



WE REPLACE JUST THE GLASS NOT THE FRAMES



“The Glazing Repair Specialists”

GLASS EXCHANGE FRANCHISE PROSPECTUS



“We are now looking to expand nationally and are looking for high quality franchisees who want the opportunity to earn between £35k and £100k+ running their own recession proof Glass Exchange glazing repair franchise”

David Ellmore, Managing Director

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‘The Glazing Repair Specialists’

Dear Prospective Franchisee,

Welcome to the official franchise prospectus for Glass Exchange which outlines the benefits of being Glass Exchange franchisee and running your own Glazing Repair business.

We have put together a superb business package which will enable you to become a successful Glass Exchange business owner in your own exclusive territory. This will allow you to build a strong business and earn a high income at the same time. No previous experience of the industry is required.

We took on our first franchisee only two months ago and he is now earning in excess of £5k per month. We are now ready to expand our franchise nationally and are looking to recruit hard working individuals who want the opportunity to earn a high income working for themselves.

Glass Exchange Background

Glass Exchange was founded in 2005 in Christchurch after we had identified a huge ‘gap’ for glazing repairs in the double glazing industry.

Using our knowledge of the glazing industry we saw the double glazing industry swamped with companies supplying new windows ,doors and c



conservatories but not interested when products go wrong or the company that supplied them no longer exists.

The market place is massive too with every building in the UK having doors and windows. There is an unlimited opportunity to service and repair these products from double glazing units to locks, handles, hinges, letter boxes, cat flaps, replacement window keys, and window rubbers etc.

We have spent a lot of time perfecting the sales and marketing for the business and got to the point where we could no longer cope with all the glass repair work we were creating.....

Next Steps

I am very proud of the Glass Exchange brand and reputation and will only accept on board individuals who will be able to maintain the high level of quality and service that we have set. This is not a 'get rich quick' scheme but for the right individuals will provide them with an opportunity to earn a substantial income and build a business which they can later sell.

If you believe you have the necessary attributes to be a Glass Exchange Franchisee then the next steps are to fill in the form at the back of the prospectus **OR** online at www.GlassExchangeFranchise.co.uk **OR** ring us direct at 0161 406 1878.

Yours sincerely,

David Ellmore

Managing Director



Glass Exchange **Franchise Prospectus**

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The Glass Exchange History And Market Place

Glass Exchange History

Glass Exchange was founded in 2005 . after we had identified a huge gap for glazing repairs in the double glazing industry.

With a knowledge of the glazing industry and a commercial management background we saw the double glazing industry being swamped with new double glazing companies supplying new windows ,doors and conservatories but what happens to the customers of those products when things go wrong and the company that supplied them no longer exists or is not interested in repairing the product that they supplied with a 10 year warranty.

Although householders spend thousands of pounds double glazing their properties it doesn't last for ever in fact it is a 100% certainty that their double glazing units will break down starting usually from five years onwards.

With this in mind and taking into account that every house , hotel and Business premises has windows and doors we saw an unlimited opportunity to service and repair these products from Double Glazing Units to Locks , Handles, Hinges, Letter Boxes, Cat flaps, Replacement window Keys, window rubbers etc.

The response has been fantastic from both residential and commercial customers and the work keeps pouring in.

As a result of our ability to generate so much business we are now in a position to expand nationally through franchising. We will treat you as a partner and support you in every way possible to ensure that your business is not only professionally run but grows year on year into an asset for you and your family.

Glass Exchange Market Place

Our customers include residential customer and landlords, window manufacturers, property developers, letting agents, property management companies, shops , commercial premises and insurance companies.

The market place is huge because anyone who has a door or window is potentially a customer.

Our marketing is first class, continually tested and proven to work. It generates dozens of enquiries each week and will work in any location throughout the country. We limit our marketing to avoid being over run and so maintain a very high level of customer service and satisfaction and quality of



work. Always remember if you fit one piece of glass for a customer that customer will return again and again as and when (not if) they have further problems. We also get a high percentage of referrals from our customers too.

Glass Exchange Glazing Products and Services

All Glass Exchange franchisees will be able to provide the following products and services:

- (a) Double Glazing Repairs
- (b) Single Glazing Repairs
- (c) Door repairs
- (d) Seal damage
- (e) Water damage
- (f) Handles
- (g) Levers
- (h) Locks
- (i) Hinges
- (j) Letter boxes
- (k) Cat flaps
- (l) Window rubbers
- (m) Replacement window keys
- (n) Other miscellaneous window and door spare parts which are supplied through our supply chain who can get hold of just about anything.

In a spin off from our normal work we also get so many enquiries for windows and doors from satisfied customers that we have partnered with a supplier / installer to carry out this work. We receive a sizeable commission for referring this work and will be able to set up a similar arrangement in your area.



