Franchise Prospectus

About Us

The Dent Men are a **fully mobile** paintless dent removal company providing a **cost effective** and **convenient dent repair service**. Our high standards and exceptional quality of work are what we pride ourselves on.

We are specialists in removing dents from cars and vans without the use of paint or filler. We adopt a technique called paintless dent removal so that repairs are 100% permanent and a cost-effective alternative to body shops. We have worked with many brands of vehicles including, Volkswagen, Honda, Ford, Audi, Vauxhall, Mazda and many more!

We are seeking ambitious and likeminded entrepreneurs to continue our success in a very lucrative market.

> "I had three dents that always annoyed me but wasn't willing to spend £1000's getting them fixed. A friend told me about paint-less dent removal, and I called The Dent Men. Makes so much sense to push the dent out instead of painting over it!" - **Mark Finchley**

> "I had Sam come today to repair the dent in my Mini and he was brilliant! He arrived in the pouring rain to complete an hours' worth of work to then say he wanted to complete the work in the dry so he would come back later to finish the job! He came to a different address for me and fit the time around me. The dent repair is brilliant and I am so pleased with the results. A really good job well done. Thank you ever so much. I will be recommending you to others."- **Aimee Stevenage**

What We Do

Paintless dent removal is a permanent solution to vehicle repair damage! There is a limit to what we can do, but when we complete jobs, we do it to the highest standard possible with a guarantee that the dents and damage we repair will not return.

The Dent Men Can Repair the Following:

- Dents on single panels
- Bodywork creases
- Small dings
- Bonnet dents
- Multiple larger dents
- Roof dents
- Dents spanning 2 panels

Perfect Repair Every Time

Our technicians gently encourage the metalwork from behind to restore the panel back to its original condition. Because we do not use any fillers, paintless dent removal is a permanent solution to repair damage! When the dent is fixed it will be undetectable and will not return.

Cost Effective

Paintless dent removal does not involve re-painting vehicles, the total repair cost is considerably cheaper than any alternative solution. We do not use any disposable tools or materials, so all our clients pay for is our expert service! Most dent repairs we carry out can be fixed within an hour. We strive to give our customers a price they are happy with, but also one they will be thrilled to share with their friends.

We Go to Our Clients!

All of our tools comfortably fit into our vehicles, so we are able to carry out repair work almost anywhere. Instead of our customers losing their car to a body-shop for a week, we go straight to our clients, at home or at work. We can repair damage quickly and professionally, allowing them to get on with their day, causing the least amount of disturbance.

The Dent Men offer free quotes via text and WhatsApp! We allow our customers to send us pictures of their dents with a description of the damage and car model and we will get back to them within 24 hours with an accurate quote. If our potential customers are happy to go ahead with our service, we can then arrange an appointment for a repair.

PDR Training

We offer a wide range of courses to suit our learners, from beginner to advanced, a 5 day PDR training course to a 1 day glue pulling course, there is a course for all budding dent repair enthusiasts.

“Fantastic 5 day training course with Aaron. Would highly recommend to anyone in the motor trade, looking to get into the motor trade or anyone looking for their vehicle to look brand new again. The dent men are amazing at what they do. Thank you very much.” – Richard Black

Why The Dent Men?

There are **many reasons** as to why we have continued to succeed in the dent repair industry, but the reasons below are huge contributors to what make The Dent Men **unique** and **profitable**:

- Quick response time
- Polite and formal communication
- Branded uniform
- Guaranteed clean car and damage free
- Great social media presence
- Job turnaround in less than a week
- We will always recommend another firm if we are unable to help
- Our customers get a personal service but with the feel of a bigger/ established brand
- We are a cost effective and greener alternative to bodyshops
- We take on bigger jobs that other dent repair companies may turn down

We have created an **unrivalled service** that has gained a fantastic reputation. The Dent Men have received 5 star reviews on both Google Reviews and Facebook Reviews from customers. We are in a brilliant position to help you **create your own success** with our credible brand and sustainable business model.

Why Franchise?

Lack of time?

