

The franchise where
second-hand never
feels second best.



Contents

- 01// **Vision and Mission**
- 03// **Introduction**
- 05// **Top 10 Reasons to Own an InspectaCar Franchise**
- 07// **InspectaCar Quality Checklist**
- 09// **Costs**
- 10// **The Application Process**

Our Vision

To become a trusted partner for both customers and dealers in the used car market.

Our Mission

Integrating used car sales and asset finance to create a one-stop shop for customers and provide peace of mind during the car buying experience.

Introduction

Join the franchise that's enhancing the image of used car salesmen.

Our mission is complete customer satisfaction so our dealers scrutinise every vehicle to make sure it's safe, reliable and good to go. This means our customers know they're buying a vehicle they can trust.

The InspectaCar brand is certified by WesBank, a market leader in asset finance with over 40 years of experience in the business. This gives our franchisees instant recognition in the used car market.



OUR VALUES

COLLABORATION.

We're working together to make this work, cooperating on every level to ensure the best possible experience for our customers. We're a team and we're on the same side - when one of us scores, we all score.

Top 10 Reasons to Own an InspectaCar Franchise

01

Access to quality stock through manufacturers and car rental agencies, as well as a special **'no deposit'** benefit at WesBank Midrand Auction House.

02

Access to group buying benefits on aspects such as the dealer management system, uniforms, marketing collateral and online advertising.

03

The association with WesBank gives InspectaCar franchises a **reputation of integrity** that is difficult for a non-branded used car dealership to achieve.

04

It's a one-stop shop - you can also **offer finance** through InspectaCar Financial Services* and **value added products** such as insurance, warranties, scratch and dent cover and our unique service plan, with attractive commission for dealers.

05

Independent Dealer Association (IDA) membership and Blue Chip Affiliation.

06

Access to training provided by **Sewells, Lightstone and Vuca Online Training** as well as **WesBank** training for Finance and Insurance Managers.

07

Support from WesBank during start-up and on an ongoing basis, together with **InspectaCar head office support from:**

- **InspectaCar CEO** (with over 10 years of franchising experience with a multi-national corporation)
- **InspectaCar Financial Services JV Head** (with 15 years of expertise in financial services)
- **InspectaCar Franchise Operations Manager** (with 7 years of motor industry experience)

08

National and local marketing assistance including social media promotions and the InspectaCar website with online loading of vehicle stock and **customer leads** sent to applicable dealerships.

09

If you already own or lease a car dealership, we assist with **site assessment, trade area viability and project management** of converting it to an InspectaCar franchise.

10

InspectaCar is a Franchisor Member of the **Franchise Association of South Africa (FASA)** as of June 2017.

OUR VALUES

RESPECT.

It's how we treat each other and our customers. Every interaction, every conversation... it's about displaying courtesy, politeness and esteem at every touchpoint.

*InspectaCar Financial Services, a product of WesBank - a division of FirstRand Bank Ltd. Registered Bank. An Authorised Financial Services and Registered Credit Provider. NCRCP20.

InspectaCar Quality Checklist

In addition to the usual requirements for being a successful franchise owner, the InspectaCar qualifying criteria include:

- An understanding of the importance of outstanding service and building your business around serving customers evolving needs
- Communication and leadership skills together with willingness to spend time and energy cultivating customer attraction and retention
- Experience in either the motor industry or in business and customer relations management
- Personal attributes including maturity, energy, drive, commitment, perseverance and sound business judgement

If you already have a dealership and you want to join the InspectaCar brand, the selection criteria include:

- Number of years in the motor industry or similar / related industry
- Credit and financial viability
- Reputation and demonstrated business success in the motor industry



OUR VALUES

INTEGRITY.

Do what is right, not what is easy. We use 'trusted' in our tagline and we mean it. Our integrity matters as much to us as our bottom line. Our quality is guaranteed and our customers' trust is our life blood.

Costs

InspectaCar franchisees can get access to capital and related financing via FirstRand Group.

The Application Process

Establishment costs

Initial joining fee	R200,000 (excl. VAT) per dealership
Dealership conversion costs	Range from R800,000 to R1,050,000 depending on the size of the dealership
Dealership launch	Up to R50,000
Dealer Management System	From R7,500
Software licences, telephone system/PABX etc.	Depending on service provider and dealership requirement
Promotional material (banners etc)	Range from R17,000 to R45,000
Stationery (including business cards)	As per dealership requirements
Vehicle stock	Recommendation: At least R3,000,000
Training costs	Estimated at R30,000 (excl. any travel and accommodation costs)

Ongoing costs

Franchise fee	R1,000 (excl. VAT) per vehicle sold
Marketing contribution	R300 (excl. VAT) per vehicle sold
Uniforms and marketing collateral	R9,000 per month
Dealer Management System	Up to R3,404 per month

