



CARtime Franchise Opportunity Prospectus



WHO ARE WE?



Car service and repairs have been our specialty for the past 26 years!

Here at **CARtime**,

YOUR SAFETY IS IMPORTANT. Maintaining your car for safety and dependability. We put your safety as our top priority.

QUALITY ALWAYS COUNTS. Quality, stress free car repairs. Our technicians and service advisors are highly trained and genuinely interested in resolving your car service and repair needs.

THE SMALL THINGS MATTER. We pride ourselves in our clean, modern workshops and reception areas. You will be greeted by our friendly staff who view each customer not as a sale but as a person they can assist – someone whose life you can make better.

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1. INTRODUCTION

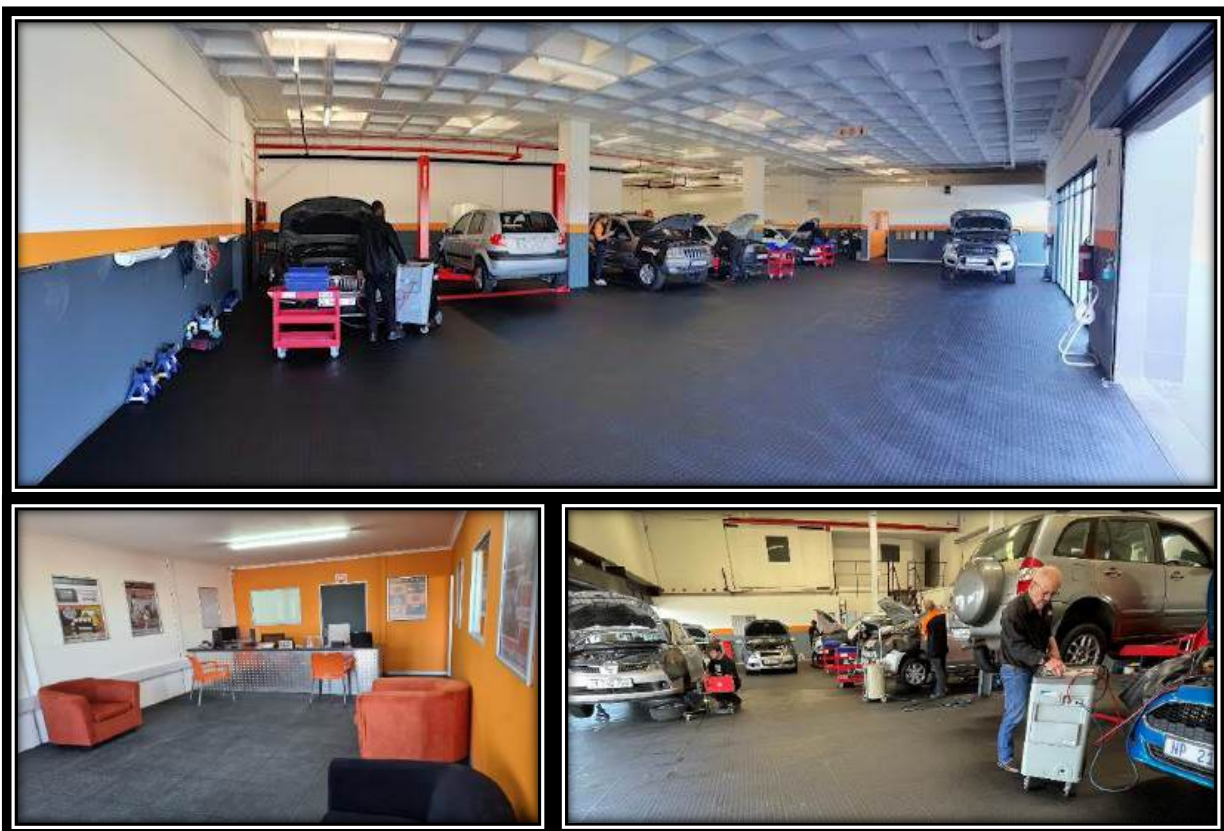
Welcome to **CARtime**, the leading group of independent car service centres that provides potential business owners with a full turnkey operation with existing access to established relationships with suppliers, customers, and other essential business services. **CARtime** is accredited by the following organisations:

FASA (Franchise Association of South Africa), MIWA (Motor Industry Workers Association), RMI (Retail Motor Industry), Right2Repair and MIO (Motor Industry Ombudsman).

