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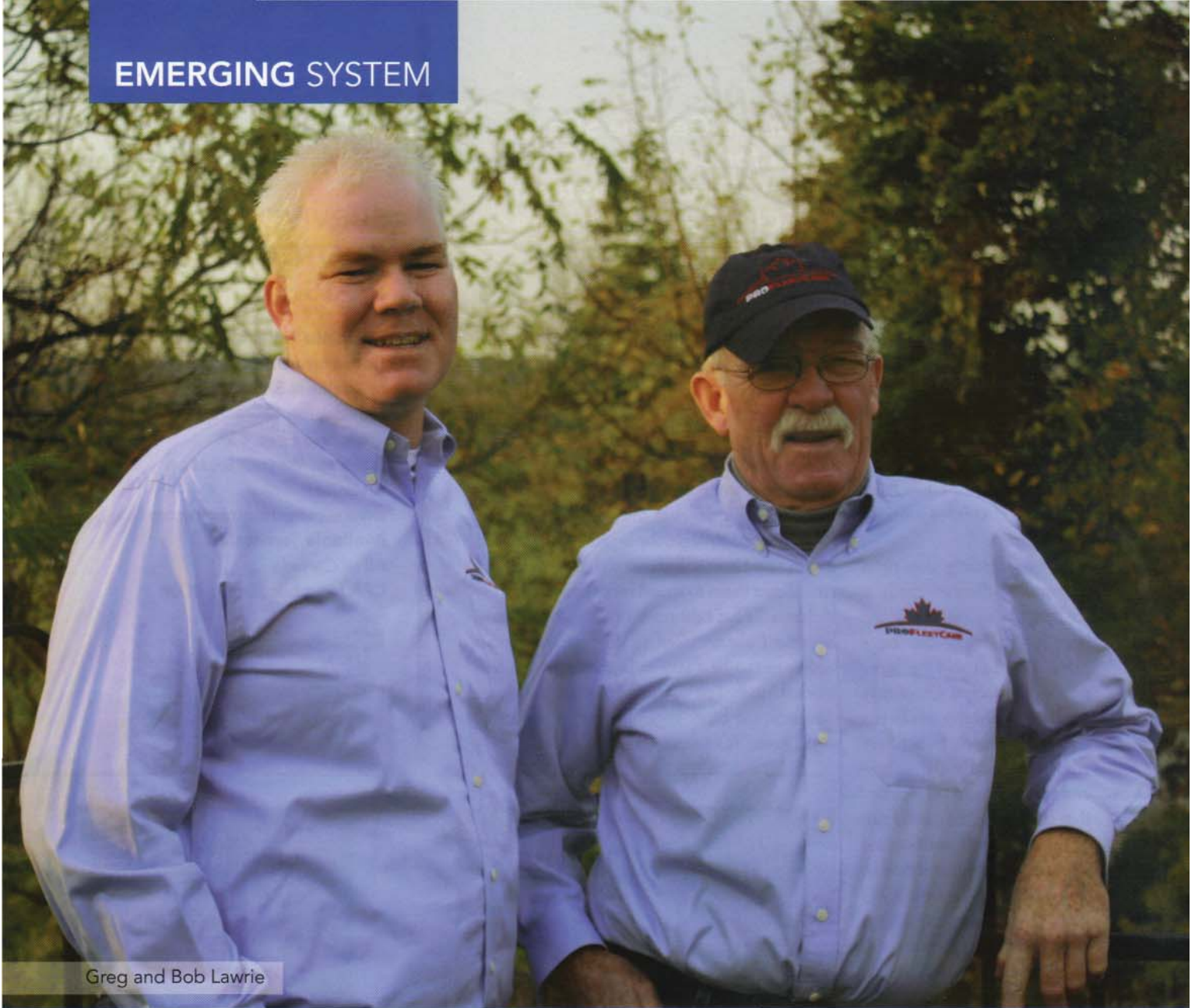
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Display in business

EMERGING SYSTEM



Greg and Bob Lawrie

“Family is really important to my father and me. We work hard to build strong and lasting relationships with our franchisees. It’s not uncommon for our franchisees to call us at home after hours, and why not? After all, they are family.”

– Greg Lawrie, President, Pro Fleet Care

Growing Carefully



Managed growth and doing things right has been key for Pro Fleet Care's success

By Gina Makkar

Starting a successful business can be a bit like running a marathon. Like runners, successful business leaders start off slow and build a foundation with passion, purpose, and a road map to accomplish their goals. With a clear vision, they weave around challenges and stay the course by using resources and initiatives to take the business toward their destination. Check out how Pro Fleet Care pulled ahead of the pack to become a leader in the industry.

With a pioneering spirit, Bob Lawrie opened his first rust control shop in 1984. At the time, while the rest of the market continued to use traditional tar and wax products, Bob implemented a new and innovative method of protecting vehicles from rust by using a light chemical spray. In the next ten years, the market began to shift and use the same type of product.

