



# Be part of our success...



## ...join the Cool Car team

Vehicle Air Conditioning Specialists since 1988

- Your own business, with all the support of a national company
- Earn up to **£60,000** a year
- Choose your own hours
- Guaranteed leads
- Full training given

“Cool Car has provided quality mobile vehicle air conditioning services to the public, trade and local businesses for over 30 years.”

# Who are we?

Cool Car is a leading provider of mobile vehicle air conditioning services across the UK. Our dedicated team of franchise holders provide a top quality service to the public, trade and local businesses for over 30 years.

Our cost effective, high quality mobile service means that customers don't need to take their car to a garage which doesn't specialise in air conditioning servicing or repairs, saving them time and money. Cool Car's highly qualified and experienced technicians visit customers wherever they are and because they are specialists it means no waiting around for parts or travelling miles to a specialist garage.

**All this means we have a growing demand for our services!**

Last year we had over 100,000 visitors to our website needing air conditioning specialists in their area – an increase of 15% on the year before! At the moment we cannot satisfy this demand and we currently don't have full UK coverage. Our busiest areas in the last 12 months have been Reading and Bedford with around 1700 leads each and many other areas have the potential to generate as much or more.

We need enthusiastic, motivated individuals who want the challenge of running their own business with all the support of an established national company, proven business model, top quality service and product. So we are looking to expand our franchise network across England, Wales and Scotland.

**Could it be the business for you?**



As an expert adviser featured in Car Mechanics magazine our reputation for expertise in our field is well known and trusted.



# What makes Cool Car different?

Cool Car's business model is the difference. We specialise in air conditioning, nothing else – so, unlike a non-specialist garage we can service or repair air conditioning right there and then. We can supply any parts needed and there's no waiting around whilst your car is in the garage, we come to our customers wherever they are – at home, a car park or their work address.

We can also offer a repair service as well as servicing and recharging. We find out WHY a customer's air con isn't working and we can repair it without the need to book into a specialist garage. We fix it quickly and often at a lower cost than a local garage.

We also offer repairs and recharging for all the latest models too, which keeps us ahead of the competition! Most people are unaware that many of the companies that claim to be able to recharge car air con on newer models of car are simply unable to do so because they don't have the necessary equipment for the latest types of gas. We not only can but do!

Our service takes around an hour and because we are mobile our costs are much lower than the £100 plus typically charged by manufacturers for a service. We save our customers money in other ways too as poorly performing air conditioning can increase fuel costs as the pump has to work a lot harder.



# What will I be doing?

Our franchise businesses are a crucial part of our service, visiting our customers wherever they are offering a skilled specialist service. You'll be going to homes, businesses, garages and workplaces, you may even choose to offer a discount for customers who come to you.

## The services our engineers offer include:

- Recharging
- Replacing parts
- Servicing
- Repairs
- Odour removal
- Leak detection
- System diagnosis

Our business model provides a perfect opportunity for self motivated, energetic individuals who enjoy getting out and meeting people and the variety that a mobile business brings. You'll be expected to be flexible, good at thinking on your feet and friendly – but the rewards are a thriving business and the opportunity to be part of a nationwide team.





# A career with a difference...

Do you enjoy getting out and about? Like meeting people from all walks of life? Want to work from home?

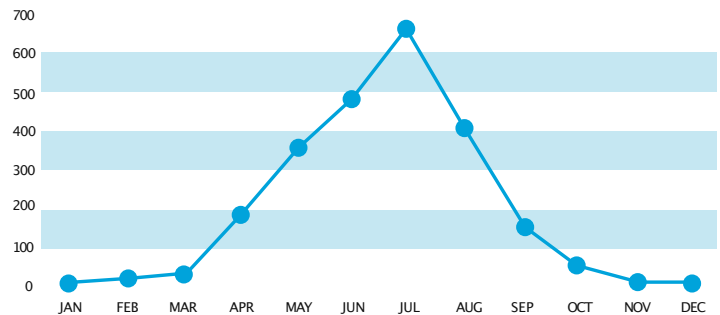
**This is the business for you!**

Our business is unique and provides a career which offers the freedom to be your own boss, but with the support of a large national business with the marketing and sales services to make your business the success it deserves to be.

Air conditioning is a seasonal business and whilst in the summer our engineers are often extremely busy, winter can be very quiet. We generally require the flexibility from our engineers to work longer hours in the summer but conversely winter is the ideal time to take that winter break in the sun – especially since you've earned up to £1000 per day during the summer!



