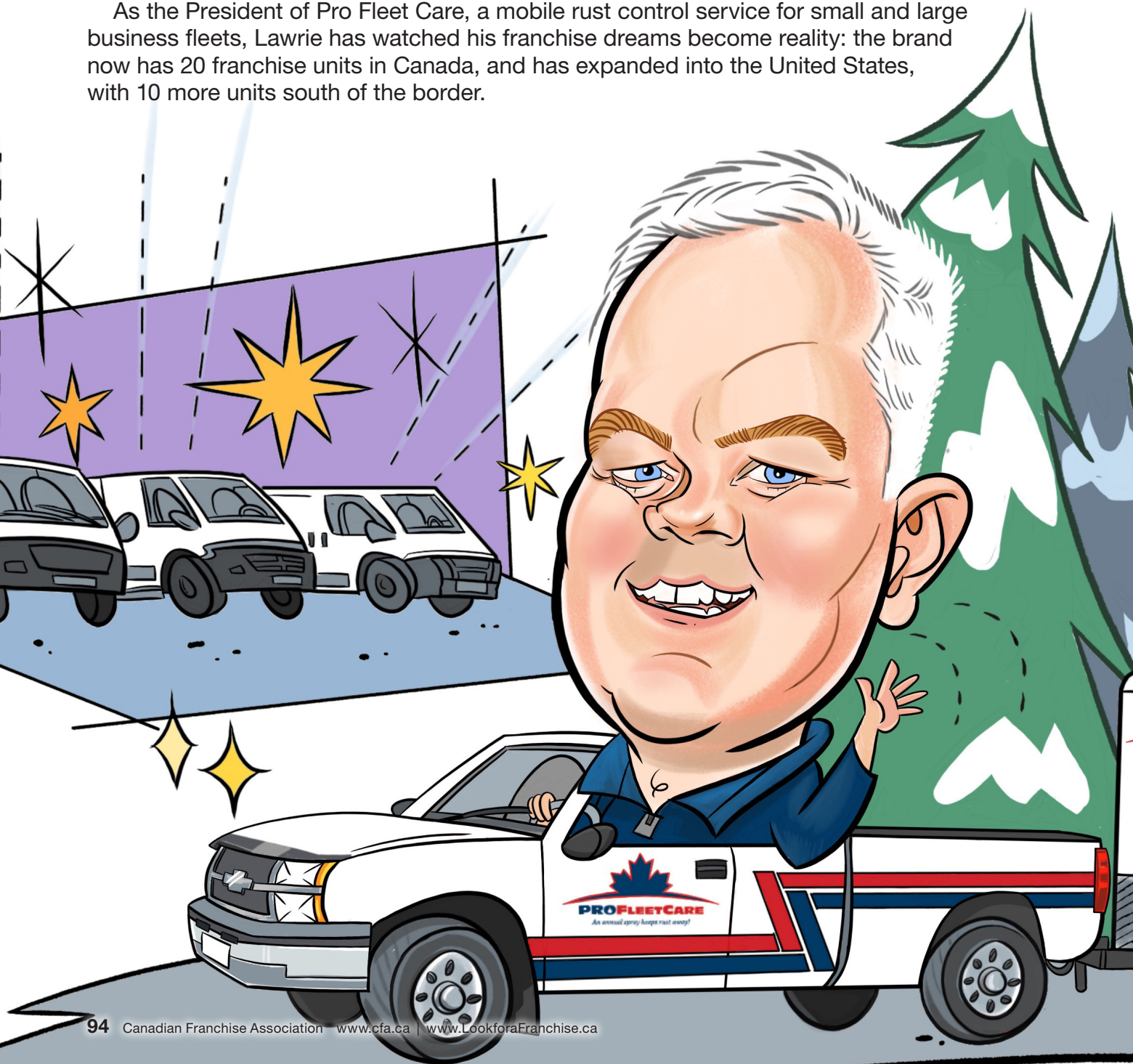


ON THE MOVE

*Greg Lawrie is driving Pro Fleet Care's
Canadian and U.S. expansion*

When Greg Lawrie witnessed business greats extolling the benefits of franchising, he got hooked on the franchise business model. He decided to channel this passion, and focused on establishing an efficient and successful concept with his father.

As the President of Pro Fleet Care, a mobile rust control service for small and large business fleets, Lawrie has watched his franchise dreams become reality: the brand now has 20 franchise units in Canada, and has expanded into the United States, with 10 more units south of the border.



But as a driven business man, Lawrie isn't done yet, with plans to continue to grow the brand well beyond its current 30 units. He recently shared with *FranchiseCanada* his inspiration, his goals, and the importance of bringing passion and compassion into the lives of everyone you touch, from family members to business associates.

The most interesting thing I've done recently is...

Build our custom home.

In its best form, work is... Exciting.

A good franchisee... Is willing to listen.

A good franchisor... Is willing to share their knowledge.

My top advice for prospective franchisees is...

Trust the system: if it's successful, it doesn't need to be changed.

My top advice for new franchisors is... Take things slowly; Rome was not built in a day. Don't be greedy – your franchisees are your business partners, not your employees.

The most important things in life is... A relationship with Jesus, followed by family, friends, and then business.

One of the most enjoyable things to do is... Travel.

The hardest thing for me to do is... Sit back and wait for things to happen.

My favourite drink is... Cherry Pepsi.

If I could change one thing... I would want to change people's lack of belief in themselves. Every day, I try to inspire the people around me to be the best they can be.

If I could meet anyone... I would meet Dave Thomas, Founder of Wendy's.

The person who has had the most positive influence on me as a business person is...

My father, and my wife.

Canadian franchising is... Exciting, because Canadians have so much to offer. It's exciting to not only help Canadians take back their freedom through business ownership, but to also be able to export an industry from Canada to the U.S. is a true thrill. Even though the U.S. is right next door, we have had the opportunity to share with them a way to save money while protecting their fleets, something they haven't practiced until now.

My franchise system began because... I had the opportunity to see Dave Thomas, Founder of Wendy's, as well as a few other franchise giants, at a business meeting. Listening to their passion for business and their desire to create win-win relationships through the franchise business model inspired me to create the Pro Fleet Care brand.

I began working with my father at the age of 13 in our local rust control shop in Hamilton, Ontario. My father always struggled to find customer-focused employees, and I knew I had found a better distribution model when I heard Dave Thomas speak.

The most positive influence on my life as a person is... My wife.

The key to success is... Following your dreams, and making them become reality.

I'd like my friends to describe me as... An encourager.

The accomplishment I look forward to the most is... Signing our 100th franchisee.

My personal motto is...

A good deal works for everyone involved.

One necessary item on my life's "to do" list is...

To buy an RV and travel Canada and the United States with my family. 🍁