CARtime service centres are fresh, vibrant, well-equipped service centres, with complete state-of-the-art vehicle diagnostic equipment for all manufactured types of cars, including the latest industry available data at your disposal.

CARtime service centres are manned with competent, friendly, and dedicated managers, technicians, and staff. The reception areas have been designed to give the customer a feeling of comfort and professionalism, security, and peace of mind to meet their expectations of high-quality service to their car.

Our customers are proud of their car purchase – whether through necessity or status. Our ethos is to ensure that each customer is afforded the exact same service quality and support, irrespective of the make or model of their car, that we would expect for our own cars.





2.A BRIEF HISTORY OF THE COMPANY

The car service and repair industry in South Africa has, for decades, had a poor image of shoddy workmanship, poor customer relationships, and excessive pricing. In 1998, the Broome family recognised this failing and set out to change the public's perception of the industry by changing the way that garages / service centres / car workshops operate. They investigated overseas operations and eventually adopted a best-in-class business model which is successful in both the UK and USA.

In April 1999, the Broome's launched **CARtime** and, from day one, they took steps to differentiate **CARtime** from other service outlets by maintaining certain basic principles and implementing industry advancements as soon as possible. At **CARtime**, we offer:

- Best value for money.
- Pleasant spotlessly clean reception and workshop.
- Friendly customer-oriented attitude.
- Customer first policy.
- National footprint and guarantee.
- Highest level of workmanship.
- Integrity in all matters.
- Dedicated, courteous and caring staff.
- All work fully guaranteed.
- Members of Right to Repair.
- Registered with MIOSA, RMI and FASA.
- Value added services.
- Uber or Bolt (on us) - concierge pick up and drop off.
- Open on Saturdays.
- Qualified technicians, all work guaranteed.
- Conveniently located near the customer's place of work.
- Mobicred - 12-month credit option.



From the outset, **CARtime** was established to develop an effective and rewarding **FRANCHISE** model. The first branch in Midrand adopted the guiding principles as outlined above and steps were eventually taken to franchise the brand.

In 2007, the current dynamic proprietor, Hylton Belitzky, purchased **CARtime** from the Broome's. Over the past 18 years, Hylton has continued to develop the **ethos** of **CARtime** to ensure the continued attention to detail, so each customer enjoys a rewarding experience that develops long lasting service relationships.





3. THE MANAGEMENT OF THE COMPANY

CARtime group has specific key personnel who continually develop and grow the franchise and maintain a strong brand presence. Our management team will assist and guide the various franchisees from inception to franchise set up and opening. They avail themselves whenever needed to assist you in your journey, to a mutually rewarding and profitable partnership.

The core functions are Sales and Customer Care, Financial Management, Training and Development, Operations, Regional Coordination, Quality Control, Software Training and Support, and finally a National Hotline systems controller.

These key persons have been carefully selected to provide the best-in-class assistance to all franchisees and to radically enhance the professional image of the group. The ongoing assistance and development, coupled with the impeccable credibility of CARtime and the high standard of service customers expect, helps our franchisees grow their market share to provide an extremely attractive and rewarding **return on investment**.





From the onset, we wanted to create fresh, fun and striking brand which is easily differentiated from our competitors. A brand consumers would not associate with any stereotypical aftermarket service centre, but rather confidently engage with **CARtime**, irrespective of their car make, model or age.

