



**FRANCHISE OPPORTUNITY**  
Storm Driving School Ltd.

## **FRANCHISE OPPORTUNITY**

The franchise opportunity described below is quite unique and I urge you to read on to find out why.

### **Guaranteed Enquiries**

You will no doubt be familiar with the hopeless situation that some instructors find themselves in, tied into long contracts with little or no work. We are so confident of our methods that if, for any reason we are unable to generate enquiries in your area, you will be released from your contract, no strings attached! You have nothing to lose and everything to gain so please read more about this exciting opportunity.

### **Targeted Marketing**

Before you clicked on our advertisement you had probably never heard of Storm Driving School, so naturally you may be sceptical about our ability to generate enquiries in your area. By utilising cutting edge marketing techniques focused on specific towns and cities we are able to generate enquiries in almost any area of the UK. With more than 13 years of internet marketing experience we know just how to get your business seen. We currently have over 300 adverts on Google, all on the first page and the majority in the much coveted top spot! In addition to adding your area to the Storm website we will also give you your own personal website too. This can be used to say more about yourself and the services you offer or simply to showcase your many pass photos and testimonials!

### **1 Month Franchise Holiday**

We appreciate that everyone needs a holiday. With a Storm Driving School franchise you can enjoy a 1 Month Franchise break every year.

### **Manual or Automatic Cars**

A unique feature of the Storm franchise is the option to choose the type of car you want to teach in. The majority of instructors will be drawn to a manual car but we would strongly encourage you to consider teaching in an automatic. Whilst the manual market is becoming increasingly saturated, automatic instructors are enjoying something of a boom which is set to continue. You can either rent a new driving school car from as little as £60pw, or use your existing car (if suitable). Another popular feature of the franchise is that you are not required to cover your car in livery, just a magnetic roof sign which can be removed when not teaching.

### **Local Market Analysis**

Before you start we will contact at least 20 of your local competitors to establish the right price point for your area. We will provide you with a thorough competitors report and our recommendations for pricing. As a general rule we find that the most profitable franchises are typically those whose prices fall approximately £1ph below

the median average for their area. We will repeat this process regularly to ensure optimal franchise performance.

### **Call Answering & Booking Service**

Our team of telephonists will book new students directly into your online diary which can synchronise with any smart phone such as an iPhone, Blackberry or HTC. This way, you don't have to be disturbed while you are teaching and we can do all the selling! You will still manage your own diary and all subsequent bookings will be made by you.

### **Exclusive Area**

A radius of 15 miles from your house will remain exclusively yours for the life of your franchise.

### **Low Franchise Fee**

For the equivalent of just a couple of lessons per week, we will ensure that you never have to worry about finding students again. Joining Storm Driving School has all the benefits of being independent but without the risk and the Christmas party is a lot better! We do not charge for pupil introductions and we have no 'hidden extras'.

### **Free Demonstration**

We would like to demonstrate to you, beyond any doubt, the remarkable effectiveness of a Storm Driving School franchise. Following an initial contact by telephone we will begin a trial advertising campaign in your area. You will see firsthand just how effectively we can market your business. There is no charge for this and you are under no obligation to join us.

By now you probably have many questions so I invite you to call us on 0800 083 2599 (9am- 5:30pm Mon-Fri) to explore the options further.