Few opportunities offer the flexibility of running your own business. The Dent Men franchise allows you to set your own hours and work around family commitments. Build the life you deserve!

Lack of money?

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks, who can answer any of your questions.

Do I need experience?

Initial training is comprehensive, and time will be spent ensuring that you will be able to manage your own The Dent Men business and carry out perfect dent repairs!

How do I make money?

You will be given the tools to operate your business from the outset, which means you have the freedom to reach your potential when you start your business.

Fear of failure?

The UK Franchise Industry is in fantastic shape!

- The Franchise Industry contributes £15 billion to the UK economy – an increase of 46% over the past 10 years
- Over half of franchisees are now declaring an average turnover that exceeds £250,000
- Employment has continued to increase with one-third of franchisees employing 10 or more staff
- An incredible 97% of franchisees are running in profitability
- An impressive 91% of franchisees have declared satisfaction with their franchisor
- 80% of franchised brands are UK-owned and developed

Sourced from the BFA/NatWest Franchise Survey

Franchising is a fantastic way to boost your income whilst being your own boss. With The Dent Men, you can be sure that we will be with you every step of the way helping you to build a profitable business alongside our already established and successful brand.

So, what does the automotive repair industry look like?

The industry is growing, there is an increasing demand for affordable car repair services in the UK, a franchise offering like ours could generate you a powerful income.

Minor vehicle repairs are costing the UK public £1.4 billion yearly.

Over 64% of the 34 million vehicles on the UK roads have damage that could easily be repaired by The Dent Men.

The Opportunity

Your Role

You will be carrying out repairs on vehicles visiting your local clients in a convenient location generating an income through the jobs you complete. You will be responding to quotes from customers via text and WhatsApp to help you maximise your earnings.

Our Role

We will provide you with all you will need to launch your The Dent Men business, we will be with you every step of the way, you will not be left alone.

Training & Support

You will receive initial comprehensive training from the team including all you need to know about PDR and a certificate after completion of the course. Ongoing support will be provided when needed too.

Marketing

A start-up marketing package will be provided for you which will include materials and guidance from the head office team, helping you to spread the word about your The Dent Men franchise business and attract customers.

You will be able to operate a The Dent Men franchise business in an exclusive territory, visiting your customers with your mobile workshop wherever is best for them. You will be carrying out everyday car repairs and providing an **efficient, cost effective, and excellent service** to those in your chosen territory.

What You Get:

- Work alongside an already established brand with a proven business model
- Trade in an exclusive territory
- PDR Training & Certification
- PDR Tools
- Vehicle graphics
- Branded clothing
- Consumables start up pack
- Marketing Package (PPC Lead Generation Management, Business Cards, Local Marketing Package of Brochures & Leaflets, Dedicated Website/Landing Page)
- Administration and Accounts Support Package

Meet The Team

Aaron Hill, Director

Aaron has been a Dent Man for 12 years and has built a successful business developing a team to work alongside him. More recently Aaron set up The Dent Men training centre and has now trained technicians operating all across the U.K. and Ireland. His passion for the business has now led him to the franchise model where he can help individuals set up their own business with all the support they need to be a great success. He has experienced all the pitfalls and frustration of being out on your own and this model will help franchisees follow a smooth route to a profitable business and flexible lifestyle.

Karl Foster, Director

Karl has been in the barbering trade since leaving school and has owned his own shops for over 25 years, alongside other business ventures including owning and operating a 5* Restaurant with Rooms. Together with his partners, Karl launched the MR. Barbers brand and developed the franchise model. With 30 shops currently operating under the fast growing MR. brand, Karl felt that his knowledge and experience could benefit The Dent Men's transition into franchising.

Karl met Aaron some years ago and has watched The Dent Men grow from solid foundations, sparking a keen interest in getting involved. The systems are in place and a highly successful training programme offers an exciting business opportunity to potential franchisees. Karl and his partners can draw on a diverse and broad set of skills from various business backgrounds, to offer help and guidance throughout.