REPAIRS GUARANTEED
For 6 months / 10 000km

THE FREE COMPUTER DIAGNOSTIC TEST
with every service*

QUALITY REPLACEMENT PARTS

"BOOK YOUR CAR SERVICE WITH US"

FREE 128-POINT INSPECTION
with every service*

NO HIDDEN COSTS

PENSIONERS & STUDENTS GET EXCLUSIVE DISCOUNTS

FREE RIDE ON US
*To & Co apply

"Top Notch Service, Unbeatable Value" ALL THE TIME!

CARtime QUALITY SERVICE BENONI
010 006 6213/4 076 297 0025
www.cartime.co.za

SCAN TO BOOK

"Our dedication, quality workmanship & commitment to safety ensures that your vehicle leaves our workshop in tip-top condition."

"WE'VE GOT YOU COVERED"

Accredited by:

- mobicred
- motorcare
- budget
- WesBank
- M-SURE
- RMI
- Miwa

Members of:

- Right to Repair
- Miwa

Car service and repairs to all make and models of vehicles

OPEN ON SATURDAYS | 0861 cartime 227846 | BRANCHES NATIONWIDE

Innovative marketing campaigns, Facebook, and Instagram feeds.

BOOK YOUR TRUSTED SERVICE TODAY!

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SERVICE NOW

PAY LATER!

mobicred

BOOK YOUR SERVICE
cartime.co.za **CARtime QUALITY SERVICE**

PENSIONERS DISCOUNT

% OFF

BOOK YOUR SERVICE
cartime.co.za **CARtime QUALITY SERVICE**

A LEGACY OF EXCELLENCE, 26 YEARS AND COUNTING.

Because great service never gets old.





