

FRANCHISE NEWS

FRANCHISE NEWS CANADA 

Pro Fleet Care announces the launch of its mobile fleet rust control franchise

"Pro Fleet Care Canada is delighted to announce the launching of its mobile franchise program," said President, Greg Lawrie. "We see franchising as the way of the future."

"Pro Fleet Care is committed to providing exceptional service, on site, on time and as promised. It has been in business under the brand name Rust Oil Canada Inc. for many years, is highly regarded within the industry, and generates a great deal of referral and repeat business," said Kim Divell, President of Premier Franchise Consultants, assisting Pro Fleet Care with their franchise development.

Greg added, "Our products and on site service are superior to our competitors which enables us to offer flexible service and huge savings to our customers. This means our franchise owners will benefit from our systems, quality, and training to deliver great results for their customers and growth for their own business."

"We offer strong training, based on our many years of practical experience, genuine on-going back-up,

comprehensive training, and our secret rust protection product that is produced in our own facility," Greg said. "We're living in an age where customers and business owners expect service-oriented business solutions." He adds, "We provide the ability to save money, protect and extend the life of expensive equipment. Our motto "*/An annual spray keeps rust away/*" says it all."

Franchise investors also benefit from one of the lowest start up costs in the industry and being mobile eliminates the need for the high costs associated with leasing a physical location.

A Pro Fleet Care franchise can be established from around \$25,000 to \$60,000 exclusive of GST. This covers the franchise fee, exclusive territory, training fee, equipment, and opening stock. The package includes the outfitting of the vehicle and initial marketing materials from business cards to postcards. Purchase or lease of a suitable vehicle will also be required. 