Call Volume to a typical Cool Car franchise in the last 12 months



**With earnings of up to £1000 per day in summer a break in the winter sun is one of the many benefits of being a Cool Car franchise holder!**



# How much money could I make?

With a standard air conditioning service from Cool Car costing around £69 dependent on location and an average of 4 services per day (more in summer, less in winter) a turnover of over £75,000 over a 48 week year is typical.

With costs of no more than £10,000 you can expect over £60,000 profit and more if you choose to fit parts or sell them onto local garages or private customers. With an unlimited earning potential and the flexibility to choose your own hours the benefits of running a Cool Car business are clear.

With a possible profit of over £60,000pa or more and the flexibility that comes with running your own business a Cool Car franchise is a great way to become a business owner.





# Running your Cool Car business

Our business model allows you to potentially service 100% of the market in your chosen area, which means you get the maximum opportunity to grow your Cool Car business. Each franchise business has a dedicated territory so you're not in competition with any other Cool Car business, you can concentrate on growing your business and making the most of the leads that come to you.

As Cool Car engineers are homebased it means that your business has very few overheads. Typically, our engineers visit customers in their homes, workplaces, businesses or even car parks, so there's no need for expensive rental on business premises.

Some of our engineers choose to add to their business and increase their income by supplying or fitting parts such as receiver driers, compressors and condensers. You can either choose to take advantage of our fitting training or simply contract out the work to a qualified local mechanic, either way it provides an extra income stream for your new business.

If you decide, in the future that you no longer want to continue with your Cool Car business you have the option, providing we approve the buyer, of selling it and making a substantial profit on your hard work.



# How it works...

With a generous online marketing budget we can generate plenty of business for our franchises. Last year we generated over 1700 leads for our Reading and Bedford areas, each!

We generate leads from our website, plus from each franchisee's own page within the Cool Car website, as well as Facebook and Google Business listings. Customers searching for car air con in their franchise area will see the website link, phone number and opening hours as well Google reviews.

We work hard to keep our franchises on the first page for any Google search and many of our franchisees are number 1 on google, or at least they are top three!

Another way our franchise businesses gain leads is via our parts website, [www.autoairconparts.co.uk](http://www.autoairconparts.co.uk) where our engineers can buy parts at a substantial discount to use with customers or to sell to local businesses. Each customer that buys a part on the site is also referred to Cool Car for fitting or servicing too, maximising your chance of extra business.

With our top ranking site we had over 100,000 visitors last year, creating huge growth in demand for our engineers services, more demand than we can currently fill! Which is where you come in...as we now have unparalleled opportunities for franchise businesses to take advantage of this growth.

We offer training, equipment and a discount on our parts site, plus marketing and lead generation. We'll get you started with attracting customers, networking and building a highly successful business all using our own proven business model.

You can expect direct phone support from our lead engineers who typically have 30 years experience and can offer you the support and advice you need out in the field to make your business a success.

Our service and support are unique and our success is proof of that!



We feature in the top 3 of many Google searches for 'car air conditioning' in our franchise areas and always on the first page!

The screenshot shows a Google search result for 'Reading - Cool Car Air Conditioning'. The title is circled in blue. Below the title, there is a star rating of 5.0 and a link to the website. The description mentions 'Contact Cool Car for your car air con recharge, regas, service, and repair in Reading, Slough, Wycombe and Bracknell. Call us today on 0118 336 2955.' Below this, there is a section for 'Car Air Conditioning Service | Air Con Recharge | Cool Car' with a link to the website. Further down, there is a 'Contact Us Today | Cool Car - Cool Car Air Conditioning' section with a link to the website. At the bottom, there is a 'Videos' section with three video thumbnails: 'Reading Mean Comments About My New Car!', 'Construction vehicle | 3D video | Cars | vehicles for children | Video for ...', and 'How To Diagnose Car Air Conditioning Problems - AutoZone Car Care'.

The screenshot shows a Google Business listing for 'Cool Car Air Conditioning Specialists - Reading'. It includes a map showing the location in Reading, a star rating of 5.0, and a link to the website. The listing also shows the address, hours, and phone number. There is a section for 'Questions & answers' and a 'Reviews from the web' section with a 5/5 rating and a link to the website. The reviews section shows a review from 'Rob' who gave a 5-star rating and a review from 'M' who gave a 5-star rating.





