

Profiting from 80 years of Proven Success



It was Snap-on's first two sales representatives, Stanton Palmer and Newton Tarble, who developed Snap-on's direct-to-customer selling approach in the early 1920s. When they called on customers, they presented their products on a green billiard cloth and treated them like fine jewelry. It helped customers understand the exceptional quality and value these new *Snap-on*® tools offered mechanics of the day.

Their methods are still helping individuals with entrepreneurial spirit and drive build successful, profitable franchise businesses with the Snap-on Franchise Opportunity — a franchise opportunity with a difference.

When you're considering a franchise business, there are many from which to choose. It's important to select the opportunity that is right for you because it's a major investment that will determine your future business and personal success.

It was Snap-on's long history of exceptional product and service quality that were the deciding factors for Rob Rosenstand when he made the decision to become a Snap-on Franchise Dealer.

"The challenge in autobody repair and paint had run out," says Rob, who started doing autobody and mechanical work when he was 14. He has also operated his own body shop and worked as an estimator for an insurance company.

"I had to satisfy the entrepreneurial spirit that had been burning inside for a long time. I've used *Snap-on*® tools for a long time, and love them. Snap-on is a proven success, and has a long track record. The tools speak for themselves, and especially the whole concept of exceptional service. All the other franchises we looked at could never come close in comparison to the Snap-on franchise opportunity."

A Snap-on franchise business has some unique features that set it apart from most franchise opportunities available. These include:

- A comprehensive product line
- Low initial licence fee

- Low, fixed monthly fee
- No advertising fee
- Financing assistance
- No initial training fee
- Credit Assistance Programs
- Franchise expansion opportunity
- Transferability



Michele and Rob Rosenstand say a Snap-on franchise is a proven system with a lot of advantages if you have the ambition to succeed in your own franchise business.

One of the key things about a Snap-on franchise is customers — assured ones. All Snap-on Dealers have an assigned List of Calls — designated customers to call on every week in a variety of automotive service businesses ranging from auto dealerships, to agricultural businesses, to independent body shops.

Through hard work, developing customer relationships and following Snap-on Canada's business planning strategies (using business planning material that's provided at no fee), you're virtually guaranteed success with a Snap-on franchise.

Snap-on Dealers have the opportunity to build a profitable franchise — or multiple franchises — selling products that range from basic hand tools to undercar equipment solutions. By working with an assigned Snap-on/Sun Technical Equipment Specialist, Franchise Dealers have the opportunity to enhance their income on a commission basis.

Major expenses include fuel, a van lease

and comprehensive van/medical/commercial insurance available through Snap-on programs. And of course, there's the driving. Rob and Michele Rosenstand, for example, each drive about 120 kilometres per day on their respective routes. But, they say, the advantages of a Snap-on franchise outweigh their expenses.

It doesn't take an automotive background to be a Snap-on Franchise Dealer.

All that's required is integrity, professionalism, drive, cooperative spirit and a minimum net worth of \$30,000.

"Anyone with the ambition to succeed and who is willing to work hard will have the advantage, be they male or female," says Michele Rosenstand.

"I have a lot of customers who look forward to seeing me on a weekly basis because of the good quality product and service we provide."

In fact, Rob and Michele Rosenstand are the example of a new breed of Snap-on Dealer in a traditionally male-dominated industry — they are a husband and wife team who each run a Snap-on franchise. Rob operates in downtown Vancouver, and Michele's franchise covers North and West Vancouver.

The average Snap-on Dealer calls on about 300 customers per week. When Rob's business grew to the point where franchise expansion would mean enhanced customer service and profitability, Michele eagerly took advantage of the opportunity to become a Dealer. It also meant that Rob didn't have to hire an outside employee to run the second franchise.

"It was time for us to expand, and since I had the advantage of helping Rob run the first franchise, I felt comfortable with the business. If he could do it, I could do it," says Michele.

"It's a perfect husband and wife team [business] if you're willing to work hard. Like owning or running any business it's time consuming and there are bumps in the road. But Snap-on has a great support network, and great, proven programs and systems," says Michele.

If you believe you have the ambition to succeed in your own franchise business, make an investment in your future with an industry leader! Call 1 800 268-8477 for more information about the Snap-on Franchise Opportunity.