



**FRANCHISE GUIDE**

# JOIN

THE MIDAS FAMILY &

# BECOME A FRANCHISEE



## WHY MIDAS

Our Mission. . . . .	.4
Our Model . . . . .	.5

Our History . . . . .	.6
Always A Touch better . . . . .	.7

## COMPLETE AUTO SERVICES

Services. . . . .	.8
-------------------	----

Project Spark . . . . .	.9
-------------------------	----

## LEADERSHIP DEVELOPMENT & SUPPORT

Leadership Development & Support . . . . .	.10
The Midas Way. . . . .	.11
Comprehensive Training Program . . . . .	.12
<i>New Franchise Orientation (NFO)</i> . . . . .	.12
<i>TBC University38 Field Training</i> . . . . .	.12

<i>Consumer Relations</i> . . . . .	.12
Dedicated Field Support . . . . .	.13
Fleet Program . . . . .	.13
National Accounts. . . . .	.13

## PRODUCT & MERCHANDISING SUPPORT

Product Support. . . . .	.14
--------------------------	-----

Purchasing Power . . . . .	.14
----------------------------	-----

## MARKETING AND ADVERTISING PROGRAMS

Marketing Support . . . . .	.15
Corporate Marketing Team. . . . .	.16
<i>Local Ad Groups</i> . . . . .	.16
Award-Winning Creative . . . . .	.16
Consumer Website . . . . .	.16
Customer Relationship Management (CRM) Access . . . . .	.17
Digital Analytics Support. . . . .	.17
National Promotions . . . . .	.18

Point of Purchase Displays (POP) . . . . .	.18
TV & Radio Advertising. . . . .	.18
Private-Label Credit Card . . . . .	.19
Reputation & Local Listings Management. . . . .	.19
Search Engine Marketing (SEM). . . . .	.19
<i>Marchex Call Tracking</i> . . . . .	.20
Social Media Marketing . . . . .	.20

