



# **FIBRENEW<sup>®</sup>**

*Experts in Leather, Plastic & Vinyl Restoration*

## **FRANCHISE INFORMATION REPORT**

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*Plastic &*



# EVERYONE NEEDS US

**RESIDENTIAL  
COMMERCIAL  
FURNITURE  
AUTOMOTIVE**

**AVIATION  
MEDICAL  
RV  
HOSPITALITY**

**AND BEYOND!**

## What is a Fibrenew Franchise?

### Top-Rated Recession-Resistant Franchise

Since Fibrenew started out in 1985, we've proven that our business model is recession-resistant and always in demand. Our processes and services we provide can't be outsourced or replaced by A.I. Over the past nearly 40 years we've helped hundreds of franchise partners create thriving, long-term businesses. Many of our franchise partners have been growing for decades, some even passing down the business to the next generations!

With more than 300 individual locations operating in the US, Canada, and around the world, we're focused on the continued development of Fibrenew franchises. We're always seeking savvy entrepreneurs who want to take their future into their own hands and build a business that will stand the test of time.

"Now is a really exciting time to be a part of Fibrenew," says Jesse Johnstone, President of Fibrenew. "We're in the right place at the right time, as far as where our brand is positioned. We're an essential business that continues to grow, and unlike many other opportunities, we're future-proof. We're excited to grow with people who are ready to take their future into their own hands, and be exceptional ambassadors for our brand as we continue to grow in North America and around the world."

The industry agrees: Fibrenew franchise ranks high on both

Entrepreneur magazine's Franchise 500, and the list of Top Franchise Opportunities for Less than \$100k.

### No One Can Compete With Fibrenew

There's a certain sense of excitement when Fibrenew arrives on the scene: we can't wait to see the looks of amazement on our clients' faces when they see the incredible results we're able to achieve. Using Fibrenew's proprietary methods and products, our clients' items are restored to their original glory in just a short amount of time. "What we do is a little bit of chemistry, and a little bit of magic," says Matt Woodcock, Franchise Consultant.

We expertly revive leather, vinyl, and plastic items quickly and affordably. Whether it's a homeowner's prized leather sofa that's been shredded by the family pets, the over-used vinyl booths at an iconic diner, or scuffed up leather seats in a car, plane, or boat, we can make them look brand new again.

"Simply put, our method of restoring items is unlike anything else on the market, and no other brand comes close to the results that we're able to achieve," Matt says. "This is why Fibrenew has built up an incredible reputation over the last 35+ years, and it's why our franchise partners have such a diverse stream of industries to go after. The market for our services is not only constantly in-demand, but it's also wide open."

### Our Mobile-Based Business Model is Literally Turnkey

Plenty of other businesses claim to have turnkey business models,

but in the case of Fibrenew, the only thing needed to get business going is a set of car keys.

We're mobile-based, which means our franchise partners run everything directly from their vehicles. It's as simple as driving to the customer's location, performing the services needed, and then heading over to the next job.

"The question isn't, how will I get customers? The question is more like, how can I keep up with demand?" says JT Thompson, Fibrenew franchise partner based in Nashville, TN. "From a growth perspective, we're really only limited by how many vehicles we have on the road. There's an enormous need for our services, and my business has continued to grow year after year. I know that my business has a long runway of growth ahead of it, and I'm excited to see how big it can get."

## You Don't Need Experience to Franchise with Fibrenew

While we provide expert results, the truth is that many of our franchise partners had zero experience in restoration before joining Fibrenew. In fact, having no prior experience is preferred!

Our training program is designed to help master every aspect of the business model, including how to:

- **Perform our services with expertise**
- **Ensure customer satisfaction**
- **Effectively implement our marketing strategies**
- **Build your business the Fibrenew way**

"The only thing that we require is being able to match colors and sharing our drive to succeed," Jesse says. "We can teach you the rest. We've been helping entrepreneurs thrive and grow for over three decades, so the training and support that new franchise partners can expect is very robust and comprehensive. We rarely come across something that we haven't seen before, and if that happens, there's a vast network of hundreds of Fibrenew franchise partners who are ready to pitch in and help. When we say our franchisees are not alone in business, we really mean that."

## A Lot of Room for Growth

Our unparalleled results speak for themselves. Since our humble beginnings in 1985, Fibrenew has become a leading brand in the leather, vinyl, and plastic restoration industry.

