



MOBILE VALETING & DETAILING FRANCHISE 2024



CAR GODS



WHO ARE WE?

- ▶ Manufactured in the NW of England with 65 years experience in the car care industry
- ▶ Backed by a financially sound corporate
- ▶ Over 50 Car Gods products in the range and growing
- ▶ An established and well recognised brand in the detailing sphere
- ▶ Car Gods have the aim of having a large network of valeting and detailing franchises around the country with the addition of detailing centres
- ▶ The Car Gods franchise model is a proven business which has support and knowledge from detailers with many years in the trade

WHAT ARE WE OFFERING?

Car Gods are offering the chance to create your own detailing business and to be part of a growing detailing company, in the way of a turnkey mobile valeting & detailing franchise.

As a franchise, you will be joining a network of like-minded detailers with unlimited potential to grow alongside the Car Gods brand, as well as offering a host of added value opportunities and to be a one stop shop for all your requirements as a franchisee.

For a deposit and 24 monthly payments, every franchisee will receive help and guidance every step of the way to being a successful detailer with a thriving business.

Every part of an individual's franchise process is tailored to suit the needs of a professional detailer, along with having contact with industry leaders at your fingertips to guide you through your detailing journey.

Whether it be a van you already own or one you need assistance finding, the Car Gods team will transform your van into a stylish yet practical mobile valeting hub ensuring each franchisee can carry out the best work possible.





PRICE PLAN

£6500 + VAT

- ▶ Car Gods branded van wrap
- ▶ Internal detailing van conversion
- ▶ Detailing skills and product training
- ▶ Branded clothing bundle
- ▶ Business & marketing support
- ▶ Comprehensive stock pack
- ▶ Profile website within cargods.com
- ▶ Insurance links
- ▶ Van leasing & used van sales connections
- ▶ Website designed and maintained
- ▶ Ongoing support
- ▶ Exclusive pricing and replenish discounts
- ▶ Advertising across Car Gods social channels
- ▶ Full brand access
- ▶ Car Gods sales team reaching out to dealerships to increase sales potential
- ▶ New to range products sent out exclusively

Financing Options

Spread the cost of the Car Gods Franchise with payment options and zero interest

Standard Franchise Package £3900 initial fee + 24 months at £162.50 (Inc. VAT)

Equipment Franchise Package £5000 initial fee + 24 months at £206.50 (Inc. VAT)



VAN WRAP

Each Car Gods franchise has a van wrap included in the set-up cost. The complete wrap is mirrored with all Car Gods detailing vans to create a uniform look with an eye-catching style.

Any colour or shape of van will have a custom designed wrap to best suit it, with the Car Gods branding and your own company information to create the completed look.

Both franchise packages include a wrap up to a medium size van, which is the most ideal for mobile work. Vans must be clean and prepared for a wrap to ensure the flawless finish needed.



VAN FIT OUT

The Car Gods van builds are a mixture of style and function. Each van is custom built to maximise useability while having the storage capacity needed.

The team create a practical design that best suits the valeter/detailer including easy access, insulated and carpeted lining with hard wearing flooring. Either split design or open plan, depending on the van, and fitted with a water tank as standard for off-grid working.

FULL START-UP STOCK PACK

OVER 50 PRODUCTS IN THE RANGE AND GROWING!

Within the cost of the franchise there is a full line up of products and accessories, to cover everything from basic valets to full on detailing. Car Gods manufacture a product for every aspect of car care, and this is all included in your start-up stock pack. We have trade sizes and pro use products as well as the 500ml to give each franchisee the full Car Gods experience.

During the included training, our professional detailers will ensure you get best usage knowledge, demonstrate the capabilities, along with all the tricks & tips from the Car Gods products.

With the usage of the products comes a replenishment discount code of 30% for each franchise and automatically set up with a trade account with free express shipping.

Car Gods are constantly improving products and developing new ones, with this in mind, all of our franchisees are sent the new/improved products to use exclusively before they go to market.





