

# FIBRENEW®

Experts in Leather, Plastic & Vinyl Restoration

## 2 MINUTE DRILL



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**Real Time Territory Checks: [fibrenew.com/checks](https://fibrenew.com/checks)**

**New Referrals: [fibrenew.com/leads](https://fibrenew.com/leads)**

### IDEAL OWNER & TECHNICIAN GUIDELINES

Comfortable educating their community about this business

Territory developers, business builders

Health: use of manual dexterity daily, getting low to the ground, bending & lifting

No long term medical issues that prevent them from doing requirements of the job

Enjoys working with their hands

Trainable and coachable

Driver's license

Can not be color blind (we provide test during first step of Discovery Process)

### REFERRAL FEE – NEW SINGLE UNIT SALE

\$30,000.00 USD / successful New placements in United States

\$30,000.00 CAD / successful New placements in Canada

### REFERRAL FEE – RESALE

\$24,000 USD / successful Resale in USA (paid by selling franchisee)

\$24,000 CAD / successful Resale in Canada (paid by selling franchisee)

## BUSINESS BASICS

**Industry:** Leather & Plastic Restoration

**Year started franchising:** 1987

**Year business started:** 1985

**Franchise units open:** 250+

**Number company owned units:** 0

**Investment range:** \$87,000 - \$99,000

**Franchise fee:** \$47,000 + \$32,000 Start Up Fee

**Required liquid capital:** \$15,000 - \$25,000

**Required net worth:** \$100,000

**Royalty:** US - \$695

Canada - \$790 or \$860 + taxes

**Available in Canada:** Yes - check availability (via email)

**SBA Registry:** Yes

**Vet Fran:** Yes 10% off franchise fee = \$4,700.00

**Minority Fran / In-House Financing:** No

**State Registrations:** Available in all States

| Country | Territory Size                           | Franchise Fee | Product Requirement |
|---------|--|---------------|---------------------|
| USA     | Up to 300,000 pop                        | \$695         | \$2,500             |
| Canada  | 0-299,999<br>(no greater than 100 miles) | \$790         | \$1,900             |
| Canada  | 300,000+<br>(no greater than 100 miles)  | \$860         | \$2,500             |

\* Royalty payment waived first 6 months, commences month 7. Increasing 5% annually for contract duration

## BUSINESS FEATURES

Fibrenew is a market leader in the restoration of leather, plastic and vinyl. We provide exceptional products and precise techniques that save our customers money over the cost of replacement items and help reduce what ends up in landfills.

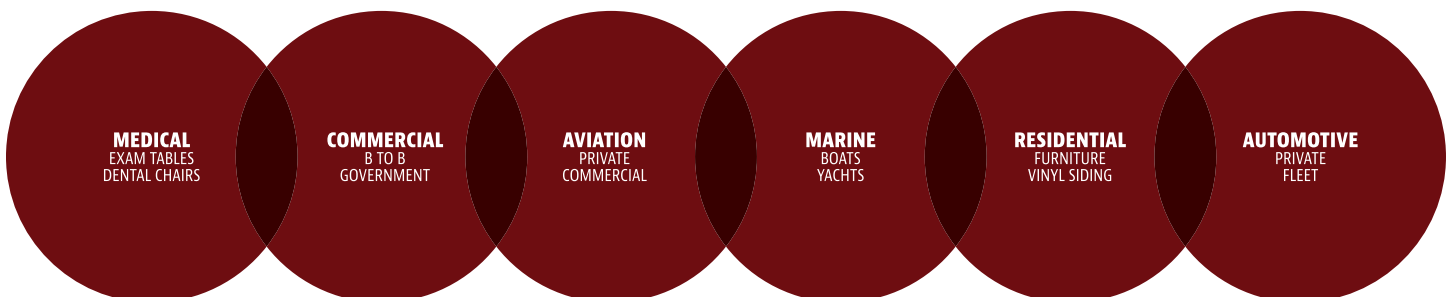
We are a home-based, mobile franchise service that caters to the aviation, automotive, commercial, marine, medical and residential markets.

Leather, plastic and vinyl is everywhere!

Diversification = Multiple Revenue Streams

With so many potential revenue streams across multiple markets along with a high demand for our services, our company and franchisees have grown and thrived through every rise and fall of the economy since 1987.