We currently have hundreds of franchises open in North America and all over the world, but we're not stopping there.

"In 2018, we set out a company-wide goal to reach 300 franchises by 2022, and we met that goal," Jesse says. "We're on track to surpass 500 franchises within the next five years. That's our next goal. We're currently operating in 48 states, and our company-wide goal for 2023 is to be operating in all 50 states. We're looking forward to the headline that reads, 'Fibrenew now open in all 50 states!' I think that will be a cool moment."





# How Big is the Demand?

## Fibrenew Franchise Partners Serve a Wide Variety of Customers and Industries

Owning a Fibrenew business means that potential customers are everywhere because leather, plastic, and vinyl is everywhere around us. We bring our restoration services wherever they're needed. Our customers come from all walks of life, such as the medical field, aviation, the automotive and marine industries, as well as residential and commercial locations.

"We will never run out of work to do," says Mark Chasteen, partner of Fibrenew franchise in Smyrna, TN. "There's so much work that you could focus on just car dealerships if you wanted to, but the demand is everywhere. I've done work for NFL stars on their luxury vehicles, and I've done work for RV dealerships and used car dealerships. I do a lot of commercial and residential work alike. Every year, my business gets stronger and stronger, and as I continue to hit my goals, I continue to set even bigger goals for myself."

## Being the Expert Matters

When it comes to competition, it does vary depending on the territory. That being said, when there are competitors in the area (which means there's plenty of work to be done), at over 300 individual franchise locations we are more than three times the size of our nearest competitor. This means category dominance for Fibrenew in most cities.

What sets us apart are our proprietary methods, products, and color-matching abilities that nobody else can replicate. Our customers know us for our professionalism and excellent customer service, in addition to our results that make items look brand new again.

"We have over 5,000 five-star reviews on Google," says Matt Woodcock, Franchise Consultant. "That means that we're not only trusted and reliable, but that our service works. Our franchise partners provide the 'wow factor' everytime they leave a job. Those 'wows' turn into repeat business and referral business, as every time you need work done, you're going to turn to the company that blew you away - and that's Fibrenew."

## Being Green is Good for Business

Far too often, worn out furniture or other damaged belongings are thrown away and end up in landfills. Fibrenew offers an alternative solution that not only helps reduce waste that harms our environment, but also saves our customers' money by avoiding expensive replacements.

"Being an eco-friendly company makes us a recession-resistant company," says Jesse Johnstone, President of Fibrenew. "When times are a little bit leaner, people want to hang on to pieces and basically keep them in play rather than replace them. And when times are high, and the economy is strong, people want to keep their items looking good. So we really serve both ends, no matter what's going on in the economy."





# TOP OPPORTUNITY FOR LESS THAN \$100K

- ENTREPRENEUR MAGAZINE

## How Much Does it Cost?

### Fibrenew Is One of the Most Affordable Franchise Opportunities in the Booming Home Services Industry

The total investment to open a Fibrenew franchise begins at \$97,825, which is why Fibrenew is consistently listed among Entrepreneur magazine's Top Franchise Opportunities for Less than \$100k. We designed our business model to be both very approachable and scalable, so that franchise partners can make the most out of their investment.

For franchisees who like to keep things simple, there's no requirement to have an office or a full team of employees. Many of our franchise partners are sole owners, or husband and wife teams who work best as dynamic duos with little overhead. Outside of the initial franchise fee, the only other major starting expenses are for the cost of a work vehicle, the minimal amount of equipment, and inventory of our proprietary products that make Fibrenew unique.

#### What about monthly charges?

While most other franchise systems have percentage-based royalties, we offer a flat-rate technical fee instead. There's no financial reporting, no red tape. Fibrenew franchise partners are free to earn as much revenue as they can without any "penalties."

#### Are there financing options?

While we don't offer direct access to financing, we do have established relationships with third-party lenders who can help potential franchise partners secure the necessary funds to launch a Fibrenew franchise. To learn more about financing options, fill out our inquiry form to start a conversation with us.

