



## **OWN A BYRIDER DEALERSHIP!**

THE NATIONS' LEADING USED CAR & FINANCE FRANCHISE

**CONTACT:**

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## WHO WE WANT

Byrider actively seeks quality franchisees from varied backgrounds. Expert corporate staff provides the training in the technical aspects of the business that can lead to your success.

### FAST FACTS

FRANCHISING SINCE: 1989

MULTI-UNIT FRANCHISEE  
OPERATING UNITS: 60%

TOTAL OPERATING UNITS: 150

COMPANY OPERATING UNITS: 31

CAPITAL INVESTMENT: ~\$350,000

FRANCHISE FEE: \$50,000

ROYALTY FEE:  
\$395 PER VEHICLE SALE &  
3% SERVICE RECEIPTS

ADVERTISING FEE: \$1,500 MONTHLY

BUILD-OUT OPTIONS:  
CONVERSION/REMODEL AND BUILD  
OUT CONSTRUCTION OPPORTUNITIES

AVAILABLE TERRITORIES:  
SELECT UNITED STATES MARKETS



## NEW MODEL SALES, SERVICE, SIMPLE!



### SALES DEPARTMENT



### SERVICE DEPARTMENT

## EXCLUSIVE TERRITORIES AVAILABLE

EXPENDITURES	ESTIMATED AMOUNT
Initial Franchise Fee	<b>\$50,000</b>
Starter Kit	<b>\$0 - \$2,500</b>
Rent (3 months)	<b>\$8,750 - \$30,000</b>
Furniture, Fixtures and Equipment	<b>\$1,500 - \$50,000</b>
Service Center Equipment	<b>\$2,000 - \$70,000</b>
Signs and Awnings	<b>\$2,000 - \$50,000</b>
Security Deposit for Property and Utilities	<b>\$2,000 - \$10,000</b>
Opening inventory of Vehicles	<b>\$50,000 - \$75,000</b>
Advertising and Grand Opening	<b>\$18,500 - \$30,000</b>
Technology/Phone/ Security Systems	<b>\$5,000 - \$40,000</b>
Bonds, Licenses and Business Permits	<b>\$10,000 - \$15,000</b>
Additional Funds - 3 months	<b>\$200,000 - \$250,000</b>
<b>Total Estimated Initial Investment</b>	<b>\$349,750 - \$672,500</b>

\*see item 7 FDD for details





## WHO WE WANT

Byrider actively seeks quality franchisees from varied backgrounds. Expert corporate staff provides the training in the technical aspects of the business that will lead to your success. Ultimately, you will need a cash investment of approximately \$1 million and a ability to obtain a credit line of \$3 million to enable portfolio growth.

### FAST FACTS

FRANCHISING SINCE: 1989

MULTI-UNIT FRANCHISEE  
OPERATING UNITS: 60%

TOTAL OPERATING UNITS: 150

COMPANY OPERATING UNITS: 31

CAPITAL INVESTMENT: ~\$1,000,000

FRANCHISE FEE: \$50,000

#### ROYALTY FEE:

YEAR 1 = \$5,500/MONTH

YEAR 2+ = 1% GROSS SALES +  
1.9% COLLECTIONS MONTHLY

ADVERTISING FEE: \$1,500 MONTHLY

EARNINGS CLAIM: YES

#### BUILD-OUT OPTIONS:

CONVERSION/REMODEL AND  
BUILD OUT CONSTRUCTION  
OPPORTUNITIES

AVAILABLE TERRITORIES:  
SELECT UNITED STATES MARKETS



TRADITIONAL MODEL  
**30+ YEARS  
OF SUCCESS**



### SALES DEPARTMENT



### SERVICE DEPARTMENT



### UNDERWRITING



### COLLECTIONS

**EXCLUSIVE  
TERRITORIES AVAILABLE**

EXPENDITURES	ESTIMATED AMOUNT
Initial Franchise Fee	<b>\$50,000</b>
Starter Kit	<b>\$0 - \$2,500</b>
Rent (3 months)	<b>\$8,750 - \$30,000</b>
Furniture, Fixtures and Equipment	<b>\$1,500 - \$50,000</b>
Service Center Equipment	<b>\$2,000 - \$70,000</b>
Signs and Awnings	<b>\$2,000 - \$50,000</b>
Security Deposit for Property and Utilities	<b>\$2,000 - \$10,000</b>
Opening inventory of Vehicles	<b>\$50,000 - \$75,000</b>
Advertising and Grand Opening	<b>\$18,500 - \$30,000</b>
Technology/Phone/ Security Systems	<b>\$5,000 - \$40,000</b>
Bonds, Licenses and Business Permits	<b>\$1,000 - \$5,000</b>
Additional Funds - 6 months	<b>\$650,000 - \$1,000,000</b>
<b>Total Estimated Initial Investment</b>	<b>\$790,750 - \$1,412,500</b>

\*see item 7 FDD for details



## WHO WE ARE

Byrider is the nation's largest used car sales and finance franchise!