EQUIPMENT

£1800 + VAT (optional extra)

Included with the Equipment package will be:

- ▶ Kranzle K7 Auto Stop Start
- ▶ Hose, Reel, Gun, Quick Release Ends
- ▶ Numatic Vacuum
- ▶ Numatic Wet Vac
- ▶ Generator
- ▶ Step Ladder

ADD-ONS

- ▶ Rupes 5" DA machine polisher £300
- ▶ Car Gods branded gazebo £600



PRODUCT + SKILLS TRAINING

Full training will be given to each franchisee in each area needed. 3-5 days are included with the initial cost. Further training, if needed, will be additionally charged.

Car Gods franchisees are required to work to a high and specific standard which ultimately creates a long thriving business for each individual.

With this in mind, we will train then monitor the standards of all franchises to make sure the Car Gods brand is ever growing in a positive way.

We will book collaboration details once you're up and running to provide additional training, guidance and content creation for social media and additional website updates.

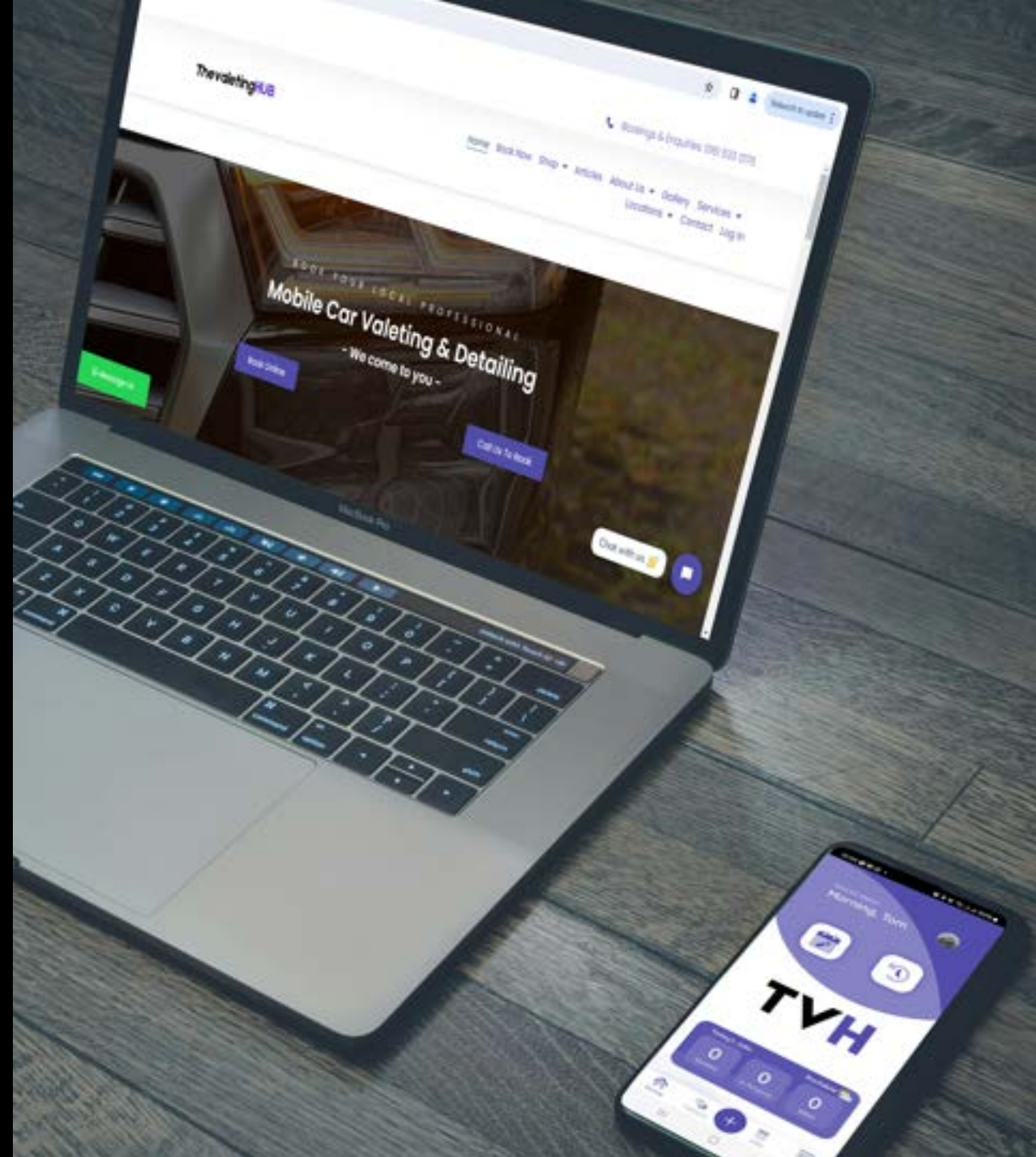
CAR GODS BRINGS WORK TO YOU

As well as guidance and help with building your own client base, Car Gods have partnered with The Valeting Hub, a country wide app giving Car Gods franchisees preferential rates. The Valeting Hub is great way of filling those slots in your diary without any effort of creating the bookings yourself.

The Valeting Hub do all the advertising, create bookings and the work comes directly to you. Car Gods franchisee's get better rates than a standard app user with the added benefit of being offered additional workloads before anyone else.

The prices are set, the customer liaison is done for you and the jobs are all within your specified area. We liaise with The Valeting Hub director to get the best catchment area for you, earning more money locally, rather than travelling heavily to the work.

For those starting completely from scratch, this is the perfect way of building a client base and generating income from day one. All you as a franchisee needs to do, is fill in your availability with your dedicated login and let The Valeting Hub fill those spaces with well-paying work.





MARKETING BUNDLE