**OUR MISSION**

**IS TO**

**EXCEED  
EXPECTATIONS**

**&**

**MAKE OUR  
CUSTOMERS'  
LIVES EASIER**

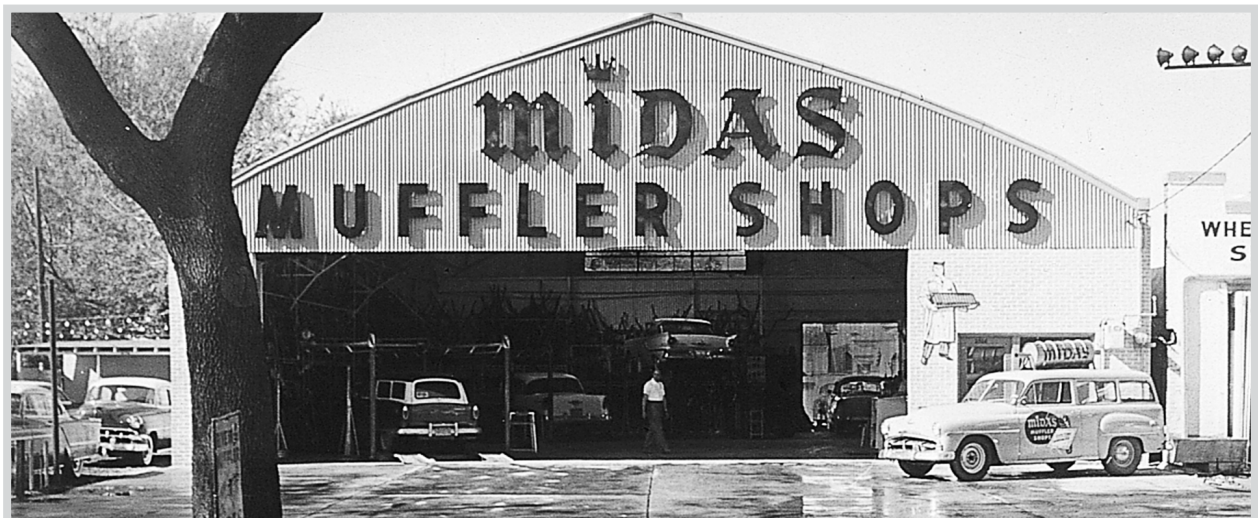
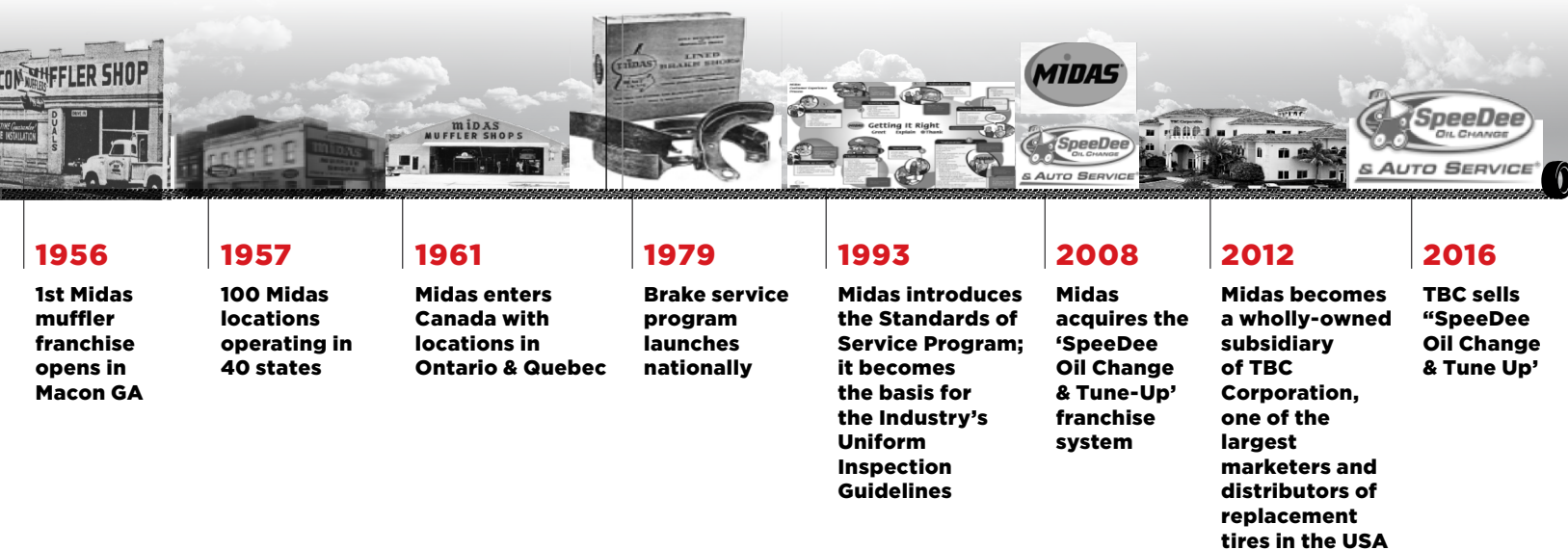


Our **PROVEN** business model gives you the freedom to operate independently with an experienced team behind you providing outstanding support, resources and training to help you excel as an owner. Most of all, absolutely no automotive experience is required!

## Our History

In April 1956, Midas began life as a groundbreaking auto repair outlet with a reputation for service, quality, and reliability. Now after more than 60 years, the success story continues thanks to the tireless efforts of Midas franchisees and employees, whose neighborhood focus and day-to-day involvement fuel the worldwide appeal of our famous brand.

Today more than ever, your customers can rely on us for expert brake repair, scheduled car maintenance, exhaust repair, new tires, oil change, steering repair, suspension systems repair, wheel alignment, and more.



# **ALWAYS** **A TOUCH BETTER**

**MEANS TELLING YOU WHAT NEEDS  
FIXING AND WHAT CAN WAIT.**

IT'S PROVIDING YOU WITH A WRITTEN ESTIMATE BEFORE  
DOING ANY WORK. IT'S A COURTESY CHECK EVERY TIME  
YOU BRING IN YOUR VEHICLE. IT'S GIVING YOU A VIEW INTO  
OUR SERVICE BAYS SO YOU CAN SEE WHAT WE'RE UP TO.  
IT'S SPEAKING CAR, BUT ALSO SPEAKING YOUR LANGUAGE.  
IT'S MORE THAN 60 YEARS OF DOING THINGS BETTER.