#### How about a military discount?

Fibrenew is proud to offer a military discount for all qualified honorably discharged veterans in the USA and Canada. For veterans of the Armed Forces who otherwise meet our criteria, we provide a 10% discount on the initial franchise fee of the purchase of a new Fibrenew Service franchise. To qualify for the discount, the veteran must (1) have a DD214, a hard copy of which must be emailed to Fibrenew before the Franchise Agreement is signed, (2) have been honorably discharged from service after serving for a minimum of 2 years, and (3) own at least 50% of the Franchised Business. "Veteran" means a person who received an honorable discharge, as evidenced by the U.S. Department of Defense and Canadian Armed Forces (CAF).

## Want a Deeper Understanding of Our Costs and Fees?

For more information on the costs and fees associated with partnership of Fibrenew franchise, please review item 7 from our most recent franchise disclosure document on the following page.

TYPE OF EXPENDITURE	AMOUNT
Initial Franchise Fee	\$47,000
Start-Up Fee	\$42,000
Liability Insurance	\$800 - \$2,355
Vehicle Insurance	\$800 - \$3,975
Organizational Expenses	\$250 - \$5,000
Training / Travel Expenses	\$0 - \$2,750
Office Equipment	\$495 - \$750
Work Vehicle with Fuel – 6 months	\$2,400 - \$5,560
Vehicle Signs	\$4,000 - \$6,960
Internet and Wireless Access – 6 months	\$600 - \$1,000
Business Licenses / Permits	\$50 - \$550
Internet Marketing – 6 months	\$1,200
Additional Funds – 6 months	\$1,000 - \$2,575
<b>TOTAL</b>	<b>\$100,595 to \$121,825</b>



# How Much Can I Make?

## Highly Scalable Business with Long-Term Profit-Potential

For nearly four decades, Fibrenew has continued to be a compelling business opportunity for entrepreneurs around the world for three simple reasons:

- **Our business is affordable to start and quick to scale**
- **Demand for our services is everywhere and never going away**
- **There's no limit on growing the business**

With each passing year, the corporate grind becomes more of a struggle, and fails to deliver on promises of upward momentum. Entrepreneurs are drawn to Fibrenew because we offer stability, control over how business is run, and the security of knowing there's never a shortage of work to be done.

"The reason why we connect to so many entrepreneurs is because we can help gain control of their lives and their futures," says Jesse Johnstone, President of Fibrenew. "They don't want to work in a corporate job where there's more and more demands put on them, usually for less and less pay. The ability to grow your own business allows you to gain that freedom, flexibility and control is really important. But most of all, this business is as much fun as it is rewarding, and I think our franchise partners would attest to that."

## Our Franchise Partners Love Their Businesses

It's no exaggeration when we say that Fibrenew is one of the best franchise business opportunities out there. This is largely due to how important it is to us that our franchise partners' are not only successful but also satisfied with their business.

Every year, Franchise Business Review independently surveys our franchise partners to ask for their feedback and about their satisfaction with the business. Our franchisees' feedback has earned Fibrenew a Top Franchisee Satisfaction Award year after year.

The most recent survey research data showed satisfaction levels of:

- **85% — Training and Support**
- **88% — Products and Services**
- **85% — Innovation**
- **91% — Team Culture**
- **90% — Level of Trust**
- **91% — Level of Respect**
- **91% — Level of Honesty & Integrity**
- **89% — Being Supportive of Each Other**
- **89% — Overall Enjoyment**
- **92% of Franchisees Recommend the Business to Others**

"We're enormously proud that our franchise partners feel so positively about their businesses," Jesse says. "That means that we're doing more than a few things right. It also means that our franchise partners are growing and thriving, and that the franchise network is very much on the same page."


## Long-Term Growth Potential

Fibrenew is a franchise opportunity without an expiration date. Several of our franchise partners have been with us for decades, some of whom have gone on to build their own Fibre-dynasty, passing their Fibrenew franchise down from generation to generation. Our business model is designed to thrive and expand as much as franchise owners want it to.

"We have numerous franchise partners who have been with us for 5, 10, 15, 20, 25, and even 30 years," Jesse says. "And the thing that's remarkable to us is that the veteran franchise partners still love what they do. We're seeing a lot of veteran franchise partners bring family members into the business, which is even further validation that the business model works. Our franchise partners have a lot of confidence in this business, and there's just so many examples of people who have transformed their lives for the better by franchising with us. Whether it's better work/life balance, more control, or the potential for financial freedom, so many of our partners are living their best lives right now."