- ▶ Your own Car Gods profile webpage including: bio, location, photos and social media links
- ▶ Franchisee spotlight in the Car Gods E-mail Newsletter
- ▶ Social Media Spotlights to create awareness of your franchise
- ▶ Advertised across all Car Gods platforms
- ▶ Website designed & updated by HQ
- ▶ Business Cards, Leaflets & Price Lists
- ▶ Air Fresheners, Car Mats & Keyrings

BRANDED CLOTHING

Included with the initial package
is high quality branded work wear:

- ▶ 3 T-shirts
- ▶ 2 Hoodies
- ▶ 1 Soft Shell Jacket
- ▶ 1 Cap
- ▶ 1 Bobble Hat
- ▶ 1 Backpack



ADDITIONAL REVENUE OPPORTUNITIES



CAR SHOWS & TRADE EVENTS

Countrywide shows enable every franchisee to exhibit and sell products to the public. The awareness also leads to additional valeting and detailing work being booked in. Support for these shows can be provided by Car Gods.

PRODUCT, CLOTHING & MERCHANDISE SALES

As a Car Gods franchisee, you have the ability to sell products, accessories and clothing to your customers and the general public earning you extra income on top of the valeting and detailing work you provide.

DEALERSHIP PARTNERSHIPS WITH CERAMIC TREATMENT

Valeting and detailing work coming straight from the dealerships. We will be creating nationwide deals for Car Gods franchisees to be the installers of the Ceramico ceramic coating and details upsold by the dealers. This is a great opportunity to build and promote any franchise and will result in good and regular guaranteed work.

THIRD PARTY SOLUTIONS

VEHICLE LEASING OPTIONS

A new van isn't essential to be a Car Gods franchisee, however for those who need a new van we have taken the stress away from finding a good leasing company with decent rates.

As a large company we already have links to vehicle leasing companies and have arranged for preferential rates for our franchisee's

- ▶ Global Auto Care
- ▶ Ciceley Commercial
- ▶ Octane Vehicle Leasing LTD

Examples:

VW Caddy Tdi, 10k miles per year,
3 years, No deposit, £284.40 + VAT per month

Peugeot Partner, 10k miles per year,
3 years, No deposit, £376 + VAT per month

INSURANCE

We have links with Coversure Swindon to ensure each franchisee is covered and well catered for.