**TRUST THE MIDAS TOUCH.®**

## COMPLETE AUTO SERVICES

## COMPLETE AUTO SERVICES

## Auto Repair Service

We take care of **EVERYTHING** — brakes, tires, oil changes — all your auto repair needs

Midas offers complete auto care for your customers vehicle. Whether it's time for their next factory recommended maintenance visit, a routine oil change, new tires, or repair services on your brakes, muffler and exhaust, suspension, air conditioner, or any other mechanical or electrical component of their car, Midas is in their neighborhood and ready to serve them.



**Oil, Lube  
& Filters**



**Tire Service  
& Repair**



**Brakes**



**Routine  
Services  
& Fluids**



**Alignment**



**Suspension  
& Front End**

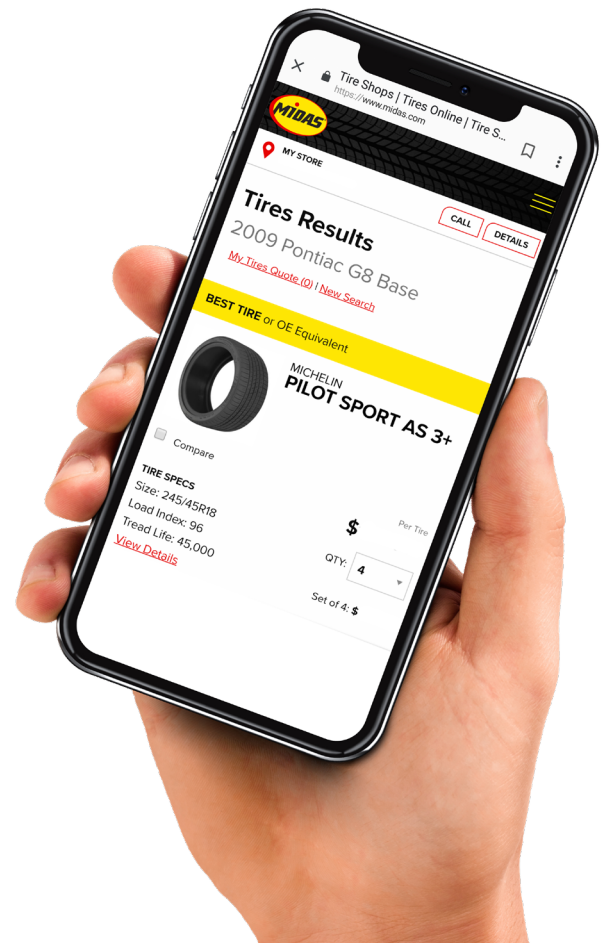


**Batteries**

## We Sell Tires!

Your customers can shop online for tires and then schedule an appointment.

Your neighborhood Midas offers a large selection of top brand tires for cars and trucks, at competitive prices for every budget. Your customers can use our handy tool to determine the correct size and type of tire for your vehicle, compare tire options and features, create a quote for purchase and installation, then book an appointment for tire installation. We'll mount and install their tires, and make sure there aren't other issues that could reduce the ride quality and life of their new tires.





## Midas Gives back to the community in a big way!

Lack of transportation is a barrier for millions of Americans. Midas shops are locally owned and operated. As part of the community, we want to ignite change all around us.

We're dedicated to repairing over 1,000 vehicles for families, veterans and first responders. By getting people back on the road, we're helping improve lives and make our communities a touch better.



## LEADERSHIP DEVELOPMENT & SUPPORT

**60**

Six decades of franchise leadership and innovation

60 years in the industry speaks to our dedication and experience. When joining Midas, you become a part of a brand that has a proven history.



Purchasing power

We have access to a large selection of tire brands (Michelin, Goodyear, Cooper, Continental, plus hundreds more...) Give your portfolio the diversity it needs to support your customer base.



