are service driven and want to grow a significant business. For more information about Revive! call Mandy Sutch on **0800 917 4379** or visit **www.revive-uk.com**.

More info: [www.makingmoney.co.uk/r/4191](http://www.makingmoney.co.uk/r/4191)