



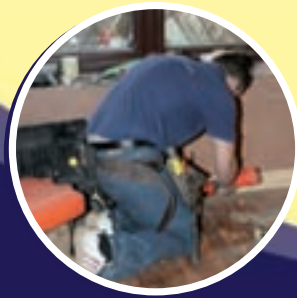
The Garage Conversion Company

An Introduction
to Your Future

GCC
GARAGE CONVERSION COMPANY

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Introduction

- This Briefing Document has been produced as an “aide memoir” for people considering joining The Garage Conversion Company franchise opportunity.
- It sets down clearly:
 - Where GCC are today – and tomorrow
 - The market for the products and services offered by GCC
 - The Franchise scheme
 - The role, duties and appointment of a GCC franchisee
 - How the franchise scheme works
 - An illustration of the potential rewards
 - The cost of becoming a GCC franchisee
 - The advantages of becoming a GCC franchisee
 - The qualifications required
 - Some questions and answers
 - The next steps and our commitment





GCC Today and Where we Aim to be Tomorrow

Both the Directors and staff of The Garage Conversion Company have one goal in mind clearly set down in our mission statement.

To maintain the position as the UK's largest Garage Conversion Specialist, by providing exceptional customer service and Quality standards. This will be achieved by building on the trust formed with our franchise network and successful partnerships within the industry.



GCC Today and Where we Aim to be Tomorrow

Today:

- Acknowledged as the No. 1 company in the UK within our field of operation.
- Has the fastest growing garage conversion network of our type with established franchised businesses performing well.
- Enjoys a record of continued development and success.
- Continues to build working relationships with industry leaders.
- Benefits from media coverage and industry recognition.
- Produces and provides the best systems and support for all customers.
- Has gained the coveted Industry award for Excellence. (currently short listed for new business of the year 2006)
- Provides the best training and support centre for franchisees and internal staff.
- Has established a BRAND NAME synonymous for quality and credibility within our marketplace.



...And Tomorrow?

The Garage Conversion Company objectives for TOMORROW are clearly defined and single minded:

- To foster the development of our franchise network in the UK and overseas countries, and continuously improve our market penetration sales and conversions completed.
- To significantly increase representation of the Brand in all markets.
- To widen both our customer base and customer type to include new products and services offered.
- To provide first class customer service, support and systems.
- To work with like minded self motivated individuals, for continuous development of the brand

The Market Place

Homes and home ownership in the UK provide many organisations the ability to run successful and sound businesses, from Insurers for Insurance to Finance Houses for funding of homes and home development. Attached to this huge market are the service providers from the essential, gas water and electric companies to window fitters, decorators, gardeners and home improvers.

We all need a place to call home and making it as comfortable and a desirable place to be is high on most people's wish list. The home improvement market is a massive industry with many of us spending time at the weekends and bank holidays standing in queues at checkouts at our local D.I.Y store with one common goal, improving our home.

House Illustration

Interest Rate Graph



Just Think About the Potential

Plot Drawing

Computer Illustration of House

Newspaper Clipping

The Market Place

- Over recent years the property market has flourished along with the home improvement sector of industry, our service to the end user is quite clear to improve their home and provide living area from what was in most cases wasted or unneeded space.
- It is true that not all homes have a garage to convert, however take a drive around your local area and just look at the potential homes that could convert their garage into a study, playroom, bedroom or office (to name a few ideas).
- For less than the cost of a reasonable second hand car those homeowners could be enjoying more space and increased value and equity in what is the largest and most important investment in their lives.
- A good idea spreads down a road just like the Jones' syndrome think on.....and with the GCC systems, marketing and associations we are making a lot of homeowners very happy and realising their dreams.





The Regional Franchise Scheme

- This is in every sense a unique opportunity to become part of a sound and enthusiastic business whilst still running your very own independent operation.
- Where it differs with a normal employment opportunity, is the better the business performs, the greater the rewards you will obtain, not only will your earning improve with performance but the equity in the business or business worth will also acquire value.
- Employees often make considerable efforts to perform well and improve business, but unfortunately the reward for their effort comes to an end when they leave. The net effect is that their successor and the company benefit from their efforts.
- With the Garage Conversion Company Franchise Scheme you own your own business, which increases in value the more successful you are. Furthermore, if you should ever choose to leave, you can sell your business to an approved successor.