National tire distribution network

Enjoy access to our nationwide distribution network



Elite brand-name recognition

Powerful local and national marketing support from a proven brand



Exceptional fleet program opportunities

Access to national fleet accounts to help your business grow



High traffic consumer website

Benefit from our existing client base in order to grow your business



### The Midas Way

Midas started franchising in the 1950s and has been evolving ever since. In 1956, Midas changed the landscape by creating free-standing auto repair garages. We continue to lead both the automotive and the franchise industries. Within the automotive industry, we helped develop standards of service that brought transparency to customers about which repairs were urgently needed, which ones were recommended, and which ones could wait for the future. Those standards — The Midas Way of treating customers — led to a better customer experience and a better industry. We also pioneered the idea of offering exceptional support to franchisees. When you become part of Midas, you get more than a great brand. You get a team with a wealth of experience at supporting franchisees and helping them succeed and a field team that consists of consultants and sales coaches who can help you analyze and optimize your business.



**Dynamic online  
business center**



**Top notch  
multi-channel marketing**



**Outstanding franchisee  
training and support**



**Dedicated field  
support team**



### Comprehensive Training Program

#### » ***New Franchise Orientation (NFO)***

Every new franchisee has the opportunity to attend our NFO course. During this time, you'll learn about the History of Midas. You learn the value of what the Midas Franchise brings to the franchisee such as brand development and the many processes and programs that Midas has developed with the help of our outstanding franchisees over the years.

#### » ***TBC University***

TBC University ([www.tbctuniversity.com](http://www.tbctuniversity.com)) is our online e-learning website with over 440 courses that are free to you and your entire team. This online training delivers on-time training for topics such as tires, safety, management and much more. You can assign courses to team members based on their job.

#### » ***Field Training***

Midas trainers hold classroom training in the various regions throughout the country to help facilitate the training of franchisees. This training consists of basic tire training, customer engagement skills, telephone skills and much more. In addition, times can be arranged for some in-store, one-on-one training with you to assist with operational skills and needs.

### Consumer Relations

The corporate Consumer Relations team helps you stay on top of customers' questions and warranty concerns. Modern consumers expect open and timely communication using the channels of their choice. Take advantage of our solutions for:

- ✓ Phone – When one of your customers calls with an issue, the initial call goes to our vendor partner, Donnelly, who captures the critical information and generates an incident with a reference number. The incident is emailed to you and your store, and contains a link to submit a response and resolution.
- ✓ Email – Your customers can email Midas through our corporate website. Email inquiries are funneled into a shared inbox that is monitored by Consumer Relations. They reply to all generic inquiries and generate an incident in the Donnelly system for all of your store-specific inquiries, compliments or complaints.
- ✓ Surveys – After a service visit, Midas sends your customers a survey to rate their experience on a scale of 1-5 stars. If your store receives a rating of 1-3, the Donnelly system will send you an incident report so you can respond and resolve.
- ✓ Social Media – Some of your customers prefer to leave feedback in a public forum. Consumer Relations monitors Facebook and Twitter for posts that mention Midas or your store in a negative manner. The team responds to these posts and attempts to collect as much information as possible privately. Once the customer responds, the Donnelly system will send you an incident report so you can respond and resolve.



Best practices from our most successful franchisees show that customer inquiries should be responded to within 72 hours. If that doesn't happen, Consumer Relations will step in and reach out to you directly with a reminder and see if there is anything they can do to assist. Consumer Relations also reviews all submitted resolutions to ensure your customers have been contacted and the open incident was resolved.

At times, you may reach an impasse with a customer, and a mutual resolution cannot be agreed upon. In these instances, either you or the customer may call Consumer Relations for assistance. The team will review the incident, all documentation and photos (if available), and both sides of the dispute. They will offer an impartial recommendation to you or your store on the best course to resolution.

Finally, the Consumer Relations team also assists with workmanship or warranty concerns when a customer visits a different store than where they originally transacted business. The team can issue credits, authorize tire shipments and work with TBC retail locations to make sure your customers receive a best-in-class experience and that you are properly compensated for your efforts.

### Dedicated Field Support

Franchise Business Consultants (FBCs) are the direct operational link between corporate management and you. Their mission is to improve your sales and profits, partner with you to develop “operator excellence” in your store, and protect and grow the Midas brand.

Through their regular visits to your store, FBCs help you focus on performance in retail sales, tire unit sales, service sales, wholesale tire units, share of account (sales of the Midas brand versus all other brands), operational brand compliance and financial performance.