# 92% OF FRANCHISEES WOULD RECOMMEND FIBRENEW

- FRANCHISE BUSINESS REVIEW

## Fibrenew Franchise Reviews

### Franchise Partners Share What They Love About The Business

Our Fibrenew family includes some of the most intelligent and passionate entrepreneurs in the franchise industry. We've brought in franchise partners from wildly diverse backgrounds, including previous C-suite executives, military veterans, teachers, painters, miners, truck drivers, pilots, and many other types of professionals looking to take control of their own destinies.

Here's what our franchise partners have to say about Fibrenew:

"After losing my position at a company I had given 31 years to, I needed to look at other options. We now own our own Fibrenew business. I am working with my wife and best friend every day and doing something that I love. I am down 50 pounds and my doctor is taking me off some medications. My stress level is at an all-time low as well."

- Jim Batey, Fibrenew Roanoke

"One of the biggest reasons I decided to join Fibrenew was because of the support system. From the official support team to our fellow Fibrenew franchisees, it is more like a family. You can count on folks to readily help you out when you are in need of an answer or faced with a situation you have not encountered previously! There is a great deal of support here, and I am extremely grateful for that."

- LaChaun Steverson, Fibrenew Grand Rapids

"I'm feeling especially thankful for an opportunity to make a career change. I no longer need to rely on corporate America for my livelihood. Being a Fibrenew franchisee has been great. An opportunity to run my own business, work with my hands, and repair things that might otherwise go into the landfill. I'm loving it!"

- Dave Preszler, Fibrenew Waco

"Before I started my Fibrenew business, I heard 'you will be in business for yourself, but not by yourself.' Having now started my own Fibrenew business, I can say that's true. The support is phenomenal. I always get an answer to any question I have, and I always feel I have a team behind me in my business."

- Stephen Bland, Fibrenew SE Louisville

# Where Are We Growing?

## Rapidly Expanding in North America and Around the World

Fibrenew started out from humble beginnings in a small, one-stoplight town back in 1985. Since then, we've developed a proven business model that's expanded to more than 300 individual locations in North America and around the world.

We're more committed than ever to franchise development, and the timing couldn't be more perfect. While corporate opportunities are few and far between and the economy continues to recover, Fibrenew franchises continue to thrive by offering services that every home and business owner needs.

"Now is a fantastic time to own a Fibrenew franchise," says Matt Woodcock, Franchise Consultant. "We're looking for people who want control. That's where it all starts. People want to control their life, control their income and control their smile. We've proven that our business model can grow and grow in spite of any economic climate, and we know that this business will continue to be viable for decades to come. We're in full growth mode now, and we're excited to expand across the United States, Canada and abroad."

# How Do We Support You?

## Investing In A Fibrenew Franchise Means You're Joining A Brand That Has Your Back

We've been honing and improving Fibrenew's franchise system since 1987. It's essential that our franchise partners succeed, so we've devoted our time, money, and energy to the development of a successful business model that's designed for scalability.

Our aim from the very beginning is to make sure that our franchise partners have everything they need to achieve their individual business goals with Fibrenew. No matter how long a franchise partner has been with us, we take the time to listen to feedback, and work collaboratively to solve any issues that might come up.

We don't just wait for input though—we proactively invest in training, technology, and product development so that our franchise partners can offer the very best in leather, vinyl, and plastic restoration services.

"Franchisee success is paramount," says Jesse Johnstone, President of Fibrenew. "Everything that we do from the corporate level is





to help our franchise partners run more profitable and efficient businesses. Our training and support platform is one of the best in the franchise industry, and our franchise partners agree. This is why our franchisee validation is so much higher than the rest of the industry, and it's why our franchise partners continue to thrive and grow year and year, and often, decade after decade."

## Here's What Our Training and Ongoing Support Looks Like

### Initial Training

Fibrenew's comprehensive initial training program is designed to help master every aspect of the business model, including how to perform our services with expertise, how to sell our services with confidence, and build a business.

### Field Support

Our highly experienced staff is available to help with all aspects of the business. Contact us by phone, live video chat, text, email, or our support app. We'll figure out a solution together!

### Annual Seminars

We offer continued training and learning opportunities on a regular basis. Keep skills sharp and learn new tips, tricks, and procedures through our interactive and fun sessions.

### Weekly Workshops

Every Wednesday morning, we hold a company-wide Zoom workshop where we provide technical training sessions, discuss business strategies, share ideas, and generally talk shop as a group.