The Key Benefits Of A Glass Exchange Franchise?

The key benefits of a Glass Exchange Franchise are as follows:

(1) High Earning Potential

A Glass Exchange Franchise will give you the opportunity to earn between £35k and £100k+ per annum* following our proven business formula. No previous experience is required as we provide you with all the training and support you require although a logical way of thinking and basic DIY skills are a distinct advantage. A full business plan and earnings breakdown is given to you after our first meeting.

Our first franchisee is already earning £5k per month after just two months.

* No guarantee of actual earnings can be given

(2) Exclusive Trading Territory

A Glass Exchange Franchise enables you to trade in your own large exclusive trading territory. We believe in giving you an area big enough for you to build and grow a successful business.

(3) Proven Marketing, High Demand and Strong Brand Image

Each Glass Exchange Franchise has a package of proven sales and marketing campaigns to use within their territory. Each campaign has been tested and developed over the last 3 years. This is very important to help maximise your earning potential. **In addition no pressure selling is involved and a very high % of people order from us due to the way in which we quote.**

You will also benefit from our strong distinctive brand image which is seen on our vans, stationary, uniform (polo shirts and sweatshirts) and advertising. You will also benefit from the fact that your customers will see that Glass Exchange has a proven trading background.

(4) Low overheads – No Premises Required

Each franchise is designed to operate from a home base so premises are not required. Apart from a van, marketing and the usual home office telephone and computer equipment your overheads are kept very low.

It is up to you to determine at which point (if any) you wish to take on



employees to help maximise your income potential.

NB. Acceptable vans will include Vauxhall Vivaro, Nissan Primastar, Renault Traffic SWB or other vans with similar specifications.

(5) Training

We have spent a significant amount of time developing our Training and Ongoing Support Processes and Systems which are designed to get you up and running quickly and effectively even if you have no previous experience within the industry.

The training takes place over a period of two weeks and combines mainly practical 'on the job' training with some class room based activities. This includes glass handling, glass identification, how to identify parts, training on tools (a thousands pounds worth included). A visit to a double glazing manufacturer to see how the units are made will take place too.

This training covers all the key aspects of running a Glass Exchange Franchise including product awareness, running your business, sales and marketing, glass repairs and replacement, backend products and services, administration and customer service.

Once you have undergone your training you will be fully capable of running your own Glass Exchange Franchise although ongoing training is available whenever you require it.

(6) Head Office Support

As a Glass Exchange Franchisee you get as much ongoing training and support as you require because we can only be successful if you are successful.

E-mail and telephone support is available whenever you want it and we have set up a technical section on our website which includes video help on all key aspects of the franchise. Further training is only ever a telephone booking away.

We want you to know that you will get as much help from us as you require to make your business successful,

(7) Finance Packages

We have put together a business and finance plan which can be used to raise finance to help purchase a franchise subject to your credit status. A credit card can also be used to fund the purchase of a franchise if required.



(8) Additional Glazing Products and Services To Sell

One of the benefits of this franchise is that you will be able to refer business on to other tradesmen in return for a commission or an agreement that they will refer work onto you.



The Glass Exchange Franchise Package

The Glass Exchange Franchise Package includes the following:

- The Glass Exchange business opportunity and the right to trade under the Glass Exchange name in an exclusive territory.
- Proven sale and marketing systems to generate customer leads.
- Two weeks training which is mainly on the job with some class room based activities. This covers everything you need to know to be able to run your own Glass Exchange business.
- Permanent ongoing head office support in all aspects of running your Glass Exchange business.
- Glass Exchange Operations Manual which covers all aspects of running your Glass Exchange Franchise
- Full initial equipment and tools package worth £1.5k to include everything you need to begin trading as a Glass Exchange Franchisee
- Sign writing for your van
- Glass Exchange Polo shirt and Sweatshirt
- Initial stock of stationary (business cards, letterheads and sales leaflets)
- Central Glass Exchange website

Glass Exchange Franchise Costs

The cost of the Glass Exchange Franchise is £11,995 (+VAT) with an ongoing royalty fee of 10% of turnover payable monthly.



Next steps and Further Enquiry Form

We are very proud of the Glass Exchange brand and reputation and will only accept on board individuals who will be able to maintain the high level of quality and service that we have set. This is not a 'get rich quick' scheme but for the right individuals will provide them with an opportunity to earn a substantial income and build a business which they can later sell.

If you believe you have the necessary attributes to be a Glass Exchange Franchisee then the next steps are to fill in the form on the next page **OR** online at www.GlassExchangeFranchise.co.uk **OR** ring us direct at 0161 406 1878.

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you here about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise and working capital? : YES NO

Would you need additional finance to invest in the franchise? YES NO

How many hours a week are you willing to work in the business? :