Stuart McCreery, Director

Stuart has been working with The Dent Men for 5 years providing business advice, marketing and finance support. A qualified Chartered Accountant with a wealth of both corporate and SME experience Stuart knows what is needed to run a successful business. Stuart will help set up all the support systems needed and will make sure everything in the back office happens efficiently and when it should.

Patrick Da Silva, Franchise Consultant

Patrick has joined Accentia with one ambition, and that is to add value to all our clients. One meeting with him is all you need to feel his passion for business and to share in his enjoyment in seeing his work, bring success to others, in their dreams to own and run a franchise business.

FAQs

How quickly can I get started with my The Dent Men franchise?

Every franchise launch is unique and individual, we will work with you to get you setup up and running as quickly as possible. All our initial training is done on a one-to-one basis and this enables you to get your The Dent Men business off the ground.

How much can I earn in my The Dent Men franchise?

As soon as we have met, you will be provided with a confidential Franchise Information Memorandum amongst many other important pieces of information. The FIM comprises of a detailed three-year franchise business plan that provides full revenue, expenditure, and profit and loss information.

Can I take trade and professional references on the company?

Of course! We would expect nothing less. The FIM provided at our first face to face meeting contains much of our reference material, but we are happy to provide whatever other information that you require in order that you can make an informed decision.

Can I resell in the future?

Yes, you can (on the terms set out in our Franchise Agreement including our approval of the purchaser as a new franchisee). This is generally why most of us start a business in the first place. Should you decide at some point to retire or move on, our franchise agreement is for five years; you therefore have an asset that is resaleable at a premium price.

How can I finance my franchise?

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks who will be happy to answer any of your questions.

Of particular importance to those establishing a The Dent Men franchise, we have a loan facility in place with The Start Up Loans Company, a UK government lending initiative where new start franchises can borrow unsecured and at a low rate of interest up to £25,000 for the purchase and establishment of the business. Additional funding is available as required.

I have never carried out dent repairs before where do I start?

You will receive comprehensive training on how to carry out Paintless dent removal repairs, you will also receive a certificate after completion of your course! We will provide you with all the tools you will need as part of our franchise package. Our team will be on-hand for continued guidance and support whenever you need it in all aspects of your business.

Are You Right For Us?

The Dent Men are looking for **motivated**, **passionate**, and **friendly individuals** who have an interest in cars and the automotive industry.

An ideal candidate should be able to display **strong leadership skills**, a desire to provide a **genuine**, **transparent** service, and be able to demonstrate an **exceptional quality** in everything they do.

If you know your scuffs from your scratches, your dings from your dents, you could be the ideal The Dent Men candidate!