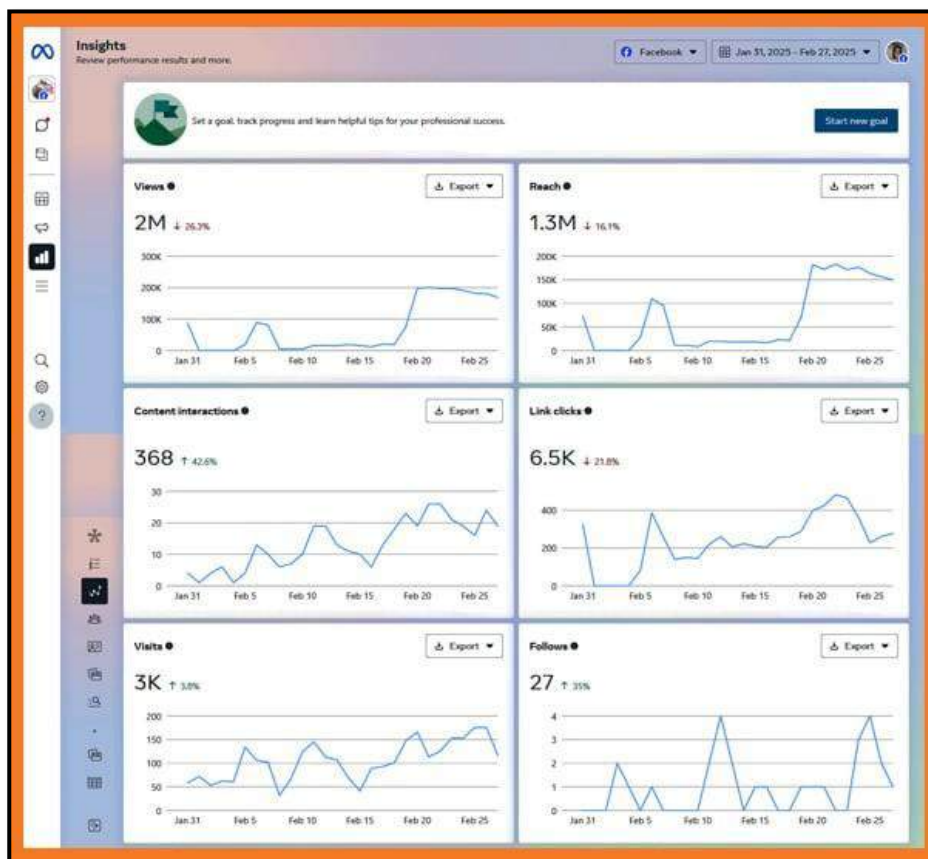
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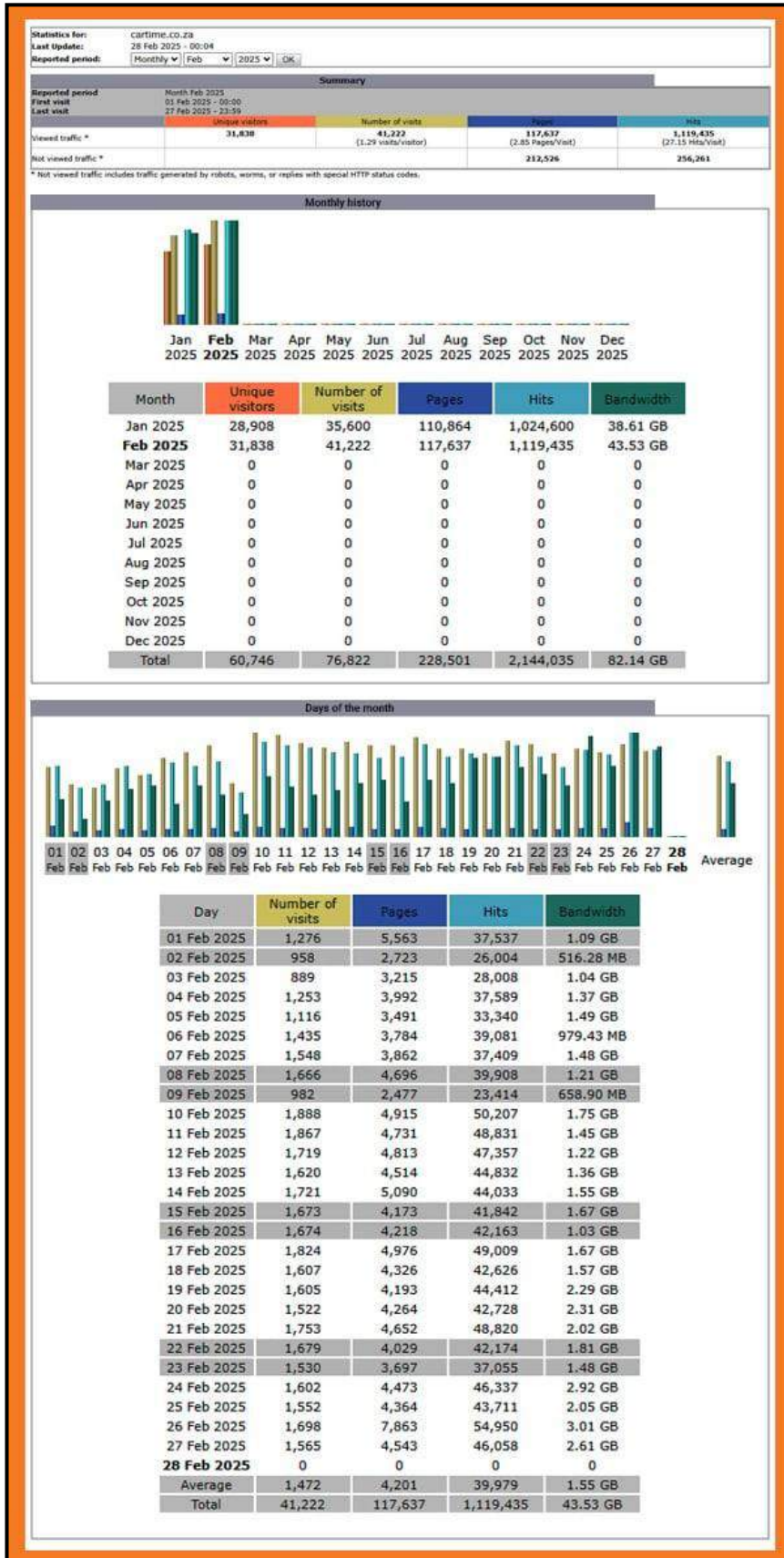
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E-commerce is becoming more prevalent in everyone’s daily lives. We have developed a strong focus on SEO, Google ads and digital marketing. Our dual-pronged approach of brand activation and call-to-action campaigns, draws consumers to conveniently book a service at any time. This can be done online via the website, Facebook, WhatsApp, or a telephonic call. We monitor online activity, hit and conversion rates, across all our franchises. We have seen a steady growth and migration of consumers to **CARtime** by utilising the web for information and booking convenience.