### Fleet Program

Midas provides you with the support you need to land fleet accounts and drive your store's profits. Our stores tailor to the needs of their business customers, no matter how big or small the fleet. And with more than 1,200 locations throughout U.S. and Canada, companies can rest assured knowing their vehicles are never far from a Midas location.

To open a fleet account, customers start by simply visiting your store to request a credit card or house account application. They are offered a local fleet discount on all tires and service purchases.

# PRODUCT & MERCHANDISING SUPPORT

## Product Support

Midas provides plenty of incentives during our promotions on tires and other products when you submit required sales reports during specific promotional windows.

Midas also works closely with major brands to offer additional promotions to your customers. Each of these promotions also allows you to get product support and spiffs.

## Purchasing Power

For over 60 years, TBC has committed itself to being “a tire company ahead of the curve” and Midas benefits from riding that wave. Due to the strong support we receive from them, your cost on tires is competitive with, if not substantially lower than, your competitors.

TBC anticipates key market trends and successfully capitalizes on them at every turn. With a wide array of business holdings from wholesale to retail, both nationally and internationally, TBC has become the industry leader in the private brand tire category and its brands have subsequently risen to the top of their categories as well.



# MARKETING & ADVERTISING PROGRAMS

## Marketing Support

Midas is an iconic brand. “Trust the Midas Touch” is an iconic slogan. Using them, we deploy high-quality branding that features strong messages and a consistent look and feel that carries across our TV advertising, mailers and fliers, in-store displays, website, and social media. By tying everything together into an integrated strategy, we amplify the power of our award-winning multi-channel marketing.

In addition to national advertising and marketing efforts, we provide all franchisees with marketing templates for local efforts. Franchisees in many markets also have formed advertising co-ops to develop local ad strategies to drive traffic. Through the Midas system, those co-ops keep the branding consistent and powerful.

Midas also uses in-store marketing to let customers know about the additional services we offer. Our point-of-sale system tracks customers’ information and the needs of their vehicles, which allows you to send targeted marketing mailers and coupons to prospects and customers who might need automotive work soon. Making it easy to send a coupon or a reminder ahead of time, so they don’t have any reason to shop elsewhere for service.

Together, Midas franchisees spend millions each year to promote the brand and introduce it to new customers, and you inherit the benefits of that advertising investment the day you become a franchisee.



# MARKETING & ADVERTISING PROGRAMS

Midas can offer the best products and services in the industry, but if customers don't know it, or can't find it, they won't buy it. That's where marketing and advertising come into play. Your marketing strategy is bolstered by continuous, strong support from the Midas Corporate Marketing team.

## Corporate Marketing Team

Corporate executes nationwide and customized local campaigns that drive sales and brand awareness at the national and store levels. State-of-the-art tools and platforms are also employed to provide the best customer experience possible and increase exposure for your store.

## Marketing Creative

Midas works with an elite production agency for brand marketing, creative and content strategies on a national level. The agency is responsible for creating and producing national promotional and branding campaigns, supporting major initiatives and executing results-driven tactics across television, radio, digital and social content mediums.

## Consumer Website

Our state-of-the-art, consumer-facing retail website allows your customers to price tires, schedule appointments, check user ratings and much more. The site also supports mobile device and tablet experiences.

Customers also enjoy:

- ✓ Store and regional landing pages
- ✓ Promotional CTAs
- ✓ Educational content

The corporate website team works to constantly evolve and improve the consumer-facing retail website to ensure the best consumer experience possible.



### Customer Relationship Management (CRM) Access

Customer relationship management (CRM) is another important discipline both in your store and in your customers' mailboxes. Using statistical models, our CRM experts ensure your customers are receiving the right message at the right time via email and direct mail marketing.