Founded in 1989, we are the leading used car and finance enterprise in the nation. The company integrates vehicle sales and financing to provide the franchisee the greatest control of the business. Byrider sets the industry standard for a positive customer experience.

## WHAT WE DO

Byrider serves hard working people that need quality cars and financing, but have been let down by traditional dealers and banks. Franchisees get to be in the automotive and finance business, a huge market with tremendous demand, with a company that is the industry leader.

## SITE ASSISTANCE

Byrider provides demographic and site acquisition assistance including lease or purchase guidance. Construction and remodel assistance is provided through the opening process.

## SUPPORT

Byrider support includes market analysis, operations, compliance/legal, marketing, risk management, proprietary dealer management system, vendor buying power, 20-groups plus annual convention, business modeling and more...

Byrider Direct provides underwriting and portfolio collection assistance allowing the franchisee to focus on vehicle sales and service.



### INVESTMENT

Byrider Direct requires an initial franchise fee of \$50,000, with \$35,000 required for each additional franchise purchased, should you choose to open multiple dealerships.

You will need approximately \$350,000 to invest and grow the dealership. While Byrider does not directly provide financing to its franchisees, we maintain relationships with many banks and lending institutions that can be of assistance. These institutions are familiar with Byrider.



### INVESTMENT

Byrider Traditional requires an initial franchise fee of \$50,000, with \$35,000 required for each additional franchise purchased, should you choose to open multiple units.

You will need approximately \$1,000,000 to invest and grow the business plus opportunity to obtain a credit line of approximately \$3,000,000 when your portfolio of receivables reaches maturity — normally after a period of three years. While Byrider does not directly provide financing to its franchisees, we maintain relationships with many banks and lending institutions that can be of assistance. These institutions are familiar with the needed financing.

## WE DON'T JUST SELL USED CARS

Our founder, James DeVoe, a Chevrolet-Cadillac dealer, had a goal to help people get reliable transportation, even if they've been turned down for traditional bank financing. In 1979, he began financing customers at his own car lot. He created Auto Credit seminars to teach other business owners how to do on-site financing in 1986 and founded J.D. Byrider a few years later in 1989.



In 2019, Byrider relaunches with new company vision: Be the consumer choice in helping people get a fresh opportunity to finance and own a quality vehicle. Byrider is America's largest buy here pay here dealership network and has sold more than 1.2 million cars at more than 150 locations across the country. Byrider continues to transform the automotive industry through its dedication to customer service and focus on car quality. Byrider's success is driven by a commitment to being the consumer choice in helping people "Buy, Finance and Drive On," even if they've been turned down for traditional bank financing.

Mr. DeVoe based his business off of his desire to give customers a chance to improve their credit scores while driving dependable cars that fit into their budgets. When he founded J.D. Byrider, it was with the idea that he could set up a franchise that would help other business owners provide the same benefits to customers across the nation.

## FOR OVER 30 YEARS, WE'VE HELD TRUE TO HIS ORIGINAL WAY — THE FAMILY WAY — OF DOING BUSINESS.

Mr. DeVoe's vision is why we've sold more than 1.2 million cars. We're the largest buy here pay here dealership network of our kind in the United States, with over 150 locations all across the nation. Our satisfied customers around the nation prove we're the way to go for an easy approval process and reliable vehicles, and we think that's something Mr. DeVoe would be proud of.

# STEPS TO BECOMING A BYRIDER FRANCHISEE

- 1. Inquire in person or at [www.ByriderFranchise.com](http://www.ByriderFranchise.com)**
- 2. Qualification call**
- 3. Complete Byrider Business Model Webinar and market review**
- 4. Attend a Discovery Day at corporate office located in Carmel, IN**
- 5. Sign Franchise Agreement**

**Contact Us:**

**(800)947-4532**

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Carmel, IN 46032

**[ByriderFranchise.com](http://ByriderFranchise.com)**

**byrider**  
**DIRECT**

**byrider**  
BUY. FINANCE. DRIVE ON.

This brochure is not intended as an offer to sell, or the solicitation of an offer to buy a franchise. Offerings made by prospectus only and in compliance with the disclosure requirements in your state.

