



# Your franchise pack



*Charli*  
Training manager

# ABOUT

## your driving school

My Four Wheels is one of the UK's newest, most dynamic driving schools. We combine the very best expertise in driving instructor support and world class digital marketing and student generation to make sure our team of driver trainers is amongst the best in the country.

### Consistently exceeding expectations

Our aims are quite simple; to consistently exceed the expectations of both our learners and franchisees. We achieve this by being proactive, dynamic and making your satisfaction and success our focus.

Honesty and integrity are our watchwords - if we make a promise, like getting you a full diary of students, we keep it! If we have a challenge, like providing you with a replacement car at short notice, we step up to the plate and get it sorted. If you ask for something we can't provide or support, we'll tell you straight away and explain why.

Whilst our approach to running a successful driving school is probably not unique, it is rare - and we are committed to maintaining our success by constantly striving to improve.

We are always looking for great instructors who want to join our winning team. So, if you want to be amongst the best in the business, earn what you deserve and work with a franchise that is genuine, honest and committed - we would love to give you our full support.



# The

# PACKAGE



## Converted students

All students are pre-qualified and converted, all you need to do is book them in



## Review bonuses

Earn cash bonus's if your customers leave five star reviews



## Training fees paid back

Stay with us for 3 years and we'll refund 100% of your training fees



## Business stationery

We supply all of your business cards, appointment cards and much more



## Vehicle marketing

All of our cars are fitted with high impact graphics to make you stand out



## Back office support

You'll receive full back office support, meaning you can focus on earning



## Annual accounts

We'll set you up with direct access to a reliable accountant for your tax return



## Professional development

You'll get access to free or heavily subsidised on-going training and development.



## Replacement car

If your car is off the road for any reason, you'll get a free replacement car.



## Two weeks free

Every year, we'll give you two weeks absolutely free to help you save and pay for holidays.

# What will you earn?

By choosing our most popular training package whatever training fees you will have paid will be refunded back to you during years two and three through reduced fees shown in the matrix below. What's more, you'll benefit from two weeks franchise free in each year you are with us.

The income matrix below is based on our most popular career package with a nearly new car and assuming £35 per hour lesson rate. Lesson rates may differ in your area, be sure to ask your advisor what the actual rate is in your area. And remember lesson rates have been going up faster than inflation for some time now, so things may be even better by the time you launch with us!

<b>YEAR 1</b>	<b>Hours per week</b>			<b>YEAR 2&amp;3</b>	<b>Hours per week</b>		
	<b>24</b>	<b>32</b>	<b>40</b>		<b>24</b>	<b>32</b>	<b>40</b>
Fees from pupils	£840	£1120	£1400	Fees from pupils	£840	£1120	£1400
Franchise and car fees	-£260	-£260	-£260	Franchise and car fees	-£240	-£240	-£240
Fuel spend	-£65	-£90	-£115	Fuel spend	-£65	-£90	-£115
Car insurance	-£10	-£10	-£10	Car insurance	-£10	-£10	-£10
<b>Weekly income</b>	<b>£505</b>	<b>£760</b>	<b>£1015</b>	<b>Weekly income</b>	<b>£525</b>	<b>£780</b>	<b>£1035</b>

As you will be aware insurance costs can vary depending on a number of different factors. The prices shown for insurance are taken on a national average basis. The figures provided represent an example of franchise and car costs, which are correct at time of going to print.

# CHOOSE

## your car

With a fantastic range available, whether you want a brand new latest model or an excellent quality nearly new car, we'll be able to get you on the road teaching in style.



### Sourcing your car

To keep your operating costs to a minimum, we have negotiated a range of great contract hire deals on both new and used cars. If you are going to apply for a Trainee licence, you can select a 12 - 18 month old model on a 12 month plan. If you are joining as a fully qualified instructor, you can choose from a range of new cars on a 2 or 3 year payment plan



### Keeping it on the road

If you source your vehicle from our recommended supplier, it will come fully maintained and taxed. This means all servicing and maintenance costs are covered (subject to our fair wear and tear policy). You will also get free road side assistance and recovery, and a free replacement vehicle if yours is off the road - usually within 24 hours of you notifying us.



### Insurance & protection

Whilst you are responsible for paying your car insurance, we will give you a list of specialist brokers and guidance on how to keep costs down - plus we'll pay you £400 per year (every year) towards your premiums by reducing your franchise fees by £10 a week. So, if your insurance premiums fall below £500 per annum, not only will you get it for free...but you'll be quids in!



# YOU and us

We believe running a successful, highly respected driving school requires an honest, open and committed partnership between us and our instructors. This is why we have clearly set out our credentials, what our franchise fees are and what you will get in return as part of our winning team. For the same reasons, we want to clearly set out the standards we expect from you:

1

As we will be making a significant up-front investment to ensure you hit the ground running and become one of the top instructors in your area, we require you to sign a franchise agreement committing you to a minimum 12 month term.

2

We will expect you to; deliver great driver training and customer service, always put your customer's interest at the heart of your business, present yourself and your car in a way which supports our brand and comply with our regional marketing campaigns and pricing strategy.

3

In addition, whilst not compulsory, we would encourage you to take advantage of our Continuous Professional Development (CPD) courses, to help you stay on top of important industry developments and to enhance your teaching (and business) skills.

4

Other than that, just enjoy your job, have fun and look forward to the awesome buzz training your customers to become awesome drivers brings!

# THREE

## easy next steps

### STEP 1

Once you start your Part 2 training, our Instructor Support Team will contact you for an informal chat about the options available once you have completed all your training. They will explain the difference between a Trainee Licence and a Full Licence and will help you to understand the set-up process and timeframes involved so you can make a fully informed decision.

### STEP 2

We will send you a Franchise Agreement to sign before your Part 3 training finishes. This will secure your position as a My Four Wheels instructor once you receive either your Full Licence or Trainee Licence - whichever comes sooner. With a start date provisionally set, we can then start working in the background to go through all the essential set-up processes, whilst you concentrate on completing your Part 3 training.

### STEP 3

As you get near to completing your Part 3 training, we'll guide you through either the test booking steps and preparing for the test itself, or applying for a Trainee Licence. Then, before you start, we'll invite you to meet the Support Team, have your induction training and collect your car (where applicable) - which you can then practice in over the weekend to familiarise yourself with the controls.

# MY **FOUR** WHEELS

 [info@myfourwheels.co.uk](mailto:info@myfourwheels.co.uk)

 [www.myfourwheels.co.uk](http://www.myfourwheels.co.uk)

 0800 888 6889