A dedicated account manager helps to organize your store's coupon and communication selections. For quick insight, you can access:

- ✓ CRM Reporting Dashboard - a comprehensive program with actionable reporting on operational tasks that affect marketing
- ✓ CRM OnDemand - an on-the-fly direct mail and email service that houses hundreds of communication templates for quick, easy, and discounted mail and email marketing

### Digital Analytics Support

The Corporate Marketing team also includes dedicated Digital Analytics team members. The Digital Analytics team uses an impressive array of technology to track, measure, report and provide insight into the performance of the Midas.com website - including store-specific landing pages - against franchisee objectives. While the team measures and reports on actions such as viewing tire search results tailored for an individual's vehicle, adding tires or services to a quote and scheduling an online appointment, they also investigate the "why" behind customers' actions. This approach allows the analytics team to test hypotheses on the fly, learn from those tests and improve performance in an agile, effective manner. With this level of deep analysis, you receive top-notch digital marketing support.

### National Promotions

The Corporate Marketing team develops a competitive and enticing consumer promotions calendar each year that drives customers to your store. The corporate team creates a full package of creative assets for each of the national promotions including television, radio, social media, email and more. Additionally, we have a comprehensive brand toolkit to use for local marketing activity.

The promotions are tested through consumer research that allows the Corporate Marketing team to determine how the offer is messaged, what offer to run and how to best execute in the marketplace.



### Point of Purchase Displays (POP)

We provide point of purchase materials (POP) to support national promotions and other important programs. POP kits include templates and a toolbox of branded marketing items such as banners, posters, tire inserts, brochures and more that you can use to implement successful campaigns. You have access to interior and exterior displays which support national promotions and various other tire and service programs.

### TV and Radio Advertising

For every national promotion, Midas produces television and radio creative that reinforces our national creative campaign. You have the option to place TV and radio buys directly with the stations in your marketplace.





### Private-Label Credit Card

Industry research suggests that branded cards provide a high degree of customer engagement. Midas partners with Citi to offer a branded credit card to provide your customers with special financing options and rebate incentives. The average ticket amount on a Midas Credit Card purchase is higher than purchases using cash or bank cards. Additionally, we provide training support for you and your sales associates on how to sell the credit card to customers. Citi field staff is also available to assist you on a daily basis and can participate in local meetings.

Benefits of a successful private-label credit card program:

- ✓ Increased customer loyalty
- ✓ Increased average invoice total
- ✓ Enhanced customer purchasing power
- ✓ Entry point for compelling marketing offers

The Midas private-label credit card program is designed to do all these things and more!



### Reputation & Local Listings Management

Reputation Management helps you manage your store's online reputation in order to grow customer satisfaction, trust and ultimately sales. A team of writers carefully crafts responses to customer inquiries on your various local listings within 24 hours of their submission, allowing you and your team to focus on store duties. Our strong reputation management program increases customer retention and puts an emphasis on driving long-term customer relationships.

Reputation Management also allows you to:

- ✓ See what customers are saying about your store on the web
- ✓ Review request emails to help keep in-store issues from being published on an external site
- ✓ Proactively ask customers for feedback, good or bad
- ✓ Get real-time notifications and respond to reviews and surveys through the mobile application
- ✓ Generate, customize, email and schedule reports to key stakeholders
- ✓ Check reviews on your store

### Search Engine Marketing (SEM)

The Search Engine Marketing (SEM) program lets you reach current in-market shoppers through online advertising by paying for prominent placement on search engine results pages.

**\$100 Instant Savings On Tires - Plus Save Additional \$50 With**

**Ad** [www.example.com/Save-150/Tire-Sale](http://www.example.com/Save-150/Tire-Sale)

Visit Midas for All of Your Tire Needs. Free Midas Courtesy Check. Total Car Care. ASE Certified Mechanics. Highlights: More Than 60 Years Of Experience, Team Of Experts Available.  
📍 4280, Professional Center Dr, Palm Beach Gardens, FL

## MARKETING & ADVERTISING PROGRAMS

Fifty percent of the royalties collected by Midas are, in turn, spent by Midas on advertising programs. The SEM program is funded with these royalties. You may also decide to run regional promotions and have paid search advertising help promote those local offers. You have a dedicated SEM specialist to help ensure you get the attention and effective spend you deserve.

### » **Marchex Call Tracking**

As part of the SEM program, we have a call-tracking program that allows you to capture your customers' phone numbers when they call your store as a result of seeing and interacting with SEM paid advertising. This program provides dynamically-generated phone numbers that get forwarded to your store. By having call tracking, you get a better understanding of which promotions are driving business to your store. We use this data to monitor the leads generated from your digital marketing ad spend to ensure we deliver the best return on your investment.