### Best-In-Class Products

Our proprietary products are researched and developed in-house. Each one is specific to the variety of leather, plastic, and vinyl materials that we restore every day. Simply put: they're the best in the business.

### Comprehensive Marketing Support

We work to connect with customers on social media platforms like Facebook, Instagram, LinkedIn, and online with Google Ads. We also have many alliances with warranty companies, retailers, and manufacturers so that we can surface as many leads as possible.

### Industry Partners

Over the years, we've developed relationships with many third party vendors and suppliers, from marketing to technology, and more. Franchise partners have access to a network of like-minded associates who all help contribute to the success of Fibrenew franchises.

### Cutting Edge Technology

From custom-built apps to integration with our partners at Google, Apple, Jobber, and Intuit, our suite of technological tools are second to none in the mobile service franchising industry.





# Fibrenew Franchise FAQs

## Answers to Frequently Asked Questions about the Fibrenew Franchise Opportunity

### What is Fibrenew?

Fibrenew is the leading brand for restoring leather, plastic, and vinyl in North America. Founded in 1985, Fibrenew has grown to more than 300 individual locations across the US, Canada, and around the world. Utilizing proprietary products and processes in addition to industry-leading training and support, Fibrenew is an excellent franchise opportunity for entrepreneurs who are looking for a stable, scalable business.



### How much does it cost?

The total cost to invest in a Fibrenew franchise ranges from \$100,595–\$121,825.

### What is the franchise fee?

\$47,000.

### What are the royalties?

While most other franchise systems have percentage-based royalties, we offer a flat-rate technical fee instead. There's no financial reporting, no red tape. Fibrenew franchise partners are free to earn as much revenue as they can without any "penalties."

### Do you offer financing?

While we don't offer direct access to financing, we do have established relationships with third-party lenders who can help potential franchise partners secure the necessary funds to launch a Fibrenew franchise. To learn more about financing options, fill out our inquiry form to start a conversation with us.

### Do you offer exclusive territories?

Yes. Fibrenew franchise territories are exclusive to each franchise partner, which means we don't compete against ourselves, we collaborate! Territories are a mix of residential and commercial business opportunities.

### How do I get customers?

Because Fibrenew franchise partners are the experts in restoring leather, plastic, and vinyl, our customers are everywhere. Work is done in every type of setting, including: residences, commercial buildings, medical facilities, offices, vehicles, planes, boats, restaurants, furniture retailers, gyms, and many more.

### What type of prior experience do I need?

No previous experience is necessary to succeed at Fibrenew. If you enjoy working with your hands, can color match adequately, and are comfortable with relationship selling, you're already halfway there. Our highly experienced support team can provide the rest through our comprehensive training and ongoing support.

### Do you offer training & support?

Absolutely! We offer comprehensive training and ongoing support. We cover every aspect of the business, including how to:

- Perform our services with expertise
- Ensure customer satisfaction
- Effectively implement our marketing strategies
- Build your business the Fibrenew way

When you franchise with Fibrenew, you're never alone in business.

# Next Steps

## Are You Ready to Take Control of Your Future and Build a Life of Your Own Making?

Thank you for your interest in the Fibrenew franchise opportunity. We're excited to help you work toward your entrepreneurial goals. Getting started is easy:

- Shortly after you've completed our inquiry form, a member of our team will reach out to you for a brief introductory call. This gives us the opportunity to get to know each other, answer any questions you might have, and determine if you'll be a good fit with the rest of our franchise family.
- Because we're very selective about who we bring into our franchise network, we'll make sure that you're not only financially qualified, but that you also share our core values before we move forward.
- We'll also send you a list of franchise partners to speak with. We encourage you to call as many of our franchise partners

as you want, and feel free to ask them everything you need to know about what life is really like with a Fibrenew franchise.

- Once you've talked to our franchise partners, we'll invite you for a Ride Along, so you can see firsthand what a typical day in the life of Fibrenew looks like. During your Ride Along, you'll be able to ask whatever lingering questions you might have, talk to customers, and participate in the restoration process. At the end of the Ride Along, the President of Fibrenew, Jesse Johnstone, will contact you to review your progress, talk about the business and make things official. You're now part of the Fibrenew family!

It all starts here. Taking control of your future begins with filling out our inquiry form to get the conversation started. We can't wait to learn more about you!