Digital media tracking and feedback provided to franchisees quarterly.

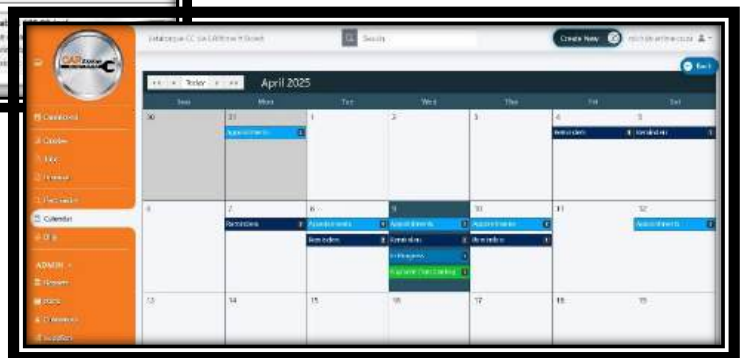
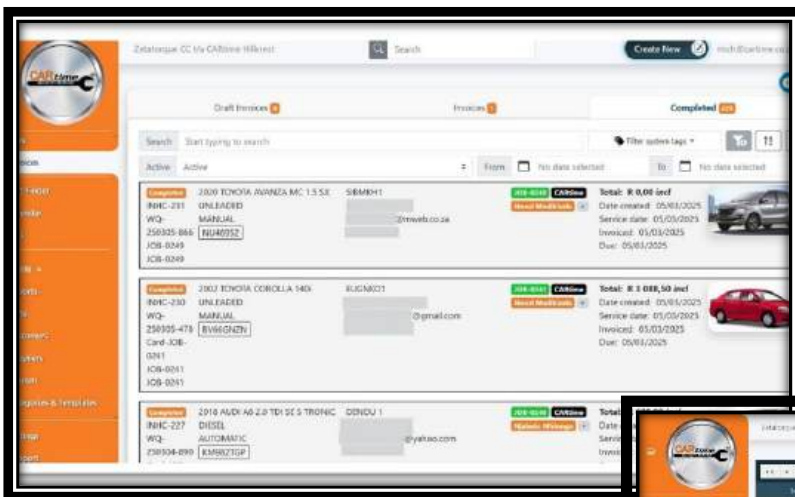






4. ATTRIBUTES OF CARtime

- Established brand with a proven track record.
- Lucrative profit margins.
- Pioneer of new international franchise concepts within the SA market.
- Dynamic franchise head office management team.
- Developers of cutting-edge innovation in the aftermarket service sector.
- Contemporary and fresh marketing.
- Distinguished support service.
- Rewarding team building programmes.
- Intensive Training- both on and off site.
- RMI accredited.
- 5-star MIWA graded workshops.
- The latest diagnostic equipment and tooling.
- Co-operative large scale buying power with spares suppliers.
- Custom written workshop management software.
- We hold quarterly virtual franchise meetings for all franchisees, to come together, share ideas and successes, and to forge a bond of mutual co-operation.