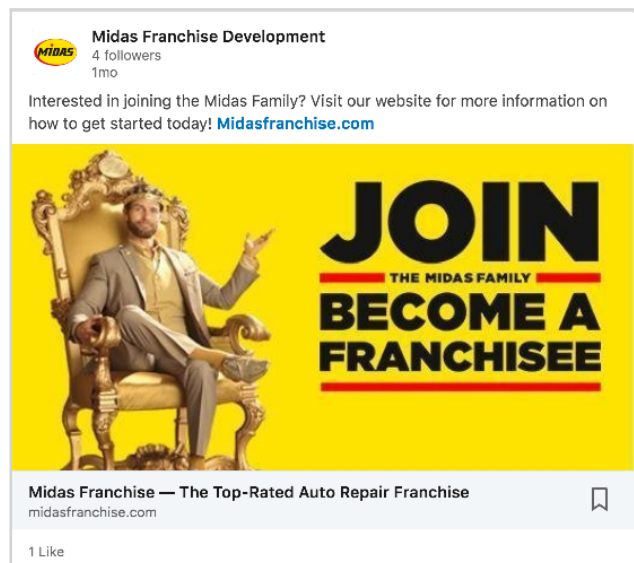
Not every call to your store is recorded; we only capture calls generated from your online advertising program. The Marchex calls are recorded and saved in an archive. When a customer dials in on a call-tracking number, call data is collected in the Marchex platform, and you can log into the platform and play back calls. The Marchex call tracking program is also a great training tool.

## Social Media Marketing

The Midas Social Media program consists of two parts: a national presence managed by the Midas Corporate Marketing team and a local presence managed at the franchisee or advertising group level under the support and guidance of the Midas Corporate Marketing team.

The official Midas Facebook and Twitter pages are national hubs for our brand's social media presence. The Corporate Marketing team regularly publishes a variety of content to the platforms, manages customer service feedback and executes advertising campaigns.

- ✓ **Advertising Campaigns:** The Corporate Marketing team runs Facebook advertising to drive awareness, website traffic and sales for national promotions and other services and offers to engage with prospective and current customers online.
- ✓ **Co-Op Campaigns:** Midas also partners with top tire brands like Cooper and Michelin to execute engaging contests, giveaways and other campaigns to drive awareness for the Midas brand and promote national offers as well as new tire launches.
- ✓ **Midas Brand Contests:** In addition to co-op partnerships, Midas also hosts campaigns to drive awareness for our brand and promote national offers as well as new tire launches.
- ✓ **Charitable Campaigns:** Midas social media presence supports our charitable efforts with campaigns intended to drive awareness and fundraising efforts.







## THE NUMBERS

- ✓ **64 YEARS OF SERVICE**
- ✓ **2,100 LOCATIONS**

### TOP THIRD U.S. SHOPS

**\$1,255,966\***

**FOR 2019**

\*The number is an historic financial performance representation reflecting the average of franchisee sales on an annual basis for the 2019 calendar year of the top third of all Midas Shop outlets that were open for the full year and who reported sales for each month of that year (the "Top Third Stores"). The Top Third Stores include 313 outlets, of which 112 (or 36 percent) exceed the average total sales of that group. The information was compiled based on actual reported sales of our existing U.S. Midas Shop outlets during the year 2019 based on monthly sales reports submitted to us by Midas franchisees for the purpose of computing royalty fees. We have not independently audited or verified the accuracy of these numbers, and we do not know if these numbers have been verified or audited on behalf of the franchisees. A new franchisee's results may differ from the represented performance. See Item 19 of the Midas 2020 FDD for further information.

### TOTAL ESTIMATED INVESTMENT COST

**\$198,650 - \$539,512**



Trust the Midas Touch.®

**JOIN THE TEAM BY VISITING  
MIDASFRANCHISE.COM**

**CONTACT US**



Midas International Corporation  
4300, TBC Way,  
Palm Beach Gardens, FL 33410



561.383.3000

This advertisement does not constitute an offer of a franchise. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Franchises are not available in all states.

Minnesota File No. F-7176