

Introducing...

...New windscreen repairs franchise opportunity, **Screen Rescue**. Managing director Jaime Hilario explains why the timing of their launch is just right



Jaime Hilario

Tell us a bit about Screen Rescue and what you do.

In the midst of the recession, Screen Rescue has grown into one of the most successful dedicated windscreen repairs companies in Suffolk. Leading with our repairs-only policy, we've focussed on delivering a comprehensive range of quality windscreen repair services with exceptional customer care, all within targeted core commercial sectors. Over the last two years we have proven these established commercial sectors generate volume repeat business with local, regional and national multi-site repair opportunities, which result in a healthy business mix. This balanced mix ensures consistent operational viability and long-term sustainable growth ideal for franchising.

You said you deliver a comprehensive range of quality windscreen repair services. What are they?

We handle all windscreen damages ranging from stone chip repairs and short and long crack repairs to glass graffiti, headlights, scratch removal and glass polishing. Thanks to our unique technology

capabilities we can repair most windscreen damages other companies simply can't touch. When you're faced with the most challenging of damages, there is a real sense of pride in the results that our equipment produces.

Why now and why windscreen repairs only?

Windscreen repairs are at an all-time high with over 22 million repair opportunities every year. Last year, pothole-ravaged roads contributed to a 30 per cent jump in windscreen damages and yet The Highways Agency continues reporting year-on-year low investment for the maintenance of trunk roads – roads that carry 65.5 per cent of HGV traffic and 32.7 per cent of all motor vehicle traffic in the UK.

Significantly, 32.5million vehicles on UK roads in 2012 belonged to the commercial sectors we operate in and, when you consider the replacement cost of their large industrial automotive, colour-tinted and heated windscreens – some in excess of £2000 – it's no surprise that Screen Rescue's highly disciplined repairs-only policy is taken seriously. We're there to rescue every screen possible from

replacement and if we can't repair it, no one can.

What support systems is your franchise offering?

The success and longevity of each franchisee's business is of paramount importance and our support systems reflect this. Each franchisee will be investing in an extensive franchise package encompassing practical sales and marketing support, sophisticated central billing and aged debtor management, real-time financial systems and a fully comprehensive NVQ-led training programme. The whole package has been designed with each franchisee in mind and provides hand-held and ongoing support from the outset.

Where and when are your first territory releases?

It is vital that each franchisee receives the individual support and focus they need, giving them every chance of success from the outset so we have a strategic rollout of limited territories. Phase one releases nine exclusive territories in the South and East of the country from which we will select our first three franchisees. Full details of this release can be found on our website or prospective franchisees are welcome to contact us.

What are you looking for in your ideal franchisee?

Franchisees that follow our proven business model and daily operational systems will have a real sense of purpose and pride as they see their business grow month-on-month. Ideally suited are those who strive to complete every task with dedication and excellence and, while able to follow instruction, have the confidence to make independent decisions based on good judgement. Articulate communication skills and a preference for the outdoor life, a sharp eye and a steady hand are vital. ■

SCREEN RESCUE

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