Our **CARtime** custom workshop management software is designed to assist our franchisees in all aspects of their business. From online bookings to workflow management and administration, building strong relationships with our customer base through enhanced communication, and effective real-time reporting.





5. THE CARtime FRANCHISE BENEFITS PACKAGE

5.1 Store Location and Set Up

As a prospective franchisee, you will have at your disposal a dedicated, motivated, and experienced management team who will, hand in hand, guide and assist you to realise your business ownership dream and a meaningful return on investment. Our teams forms an integral role from the initial blueprint to the final completion of the turnkey project of your service centre (or centres).

Important functions of this team are:

- Evaluation and selection of a suitable premises.
- Lease negotiation with the prospective landlord.
- Planning layout and interior design.
- Site development and supervision.
- Staff recruitment and training.





5.2 Training

All new franchisees and staff undergo an intensive three week training programme, which encompasses both classroom and practical on-the-job training. The course content is designed to prepare the participants for the successful operation of their new business, based on the effective business system we have developed.

The course covers:

- Method of business operation and system implementation.
- Customer care and relations.
- Key financial controls.
- Opening days assistance from a **CARtime** senior staff member.
- Ongoing effective marketing of your business.
- Software training.

The three regional training centres are situated at:

- Unit 3, Bailey Centre, 2 Builders Way, Hillcrest, Durban.
- Cnr Frans Conrade & Joe Hattingh Street, N1 City, Cape Town.
- 111 Van Riebeeck Avenue, Edenvale, Johannesburg.
- Courses run for a period of three weeks and are a combination of both classroom training and practical on-the-job training.
- It is the obligation of the franchisee to ensure all their staff are fully trained prior to working in any **CARtime** store.
- On completion of the training course, the franchisee is provided with direct access to **CARtime's** operations manual, which forms an easy reference guide to owning a successful franchise.
- **CARtime** holds regular refresher courses, updates, and training.







5.3 Group Benefits

Franchisee's enjoy wide-ranging benefits, the most important of which include the following:

- 5.3.1 The backing of a dedicated, vastly experienced, and respected management team in the car service and repair franchising industry.
- 5.3.2 Qualified inspection teams and mystery customers visit outlets regularly to ensure that the implemented uniform standards of both **CARtime**, customer care and group image standards are upheld.
- 5.3.3 Right2Repair, RMI and MIWA approved status, providing our customers with sound mind and confidence, when entrusting **CARtime** with their car's service.
- 5.3.4 Long-standing, established multi-supplier interface provides effective purchasing power for the franchises, to ensure affordable pricing to your customers.
- 5.3.5 Fully comprehensive, industry recognised, insurance solutions tailor-made for your store, provided through our partners over the past 11 years, offering you and your customers peace of mind, for the unforeseen mishaps that may occur.
- 5.3.6 Registered and accredited with all major insurance companies for repair work.

CARtime
QUALITY SERVICE

Members of:

- FASA THE FRANCHISE ASSOCIATION OF SOUTH AFRICA
- Right to Repair It's your choice!
- RMI
- MIO MOTOR INDUSTRY OMBUDSMAN OF SOUTH AFRICA
- miwa

Accredited by:

- mobicred
- motorvaps
- MOTOVANTAGE
- MOTORITE
- INNOVATION GROUP
- Bidvest Insurance
- budget insurance
- WesBank
- Motor Holland Xtender