# What support can I expect?



When you sign up with Cool Car you'll get everything you need to make your new business a success from the start. You'll be provided with:

- A complete start-up package including equipment, marketing materials, vehicle livery and branded workwear.
- Full training – on the company, products and operation.
- Full training on all aspects of car air conditioning systems with legally required certification at the end of it.
- An exclusive territory, representing a nationally trusted company with an established reputation.

- Leads from our website directly to your mobile, so you can respond quickly, maximising your chance of securing business.
- Discount on parts from our online shop.
- A proven business model with all the support necessary to make your business a success.
- 30 years experience and direct phone support from qualified lead engineers.
- Fitting training to expand your business

The best of both worlds – full control of your own business and the freedom to build it as much as you choose with all the support of a large national company providing you with over 30 years of teamwork, experience and support.

Just check out what you can get with our business start-up package...

- Dedicated webpage with your phone number, opening hours and other details
- Dedicated area
- CITB Safe Handling of Refrigerants Certification
- Exclusive Franchisee 10% discount at [autoairconparts.co.uk](http://autoairconparts.co.uk)
- As much in-house training as required
- Dedicated helpline number
- Operations Manual
- Free online marketing – we are number 1 on Google for many search terms
- 1000 letter heads,
- 1000 business cards and
- 1000 stickers.
- 500 invoice pads
- Local phone number
- Cool Car sweater
- Cool Car combat trousers
- Cool Car jacket
- 2 x Cool Car T-shirts or Polo Shirts

- Manifold Gauge Set
- Scales
- Recovery Unit
- Dye
- Injector
- Vacuum Pump (2 stage)
- Springlock Tools
- Recovery Bottle
- Oil (1 of each of the 3 types)
- Valve Tool
- Thermometer
- CLT Compressor Tester
- Shut off valve
- 'O' Ring Set
- R12 Retro Kit
- UV Torch
- U/V Cleaner
- Gas warning signs
- Bottles of refrigerant, plus much more...



# How much will my franchise cost?



Unlike most businesses or franchises a Cool Car business is an investment that is typically more than returned in the first year. So you'll get your money back and more quickly. Our fees are low too which means you get to keep more of what you earn.

A Cool Car franchise costs £15,000 plus VAT (the tax is reclaimable if you register for VAT).

Typically, many franchises charge a percentage of the turnover which can be from 6 – 10% of your annual turnover. At Cool Car we don't think this is fair – the more you make, the more you keep. Instead you'll pay a management fee that takes into account establishing and growing your business. It's fixed so you can budget easily and by the 4th year is capped and will work out at around 5% of turnover which is substantially less than other franchise businesses.

The management fee covers costs such as advertising and lead generation, 24 hour business support and any training you decide to access.

The fees grow as you do and are fixed so you always know what you need to account for.

We spend thousands every week generating leads nationally to make sure you have the best chance to grow your business into a successful enterprise.

## Fees are:

Year of trading	Management fee
Year 1	£35 per week*
Year 2	£42.50 per week
Year 3	£50 per week
Year 4 onwards	£57.50 per week

\*equivalent to half a job





# How do I join Cool Car?

## So, you're interested?

The first step is to meet. You'll get to meet our representatives and we'll take you through our presentation which gives you more information on how it all works and answers some of your questions.

You'll have the opportunity to consider what you've seen and meet again if you need to. You can contact existing franchise holders and get their feedback

So, if you have any more questions or would like to know a bit more about the way we work, or simply to get to know each other better you can. We'll give you our agreement and other information to take away, read at your leisure and see if Cool Car is for you. There is no obligation and even if you decide to proceed there is still a cooling off period to make absolutely sure that Cool Car is perfect for you.

After the meeting, if you decide Cool Car is for you and you'd like to become a franchise holder, you will need to agree a franchise area, pay a 30% deposit to reserve it and sign a draft contract.

After this you'll complete your training, take delivery of your franchise pack with full support and you'll be ready for the launch of your new business!



## So, what are you waiting for?

Call **+44 (0) 1213142099** to find out more about how CoolCar could be the career for you!



+44 (0)121 314 2099

[sales@coolcaraircon.co.uk](mailto:sales@coolcaraircon.co.uk)

[www.coolcaraircon.co.uk](http://www.coolcaraircon.co.uk)

[www.autoairconparts.co.uk](http://www.autoairconparts.co.uk)

