

# You Don't Need Auto Service Experience

## to Open a Christian Brothers Automotive



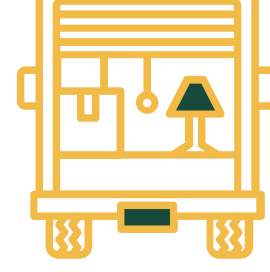
### CBA Franchise Owners

#### DID YOU KNOW:

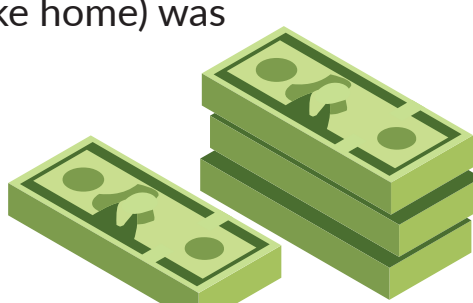
**89%** of our franchisees have had zero auto experience prior to opening their business.



Some **32%** of our franchisees have relocated to open their business.



In 2020, our average **FIRST-YEAR OWNER** benefit (total take home) was **\$118,055**



2019 was **\$123,292** (pre-pandemic)

2021 year-end performance projected to be **record-setting**

In 2020, our **TOP 20%** of the unit's owner benefit was **\$364,891**



2019 was **\$320,438** (pre-pandemic)

2021 year-end performance projected to be **record-breaking** across the board



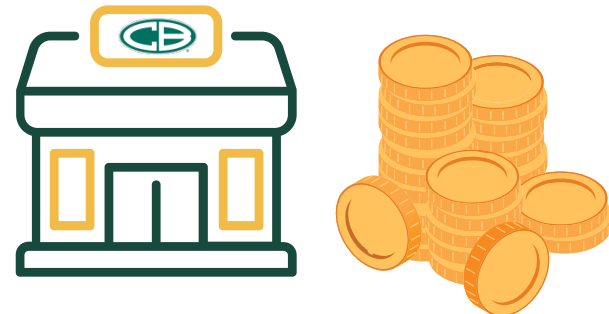
In 2021, we broke a **brand-wide weekly revenue** record nine times.



In 2021, we ended around **\$500m** in brand-wide revenue.

Previous record was in the **\$364m** range.

In 2021, we had **205 individual store revenue** record weeks occur.



We have set a record for multi-unit awards in 2021: **14**

Our franchisees qualify for multiple locations based on performance.

Previous annual record was five MU Awards.



### Our Ideal Franchise Owner

**Individuals who have never worked in the automotive industry:** This perspective has allowed us to see the auto industry from the inside out and provide extraordinary customer service.



**Candidates from varied backgrounds:** Whether or not franchisees have experience with cars isn't our focus; we look to all areas of experience.

**Those with valuable experience:** We have found that team leadership experience, sales experience, self-directed personal development, career progression, and making an impact on the local community outweigh experience in the automotive industry.

#### Minimum Net Worth and Ideal Annual Earnings:

Ideal candidates should have a minimum net worth of **\$250k** and have at least **\$85k** liquidity available or accessible.



CBA values **positive financial stewardship**. As our franchisees grow their top line sales, we support them in growing their bottom-line earnings. The ideal CBA candidate has also demonstrated this in their personal budget as they've progressed through their career.

### Franchise Owner Traits



**SERVANT LEADER** (Humble, willing, able, and assertive enough to make the tough decisions and have tough conversations for the long-term good of the team and individual)



**CULTURE-GUIDED** (Embodies our core values of neighborliness, joy, excellence, and transparency while helping others grow in skill, ability, value, and character)



**INFLUENCER** (A natural gravity and charisma that becomes the nucleus of a team)



**GRIT** (The combination of innate drive plus the ability to overcome the inevitable obstacles on the road to your goals)



**BUSINESS INTELLIGENCE** (Someone who can see the bigger picture and identify the path [systems, processes, personnel])



**COACHABILITY** (Strong desire to improve oneself bundled with the openness to receive counsel)

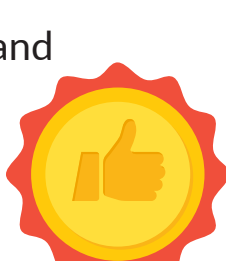


**COMPETITIVE** (An obvious passion to succeed, to achieve lofty goals, and to celebrate wins)

### Industry-Leading Training and Support



Our franchise support team and training programs transform franchisees into auto repair franchise champions. We'll provide materials and technical training, with a focus on customer communication.

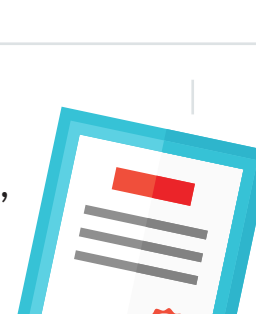


We offer 8 weeks of live, pre-opening training: 6 weeks in operating locations, and 2 weeks at the home office.

Each franchisee gets a dedicated home office: recruiter, operational coach, marketing coach, and accountant (for the entirety of their time as a franchisee).

Each franchisee is also part of a franchisee peer group from the onset of their opening

Christian Brothers also helps with hiring, recruitment, and ongoing support throughout the life of your business.



Our franchisee support is essentially unparalleled in all of franchising: We have 203 active franchisees operating over 245 active locations and have 140 home office support staff (1.45:1).

If you are interested in learning more about our Christian Brothers Automotive franchise opportunity, [contact us today!](#)



**Christian Brothers**

AUTOMOTIVE