

FRANCHISE ALERT #9: AUTOMOTIVE FRANCHISES

OWNER'S ROLE: Can be owner/operator or executive management or manage managers (multiple units) depending on the business model of the franchise involved.

SKILLS REQUIRED: NO AUTOMOTIVE EXPERIENCE REQUIRED!

Franchises provide initial and ongoing training specific to the business.

Business owner mindset; positive, can-do attitude; leadership skills; business management; people skills; supervisory skills for blue-collar workers; ability to execute a business and a marketing plan; previous profit and loss responsibility is ideal.

NOTE: Automotive business owners DO NOT WORK ON THE VEHICLES. They hire technicians with the appropriate training and expertise.

Exception: Owner/Operator home-based service franchises with only one territory

UNIQUE CHARACTERISTICS:

Automotive vehicles, like all things mechanical, need regular maintenance. They will also get damaged and deteriorate with age and usage, requiring repair.

The automotive aftermarket is MASSIVE. This is a secondary market of the automotive industry that provides parts, equipment, accessories, and services for vehicles after the original sale. The U.S. aftermarket industry is projected to reach **\$372 billion by 2024**.

Over 284 million vehicles on are U.S. roads. This includes passenger cars, motorcycles, trucks, buses, and other vehicles. In 2021, 282 million vehicles were registered in the United States. About 14 million new vehicles are expected to be registered in the U.S. in 2022, while the same number of vehicles will be scrapped and taken off the road.

What about electric vehicles? They comprise just 1% of the automotive market share.

MINIMUM FINANCIAL QUALIFICATIONS:

Home-based service: \$25K+ liquid capital \$100K+ Net Worth

Retail automotive service: \$150K+ liquid capital \$450K+ Net Worth

Types of Automotive Franchises:

- Auto parts store
- Quick oil change
- Detailing services
- Mobile repair of dinks and scratches
- Windshield repair and replacement
- Tires shopCar and truck rental businesses





- Full-service garages
- Specialty garages
 - Exhaust and mufflers
 - Brakes repair and replacement
 - Body repair and painting
 - Transmissions
- Towing services
- Car washes
 - Retail and mobile
 - With or without water

HOT MARKETS: All across North America

NEXT STEP: 3 options

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing anna@selectfranchises.com, or [clicking here](#).
3. Stay in touch and be informed by engaging on social media to get the latest news on what's hot in franchising and learn what you need to know about franchises.
 - Invite me to connect on [LinkedIn](#)
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 - Subscribe to our [Youtube](#) channel
 - Be informed on [Instagram](#) and [Tweet](#) me your questions

It's my pleasure to provide insightful economic data and information to you about [automotive franchises](#)!



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Learn. Launch. Live Your Dreams.



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