CARtime 0861 227846 www.cartime.co.za

RMI Right to Repair MIO mobicred





6. THE MAIN OBLIGATIONS OF CARtime

- 6.1 **CARtime** will assist the franchisee in the establishment of the outlet by providing the franchisee with technical assistance, know-how and advice as to the layout of the outlet, the equipment necessary and relating matters as may arise in the setting up of the outlet.
- 6.2 **CARtime** will make available to the franchisee, the benefit of **CARtime's** cumulative specialised knowledge and experience.
- 6.3 To train the franchisee and their employees.
- 6.4 To make available to the appointed management of the franchisee, the **CARtime** management programme.
- 6.5 To provide such other assistance that **CARtime** may deem necessary or required by the franchisee for the establishing, training, and operating of the outlet, including general advice, information as to items available for purchase, advice on advertising, instruction in product purchasing and handling, record keeping and general administration.
- 6.6 To conduct inspections from time to time of the outlet and to advise the franchisee of any areas of concern which need to be attended to, arising out of such inspections.





7. IS THIS FRANCHISE FOR YOU?

Now is the time to reflect on whether investing into a **CARtime** franchise will meet your expectations and provide you with the freedom of becoming a business owner.

Franchising can be one of the most rewarding and profitable careers for anyone from any walk of life. There are, however, two considerations that must be taken into account, by any would-be franchisee:

- Firstly, does the franchising concept appeal to you and does the type of business structure fit your personality and profile?
- Secondly, do you have what it takes to work within the structures (and often limits) of franchising?

Answering these two questions should give you an idea of your suitability.

In order to perform a self-assessment, we have compiled a list of questions to assist in your decision-making process:

Your aptitude:

- Do you have what it takes to be a franchisee?
 - Start by creating your own personal model of who you are.
 - Be honest about who you are and what you want.
- What are your interests?
- Does this franchise fall into your field of interest?
- Do you understand what is expected from you as a business/franchise owner?
- Do you have the endurance needed to stay the course, even in the tough times?
- Are you willing to take the risk of leaving formal employment?
- Do you have family support?

Your commitment:

- Am I willing and able to take on the responsibilities of my own business?
- Am I prepared to work an extended work week – beyond what I am accustomed to?
- Do I have a passion for this franchise industry?
- Am I able to service and retain clients?
- Am I willing to completely follow the franchisor's system?
- Am I good at interacting with people?
- Can I direct and manage people?
- Am I a team player?