Valeters and Detailers Insurance – Motor Trade, Public Liability and Goods In Transit. All-in-one umbrella policy to make it easier for everyone.

“Coversure Swindon have an excellent knowledge of the valeting & detailing industry, understanding that valeting and detailing is a genuine business carried out by people who are passionate about their work with the core of their business relying on reputation, recommendation and repeat business. We've been involved with the sector for a number of years, working closely with valeters, detailers, Detailing World, the PVD trade association and product manufacturers to understand your needs and develop bespoke and exclusive schemes specifically for the valeting and detailing industry.”

Lloyd & Syd, Co-Franchisees
Coversure Swindon

SUMMARY



CAR GODS



**GEOGRAPHICAL
TERRITORY**



**VAN WRAP
+ FIT OUT**



**BRANDED
CLOTHING**



**3RD PARTY
SOLUTIONS**



**EXCLUSIVE PRICING
+ DISCOUNTS**



**POS +
WEBSITE**



**BUSINESS
+ MARKETING
SUPPORT**



**PRODUCT + SKILLS
TRAINING**



**DIGITAL + SOCIAL
MEDIA SUPPORT**



**PRODUCT
STOCK PACK**



**UPSELL
OPPORTUNITIES**



PRICE LIST

MAINTENANCE CLEAN

Snow Foam Pre-wash + Wheel faces and barrels cleaned + 2 Bucket method safe wash + Gloss enhancing rinse aid + Towel dried + Door shuts cleaned + Tyres cleaned & dressed + Interior vacuumed, cleaned and dressed + Windows cleaned + Air freshener

► Small **£30** ► Medium **£40** ► Large **£50**

SIGNATURE MINI DETAIL

Same as the Maintenance Clean PLUS: Holy Water + Wheel Sealant

► Small **£50** ► Medium **£60** ► Large **£70**

DEEP CLEAN

Same as the Maintenance Clean PLUS:
Tar Removal + Chemical Decontamination + Hand Polish
+ Upholstery Shampoo

► Small **£80** ► Medium **£100** ► Large **£120**

WAX PACK

Same as Deep Clean PLUS:
Cargods Premium Hard Wax + Clay Bar + Car Gods Wheel Wax

► Small **£120** ► Medium **£140** ► Large **£160**

DAY ENHANCEMENT

Same as the Maintenance Clean PLUS:
Tar Removal + Chemical Decontamination + Clay Bar
+ Single Stage Gloss Enhancing Machine Polish

► Small **£250** ► Medium **£300** ► Large **£350**

[continued]



PRICE LIST

CORRECTION DETAIL

2-Day Paint Correction detail. This is the same as the Day Enhancement however the Single Stage Gloss Enhancement polish is replaced with a 2 Stage Cut & Refine polish. Finished with Car Gods Holy Water (included) or Ceramico at an extra cost.

► Small **£500** ► Medium **£600** ► Large **£700**

CERAMIC COATING DETAIL*

1-Day Detail & Coating – Exterior only ► Small **£450** ► Medium **£650** ► Large **£850**

2-Day Detail & Coating – Exterior only ► Small **£700** ► Medium **£900** ► Large **£1100**

3-Day Detail & Coating – Exterior only ► Small **£900** ► Medium **£1100** ► Large **£1300**

4 DAY MAJOR CORRECTION & DETAIL

4-Day detail with 3 Stage Machine Polish + All scratches and imperfections removed (that don't require painting)
+ 3-Year Car Gods Ceramico ceramic coating
+ Full interior detail + Wheels off, deep cleaned, polished and ceramic coated.

► Small **£1200** ► Medium **£1400** ► Large **£1600**

EXTRAS

- Interior Sanitise
- Upholstery Shampoo
- Glass Polish & Sealant
- Secondary Coating of Holy Water or Ceramico for enhanced gloss & protection
- Engine Bay detail
- Wheels off, polished & ceramic

*All ceramic coatings need 12 hour cure time overnight indoors after completion

HOW DO WE GET YOU ON THE ROAD?