As the business grew, Bob developed the first ever mobile service unit to meet the changing needs of his customers.



Pro Fleet Care's first Franchisee Justin Weaver with his father and two brothers.

system offers unique advantages to prospective franchisees because they are investing on the ground floor. As the business grows, so does the return on investment. Greg also says they value their franchise partners and understand that their interaction with the customer speaks volumes. "We value their input on the day-to-day decisions; after all, they are the face of our company."

Unlike larger franchises that have several layers of management, the Lawries are able to work closely with their franchisees. "Family is really important to my father and me.

We work hard to build strong and lasting relationships with our franchisees. It's not uncommon for our franchisees to call us at home after hours, and why not? After all, they are family."

Pro Fleet Care looks for individuals with the ability to build strong relationships. Since the business model relies on face-to-face contact with the customer rather than print and radio advertising, the prospective franchisees must be willing to go out and introduce the service. In a mobile service industry that caters to the needs of the customer, flexibility is also vital.



Pro Fleet Care Franchisee, Aaron Hume with Company Founder Bob Lawrie

MEET THE OWNERS



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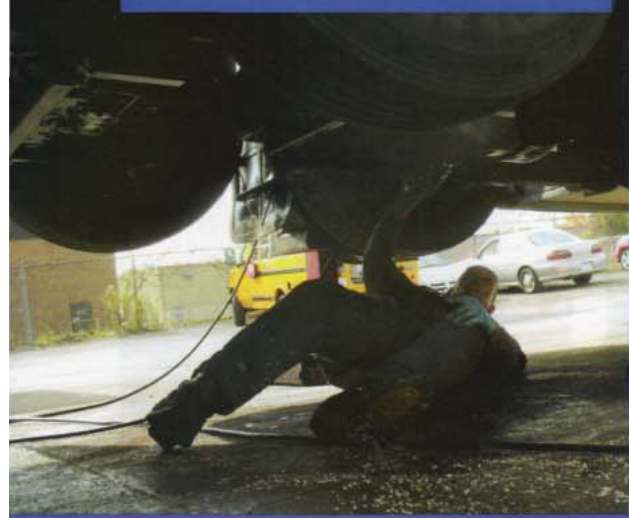
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EMERGING SYSTEM



The ability to attract strong business partners with their franchise offering has launched them onto the path of success

Greg says the potential franchisee must also be a team player. For Pro Fleet Care, fall fairs are a great way to generate new customers, and when there's a fair on the schedule for one territory, it's not uncommon to have franchisees from other regions come out and help. "We pride ourselves on being the Pro Fleet Care Family. We all work together."

The Pro Fleet Care training process includes local area marketing and face-to-face

sales. In addition, new franchisees are also given hands-on instruction on how to spray the vehicles. Once the territory is open, Bob takes the franchisee through additional training in customer development.

After opening, they keep communication open by holding regular meetings and status calls. They've also organized a first annual conference in Niagara Falls. "I've got some really talented franchisees so they not only learn from us, they learn from each other."

Plans for expansion throughout Canada and the United States are on the horizon, but for now, Greg says they're committed to opening 10 new units in Ontario this year. "This allows us as a company to continue the level of support our franchisees have come to expect and at the same time provide managed growth. This further ensures that we can continue to provide the level of service our customers require."

Greg explains, "We plan to be number one in the mobile rust control industry and we understand that excited and happy franchisees who enjoy going

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**Pro Fleet Care Franchise Consultant
Kim Divell has watched Pro Fleet Care
grow and says they've done it properly by
taking their time and doing things right**

to work every day result in satisfied customers. We would like to differentiate ourselves by the way we care for our franchisees and their customers."

The Lawries say part of their success is in understanding that their customers are savvy and intelligent and in knowing that they have options other than Pro Fleet Care. They're confident that as long as they continue to deliver their services on time and as promised, customers will continue to trust them in return.

The ability to attract strong business partners with their franchise

offering has launched them onto the path of success. "We are a business without a store front which means no expensive rent, property taxes, hydro, heat or employees who sit around and wait on a customer who does not come. All you need is your phone and our mobile unit and you are in business." Greg says that, in 10 years time, he'd like to be in every province across Canada and into the rust belt of the U.S. "We have a big vision, but one thing I know for sure is that this will be the smallest we will ever be." 🍁

PRO FLEET CARE STATS

Franchise Units in Canada: 7

Corporate Units in Canada: 1

In Business Since: 1984

Franchising Since: 2007

Franchise Fee: \$15K

Investment Required: \$33 – \$70K varies if purchase outright truck

Training: 2 wks training / technical / operational / ongoing

Available Territories: All of Canada, US

CFA Member Since: 2007



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