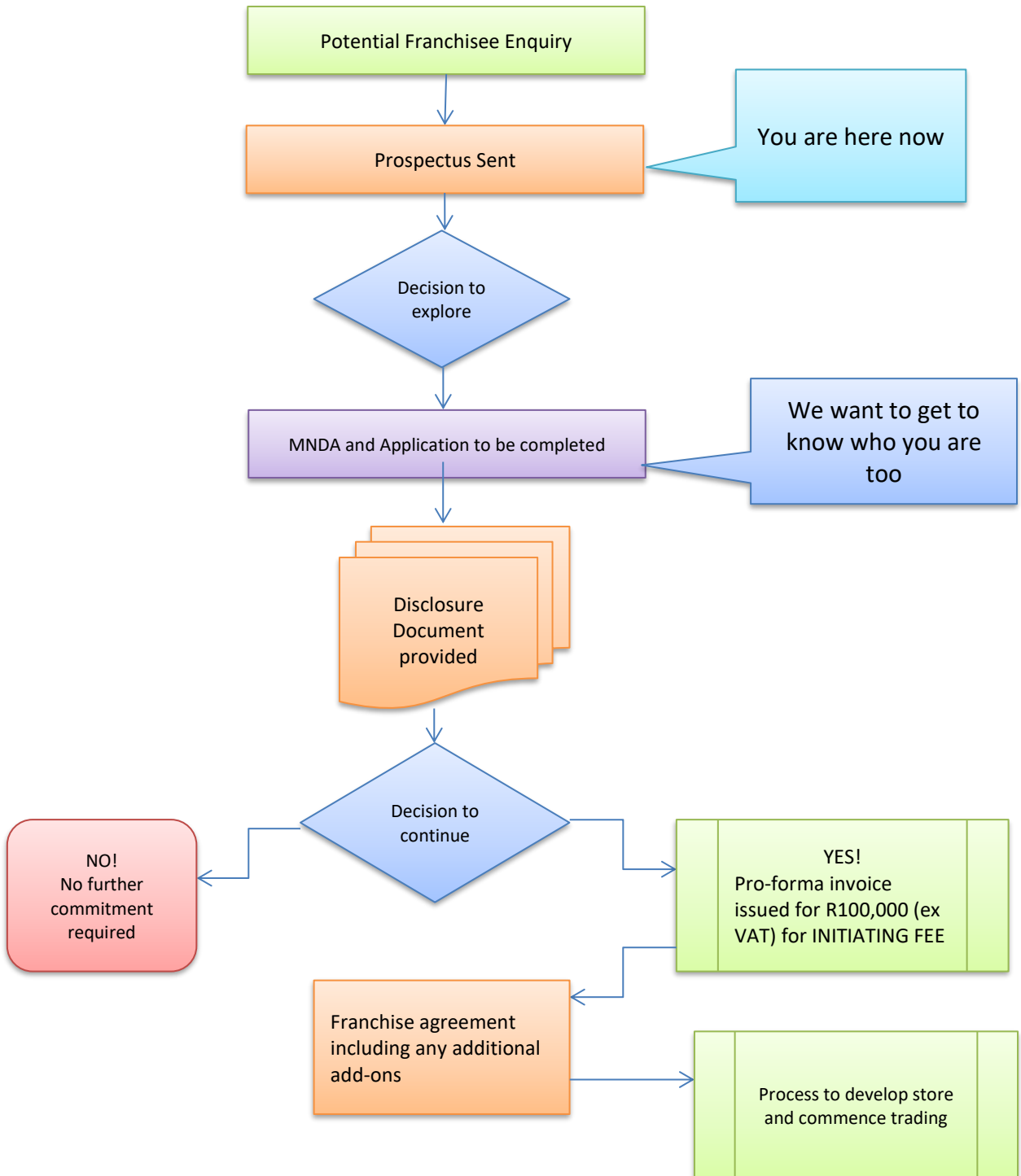
Your funding:

- Can I afford the franchise?
- Would I be able to access the necessary funds?
- Will I be willing to pay the franchisor the monthly fees?
- Am I happy with the franchisor's track record?






8. FRANCHISE PROCESS








CURRENT STORES

Alberton	King Williams Town
Amanzimbati	Kokstad
Ballito	Mbombela
Bellville	Midrand
Benoni	Mokopane
Blackheath	Montague Gardens
Brits	Morningside
Cambridge Street	Mithata
Centurion	N1 City
Chatsworth	Nahoon
Clairwood	Paarl
Claremont	Pietermaritzburg
Dundee	Pinetown
Durban CBD	Scottburgh
Durbanville	Secunda
Edenvale	Sunninghill
Emalaheni	Tokai
Fairview	Tzaneen
Gonubie	Umhlanga
Hatfield	Umlazi
Hillcrest	Vryheid
Hillcrest Express	Westgate
Kempton Park	



Thank you for taking the time to read our prospectus and considering joining our national network of CARtime service and repair centres.

There is no doubt that with recent changes in legislation following the Right to Repair campaign, we have seen some significant changes in the aftermarket services industry. Changes which are of benefit to the consumer and will ensure continued future growth in this vibrant and exciting industry.

At CARtime our business model is ideally suited to take advantage of these changes.

If you are interested in acquiring your own CARtime franchise, do not hesitate to give us a shout and let us guide you through the process to become yet another CARtime family member.

Kind regards and stay safe out there,

Hillette Betsky
 CEO
CARtime Franchising
 031 701 6660
 www.cartime.co.za
CARtime
 QUALITY SERVICE





26 YEARS OF SERVICE EXCELLENCE

MAKING MOTORING AFFORDABLE

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