



**Maaco**

*NORTH AMERICA'S BODYSHOP*





## **AUTOMOTIVE AFTERMARKET**

### **THE TIME IS NOW**

The automotive aftercare market is one of the fastest growing industries today. With more than 242 million vehicles on the roads throughout the U.S. and more drivers choosing to pay for collision-related repairs themselves, the potential for business and personal success is substantial.

In 2012 the paint, body and equipment segment of the U.S. aftermarket totalled \$43 billion in repairs. Currently, the automotive production painting business is a one billion dollar a year industry in the U.S., add to that the vast opportunity our \$9 billion dollar a year Cosmollision® (cosmetic + collision) service offers and imagine what repairing and painting even a small percentage of these markets could mean to your financial future.



### **RECESSION RESISTANT BUSINESS**

Maaco offers you the opportunity to realize both your financial and personal goals within an exciting, rapidly expanding industry.

- Regardless of the economy people need to have their vehicles repaired and painted
- Automotive repair and painting is a year-round, moneymaking opportunity
- Over the last 10 years, registered vehicles increased by 20%, providing greater opportunity for our franchisees

### **OUR OWNER PROFILE**

#### **WHAT IT TAKES**

At Maaco, our owners come from all walks of life, and very few have any prior automotive experience. We award franchises to candidates who display a high level of energy, enthusiasm and passion for being an independent business owner.

With new Maaco franchises available throughout the country, we are looking for candidates who possess:

- Sales aptitude
- Financial management skills
- Managerial experience
- High motivation and a strong desire to succeed
- The ability to personally devote the time and effort necessary to build, manage and supervise a Maaco center
- The willingness to follow a proven system
- The desire to participate in a dynamic, growing franchise opportunity





## AMERICA'S BODYSHOP

### YOUR BUSINESS OPPORTUNITY

Since 1972, Maaco has been serving communities across the country and around the globe. America's love affair with its automobiles has enabled Maaco to fuel its passion for the American entrepreneurial spirit. Now nearly 500 franchises strong, Maaco services over 12,000 vehicles a week, 600,000 a year – more than any other brand in North America.

Now it's your turn to discover what hundreds before you already have: a franchise opportunity that affords you freedom, stability, pride, and most of all, security for you and your family.

### BEYOND THE EXTERIOR

#### EXPERIENCE THAT SHOWS

Over 40 years of successful auto paint and body repair business experience has given us more than a leg up on our competition. Our franchisees share the following advantages:

- A winning retail strategy with extraordinary brand recognition
- No nationally branded competition
- 47% U.S. market share
- A proven time-tested method you can trust
- Incredible earning potential
- The security of knowing you'll be in business for yourself, but not by yourself
- Ongoing operating support and assistance
- You'll not only be a Maaco owner; you'll be part of our family

Benefits like these give each Maaco franchise a significant edge in its market area. With a strong desire to succeed, you too can forge a Maaco success story in today's expanding automotive service marketplace.

### AWARD-WINNING OPPORTUNITY

#### Franchise Times Top 200 Franchise Systems

Ranked Maaco among the top 150 franchise concepts

#### Entrepreneur Magazine

Ranked Maaco as #1 in its franchise category and "Best of the Best" among top franchises

#### Continued Recognition

Maaco is extremely honored to be repeatedly recognized by the most prestigious names and organizations in franchising.







## OPTIMUM OPERATIONS

### ELIMINATE GUESSWORK

When you join the Maaco franchise system, you automatically inherit a business with over 40 successful years under its belt. We've done the trials, we've made the errors, and we've figured out what works. From business plans, to day-to-day management, to best repair practices, this kind of knowledge and experience is accumulated after operating nearly 500 shops worldwide.

Now, we are passing that knowledge on to you, saving you invaluable time and money. Find out what sets the Maaco franchise system apart.

## INCLUDED ADVANTAGES

### SET FOR SUCCESS

Maaco franchises are in demand because we offer a solid plan for business ownership plus unparalleled training, support and fine-tuned systems that only a company with our track record can offer.

### Extraordinary Brand Awareness

- National brand recognition earned over a successful, 40+ year history

### Market Share

- We have over 47% market share in production auto repair and painting, servicing about 600,000 vehicles in the U.S. each year
- Providing almost \$100 million in fleet work to shops annually
- We have no nationally branded competition
- Unparalleled product distribution channel

### Operational Support

- Fully-staffed operational field support
- Quality assurance field support
- National accounts team support
- Skilled in-house customer service support

### Comprehensive Training

- 3 weeks of intensive management training
- 2 weeks on-the-job training for you and your staff
- Intensive introductory support and training





## **MORE THAN MAACO**

### **THE DRIVEN BRANDS FAMILY**

Maaco is one of the cornerstone franchise companies of Driven Brands, the nation's leading automotive franchise holding company with 2,000+ units operating worldwide. Driven Brands provides management services and synergies to not only Maaco, but also Meineke, CARSTAR, Econo Lube N' Tune, Merlin 200,00 Mile Shops, Take 5 Oil Change and Drive N Style.

The collective power and support of the nation's leading automotive aftermarket companies creates an unparalleled and secure entrepreneurial opportunity. Additionally, within the Driven Brands family, there are several options to combine our franchise brands to expand your own dreams of business ownership.

### **THE NEXT STEP**

#### **READY TO ROLL**

If you're ready to grab the reins and reap the benefits of business ownership, Driven Brands and Maaco could be a perfect fit. Find out more about the opportunity that could improve the financial future for you and your family. In today's economy, the best job security...is to be your own boss. You put in the work, you reap the rewards.

### **CONTACT US TODAY!**

Maaco Franchising  
North America's Bodyshop  
440 S. Church Street, Suite 700  
Charlotte, NC 28202  
[www.maacofranchise.com](http://www.maacofranchise.com)  
704.858.0729