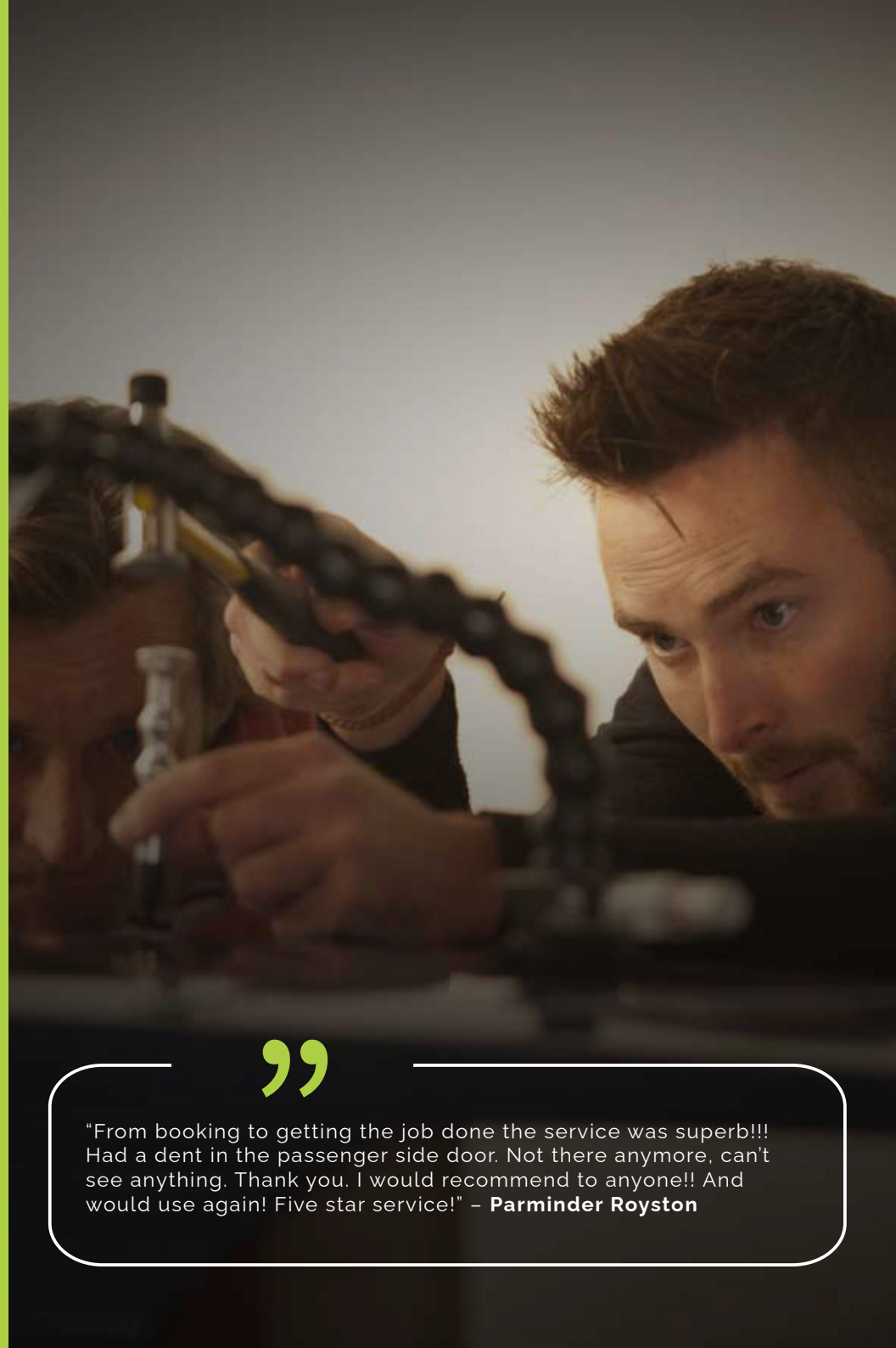
You do not need previous experience in the car repair industry to join our franchise, you will receive all the training you need in order to get setup and running you're The Dent Men business successfully.

As a franchisor we will be entering into a **partnership** with you, which involves significant levels of **trust** and **confidence** from both sides. The recruitment process involves a significant investment in time, money, and effort with any new franchisee.

Whilst we encourage ideas and innovation, for brand protection it is essential that our system and proven business model is followed by all franchisees.

As a franchisee not only will you be expected to adhere to The Dent Men system, but you will also be expected to be able to work well with the rest of our team.

We look forward to learning more about you and welcoming you to The Dent Men team!



"From booking to getting the job done the service was superb!!! Had a dent in the passenger side door. Not there anymore, can't see anything. Thank you. I would recommend to anyone!! And would use again! Five star service!" – **Parminder Royston**

What's Next?

Looking for more flexible work-life balance?

Want to build your own *paintless dent removal business* and maximise your potential?

Ready to provide a much needed service in a lucrative market?

If having read through the prospectus you believe you have the necessary skills and desire to become a The Dent Men franchisee, then you are ready to take your application further!

The next step is to provide you with answers to your questions regarding the franchise and then arrange for you to come and meet the team.

You will also be provided with a confidential Franchise Information Memorandum (FIM) that explains at length the unique operating methods of The Dent Men complete with a projected profit and loss over the first three years of the franchise.

> "The Dent Men were incredibly professional and fixed the dent at my office. So glad I found The Dent Men and saved myself a lot of money and hassle with courtesy cars etc. My advice would be to at least get a quote." - **Sam Clarke**

the dent men.com

paintless dent removal

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