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The Regional Franchise Scheme

And the Franchise Scheme is not just another Business Opportunity either...
With our support and proven methods of operation your success is aided along the way we will:

- Help you set up your business professionally
- Grant you a significant regional territory to work in
- Supply contacts and information with regard to suppliers
- Provide live jobs through our sales and marketing support
- Train you to develop your own GCC business
- Help organise and provide the best deals from suppliers
- Provide ongoing day to day support in terms of thorough procedural and operational issues
- Be close at hand to help build relationships and liaisons with other experienced GCC Franchisees and personnel
- Exclusive use of our accounting software
- Support your business by freeing your time through head office central administration process



The Purpose, Role, Duties and Appointment of the GCC Regional Franchisee

The Purpose

- To build a successful home improvement consultancy and generate income on an independent basis

The Role

- Identify new customers and to market the business using the systems and processes provided by GCC
- To operate a team of professional installers who are customer focussed and able to provide first class service
- To constantly aid GCC in business and brand development

The Duties

The Purpose

- To obtain GCC orders from customers within the territory
- To obtain referral work from customers, by maximising your customer relationships
- To over deliver the products and services the customers have ordered without compromise
- To complete and submit all paperwork and comply with operational procedures
- To be responsible for staff, stock and equipment
- To be responsible for monies taken
- To ensure that the presentation of the business and staff comply with company guidelines
- To help support and motivate any other franchisee given best advice and help at all times



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The Responsibilities

The Purpose

- To only work within the designated territory unless otherwise agreed
- To maximise the agreed business plan, to achieve the targets set down in the business plan
- To be proactive at sales on behalf of you're Region as a whole
- To account for all monies received and invoices raised
- To control all transactions and accounting processes in accordance with GCC operating procedures
- To comply with all current legislation in all areas of your business
- To comply with the franchise agreement and operations manual at all times
- To ensure that the professional reputation of The Garage Conversion Company is upheld at all times



How the Franchise Scheme works

- You are granted a FRANCHISE for an agreed specific territory.
- You will be granted a 5 year Franchise Agreement with the right to renew for a further 5 years.
- You will have the right to trade under the Garage Conversion Company name and operate the business within the territory, in conjunction with your own chosen or approved name.
- You will be responsible for servicing the customers and sales leads provided within the territory.
- You will be responsible for achieving certain pre-agreed targets in terms of conversions and sales.
- You will be given the full support and services of the GCC corporate team.
- You will know before you start the number of conversions required and potential income they will bring to make your business a success.
- You may purchase your products and services through our approved partners.
- You will be required to sell your services at a commercially viable price, and in line with company agreed standards.
- You will earn gross margins from your business which is uncapped
- You will be charged a marketing fee and a GCC management fee on the conversion price of each job.
- You will retain the balance of Margins to pay your day-to-day operating expenses and personal drawings.
- You will receive training from The Garage Conversion Company HQ.

The Potential Rewards

How the rewards are calculated

- In determining the potential rewards of a particular franchisee the following factors have to be considered.
- Profit and Loss
- Day to Day operating costs such as:
 - Vehicles
 - Staff
 - Product supply
 - Professional fees
 - Management service fees and marketing costs
- The surplus before interest and any other charges.



The Franchise – Setting up costs and Capital requirements

INITIAL JOINING FEE £23,995.00 (+VAT)

Inclusive of:

- Initial training
- stationery
- Launch programme
- Marketing Pack
- Legal Agreements etc