- ▶ **MAKING CONTACT** – Through our online advertising, cargods.com, or meeting us in person, we start off with building a franchise proposal to learn all the key points needed to get you started. Answering any questions and discussing your goals and aspirations for the franchise.
- ▶ **VISIT HQ OR MEET UP** – The next step is a face-to-face meeting with you, our franchisee, to discuss all expectations, potentials and details of the franchise so we can tailor it to suit. Every franchise is built around you and the level of training you will need in every aspect of valeting/detailing, including how to effectively run a mobile valeting company. At this point we would discuss if you have a van or need assistance sourcing one to your budget.
- ▶ **THE BUILD** – Everything starts being built in the background to have you operational within 4-5 weeks. This incorporates the van build, marketing support, social media & website build and stocking your van. If you wish to build the van yourself, we will send you a comprehensive guidance pdf to follow. We will be in regular contact to let you know our targets are being met and encourage you to contact our other franchisees to discuss their success and why Car Gods was the right choice for them.
- ▶ **TRAINING** – During the initial meet-up we decide on the number of days initial training you will need, 3 or 5. We then book you in for training. This is a course held at Car Gods HQ in Rochdale, Greater Manchester and includes product & skills knowledge, social media training and how to effectively & efficiently, run a mobile valeting/detailing business. At the same time, we create content and imagery to build your social media and website with.
- ▶ **ON THE ROAD** – On the final day of training you can leave with your freshly built and stocked van, ready to hit the ground running, take bookings and start working. At the same time, Car Gods will promote your new venture across our social channels, emails and put you live on the "detailer near me" section of the main Car Gods website.
- ▶ **ONGOING SUPPORT** – Our Head of Franchise and team are on hand should you need help and support with any aspect of the franchise at any time. Regular visits will be booked in with you to help with any additional training or collaborative work to help you achieve your maximum potential. There is also a WhatsApp group you will be added to with the other franchises to get first hand help for those more simple of queries, or just to chat with the others in the network.

AFTERCARE & SUPPORT

Our team has every need of a franchise catered for, from marketing support, social media guidance, additional detailing training and next day delivery on all products.

Once training is completed, you will receive a comprehensive Franchise Handbook, containing every single step of all levels of valets/details. This can also be useful to see all the tricks and tips of each job type.

Car Gods are product manufacturers at heart and as such is never out of stock and we have a perfect constant with the formulations, overseen by our in-house chemists. Feedback is always valued from our franchisees and so new product testing can also be a key part of Car Gods launching a new product.

We, ourselves have fully kitted-out vans on the road, to be able to travel and assist with and we have regular meet-ups to build the team and can join any local shows you might want to be involved with.

You will be added to our messaging group where you can communicate with other Car Gods franchises to get help and advice from like-minded people also in the trade.



RETURN ON INVESTMENT

	YEAR 1 5 DAYS P/W	YEAR 1 6 DAYS P/W	YEAR 1 5 DAYS P/W WITH CERAMIC	YEAR 1 2 VANS
ANNUAL INCOME - SERVICES	£42,000	£50,000	£57,000	£115,600
ANNUAL INCOME - PRODUCT SALES	£2,000+	£2,000+	£2,000+	£4,000+
CAR GODS PRODUCT REPLENISHMENT	£1,800	£1,800	£1,800	£3,600
OTHER - PETROL/INSURANCE	£4,500	£4,500	£4,500	£9,000
PROFIT	£37,700	£45,700	£52,700	£107,000

PACKAGE OPTIONS

	STANDARD PACKAGE	EQUIPMENT PACKAGE
FULL VAN WRAP	✓	✓
INSIDE KIT-OUT	✓	✓
STOCK PACK	✓	✓
30% DISCOUNT CODE	✓	✓
TRAINING	✓	✓
MARKETING	✓	✓
BRANDED CLOTHING	✓	✓
EQUIPMENT		✓
	£6,500 + VAT	£8,300 + VAT