That really speaks to the fact that there is always a need for our services.



# FIBRENEW®

## **BUSINESS CHARACTERISTICS**

No 'brick & mortar'. Work is done 'on-site' which eliminates overhead  
Simple & efficient home / 'rolling' mobile office  
Scalable business (grow to include family or technicians or single owner)  
Franchise owners set their own working hours  
Creates more personal time and freedom  
No financial reporting / No red tape – the more franchisees make, the more they keep

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## **BUSINESS MODEL**

Area Developer with a General Manager and/or Technicians  
Business Builder Single owner operator  
Semi-Absentee  
Generally Home based  
Can expand into "brick and mortar" business sites if they choose

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## **FUNCTION OF OWNER**

Area Developer with Technicians or Single owner operator  
65-25-10 Rule: 26 hrs. technical work, 10 hrs. sales, 4 hrs. admin  
Confident with "consultative/relationship selling"  
B2B and B2C

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## **IS THIS RIGHT FOR ME?**

You don't need prior experience to succeed with Fibrenew. If you are comfortable consultative selling, enjoy working with your hands and can distinguish color adequately, you're halfway there.  
We provide the rest through a thorough training program that includes hands-on experience with professional and experienced support staff.  
Fibrenew franchisees come from all walks of life.  
The diversity of backgrounds and past careers is widely varied.

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**FIBRENEW®**

## **EARNING CLAIM**

No Item 19

Is being your own boss, in the truest sense, including no financial reporting important to you?

Fibrenew's flat rate royalty system will be of interest.

The more franchisees make, the more they keep!

Financial information learned directly from our franchisees during the Discovery Process.

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## **FINANCIAL STRENGTH OF FRANCHISOR & MANAGEMENT STRENGTH**

Excellent

Our Core Team members combined have over 140 years of experience

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## **TERRITORIAL PROTECTION**

Yes, exclusive territories

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## **DESCRIPTION OF TERRITORY**

Up to 300,000 population, no greater than 100 driving miles (USA or Canada), defined by zip or postal codes

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## **COMPETITIVE ADVANTAGE OF PRODUCT / SERVICE**

Continued Research & Development of Product & Tools

New proprietary "Color Eye" color assistance technology and device.

Online Field Management software

Support in Operations and Marketing

Highly specialized techniques and procedures

Over 200 proprietary items

All coatings meet or exceed FAA burn testing criteria (independent 3rd party testing)

Water based, low VOCs (which conform to EPA standards)

SDS for each of our products

Leather coatings meet and/or exceed new automotive leather upholstery durability standards

Candidates will hear over and over again how great our support team is at problem solving

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**FIBRENEW®**

## TRAINING

3 Phases of Training (Pre-training, Technical Training and Field Training)

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## CONCERNS THAT MAY SURFACE

Clients may ask, "How do you make "real" money doing this?"

Fibrenew does not take a % of franchisee sales and there is no % ad fund. Franchise fee is paid once. Renewal fee is minimal, currently \$500.

Franchisees can earn 70-80% profit per job.

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## SALE & DISCOVERY PROCESS

**Introductory Phone call & Interview**

**Presentation** (1 hrs. + Q & A)

**Validation** (2 weeks)

- a) Calls with Franchisees (minimum of 7 calls)
- b) Review and Sign Franchise Disclosure Document (FDD) receipt page
- c) Begin Territory Negotiations

**Ride Day with a Master Franchisee** (1 day)

**Award Day** (2 days after ride day)  
Onboarding & Pre-Training

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## WEBSITE LISTINGS

[Visit fibrenew.com/franchising](https://fibrenew.com/franchising) for videos, maps and more.

Check us out on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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# EARN \$100,000 IN COMMISSIONS

**Help us close 3 of your candidates in 2020 and you will make \$100,000!**

**3 X \$30,000** commission per new sale + **\$10,000** bonus upon closing of 3rd candidate

### THE DETAILS

- USA consultants paid in USD
- Canadian consultants paid in CAD
- Per individual consultant only. Does not apply to deals with entire brokerages or companies
- Paid as a separate bonus upon three successful new franchise sales from leads registered in our system in-between Dec 1/2019 and Dec 31/2020
- For new Fibrenew territory sales only
- Does not apply to resales



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