Plus capital or overdraft of the order of £10,000.00

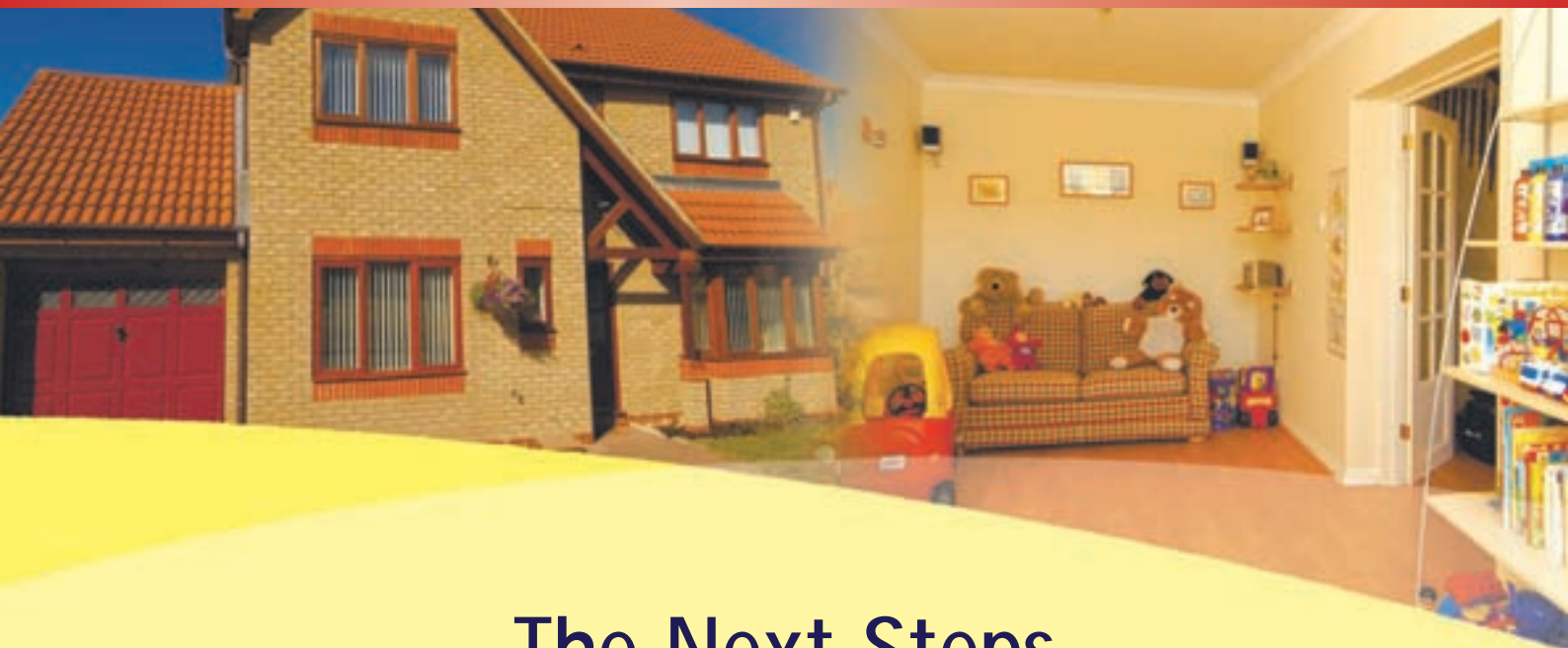
- Help to arrange finance can be arranged, please ask for details.





The Advantages of becoming a Garage Conversion Company Regional Franchisee

- You are in business with the UK's No.1 franchised Garage Conversion Company
- You have a business opportunity which is second to none in the industry and market place
- Though you are in business on your own you are not alone with our support
- You are one of many franchisees making an excellent livelihood from operating a GCC franchise
- You are building a business which you own – and with equity which is likely to increase in value as the business grows
- You have comprehensive initial training at head office and field support
- You will have customers from day one so you don't have to start from scratch
- You know that you are providing the best service underpinned by the best support, in association with a company that has won endorsements and accreditations
- Your efforts and our support can make things really happen



The Next Steps

Think it over carefully

- We both want any future relationship to be fruitful and happy, so the first thing we would ask you to do is think about what you have heard and seen very carefully. Discuss matters with your spouse/partner. Perhaps discuss matters with your accountant or solicitor but remember, he may charge you for this service. Since you don't have to make a commitment at the moment, financial or otherwise, you may wish to leave professional advice until further down the line. However, you could speak to your bank and sound out their views and advice.

Make sure you understand both the scheme and your responsibilities

- Having thought it over and you decide you wish to peruse your interest further, we will need to meet again to discuss any points you may have thought about since we first met you. It is important that you understand both our responsibility to you and yours to us.

Review the situation

- The hallmarks of a good business opportunity are:
 - It should be tried and tested
 - The company is capable of providing you ongoing back up and support
 - The company is financially sound
 - The company has established a position in the market and has an excellent reputation
- Does our business meet these criteria? The answer is YES without question. What is important to us is that you are totally convinced. It only remains then to work out you your personal financial details.

Your first commitment

- If you would like to proceed further we would ask that you pay a deposit of **£2,500.00**. This deposit will be deducted from you joining/franchise fee. If you subsequently decide not to go ahead we will refund 50% of your deposit.
- We will, together with you help to prepare the financial forecasts required taking into account the capital you have available to put into the business, the working capital needed to run the business and living expenses, and from this calculate your borrowing requirements if necessary.

Proprietary Non-Disclosure and Reliance Statement

- This document is the property of The Garage Conversion Company and constitutes a confidential disclosure. It is delivered subject to the express condition that the contents will not be reproduced or modified in whole or part without written permission of a Director of the Company.
- It is also understood that the contents will not be revealed or imparted to any unauthorised person(s) or businesses).
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- Prospective investors are requested to make their own independent enquiries to establish the veracity of the information contained herein. The Garage Conversion Company or any person representing it will not be held liable for any loss sustained by any prospective investors from relying upon the contents of this document.