



**A Truly Unique Franchise Opportunity!**

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## **ABOUT US**

At Headlights 20/20 USA®, we began our headlight restoration research and development phase more than 10.000 hours ago and we have had extensive experience dealing with automobile dealerships, fleet operators, and the general public dating back to 1989. This experience will prove to be of great value to our franchisees, because of its inclusion into our extensive training package.

Our company's vision "is to continue to be the most technologically advanced headlight/taillight restoration ever offered. Through a combination of market experience, solid franchise partnerships and an effective and profitable approach to the business, HEADLIGHTS 20/20 USA® will become the most recognizable brand in the headlight restoration market segment."

HEADLIGHTS 20 /20 USA® is based in, Nevada. Because of the consistent nature of our weather, we have the ability to train our new HEADLIGHTS 20 /20 USA® franchisees [12] months of the year [excluding holidays].

HEADLIGHTS 20/20 USA® is a recognized innovator in the headlight restoration industry. Our headlight lens cleaners and sealers have been developed and manufactured here in the United States, because of our deep commitment to, and our pride in our country's ability to make the very best, and of course our cleaner's and sealer's will only be available to our franchisees.

HEADLIGHTS 20/20 USA® will continue to support our nation by using whenever possible, only American resources, and in our own small way, help to grow our nation's economy for the good of all Americans.

HEADLIGHTS 20/20 USA®'s leadership team offers our franchisees a wealth of experience, and information which is well grounded and based on many years of "actual" experience dealing directly with our commercial accounts, which consist of automobile dealership, and fleet customers, as well as our retail customers, which cannot be matched by hypothetical or "best guessed" leadership.

We have upgraded headlight restoration to professional status via extremely sophisticated business, and sales models, which will give you the franchisee the **EDGE that** both elevates, and enhances your chance of success.

## OUR TRAINING PACKAGE

Our superior training, and product a line, when coupled to our ongoing commitment to your success has been designed to **HELP YOU TO SUCCEED**.

Your success to a large extent is based on the education you will receive from our **HEADLIGHTS 20 / 20 USA® TRAINING PACKAGE**, which has been designed to teach you the fundamentals of the headlight restoration business in a common sense down to earth manner.

Our training agenda is formulated to offer you the new **HEADLIGHTS 20/20 USA®** franchisee the most technically advanced, easiest to understand, and most comprehensive learning platform available in the headlight restoration industry to date.

To facilitate your rapid understanding of the fundamentals, as well as the nuances which are " part and parcel" of the rich pool of headlight restoration information we at **HEADLIGHTS 20/20 USA®** will be sharing with you, we have created a [2] Phase training program.

**PHASE I** consists of understanding the theory behind the operation of a successful headlight restoration business. We at **HEADLIGHTS 20/20 USA** have spent hundreds of hours refining the vast amount of actual experience we have, to come up with a **FUN, AND EASY** training program which is designed to shorten your learning curve, and extend your retention rate of the information you will be exposed to during your stay here in Las Vegas.

It has been said that newspaper, and media reporters must include the "WHO, WHAT, WHEN, WHERE, AND WHY" in their articles so they share with their readers/viewers all of the pertinent information they require to understand the content of the article.

We at HEADLIGHTS 20/20 USA® feel that no training program can be effective unless these elements are present too. To that end we have structured our headlight restoration training package to include these elements.

The answer to WHO, defines the commercial, fleet, and retail customers that you as a HEADLIGHTS 20/20 USA franchisee will want as part of your customer base.

The answer to WHAT, describes in detail the services you as a HEADLIGHTS 20/20 USA® franchisee can offer to each of them.

The answer to WHEN, is comprised of learning the best times of the day, and week to call on your automobile, and fleet commercial customers, as well as your retail customers.

The answer to WHERE, is more complex, but made easy to understand via our in depth training.

The answer to WHY, is also more complex than you would expect, but again we at HEADLIGHTS 20/20 USA® make it simple and enjoyable to learn the answer.

In all of business and life it's the bottom line that counts.

HEADLIGHTS 20/20 USA® understands that is absolutely essential to include our exclusive HEADLIGHTS 20/20 USA® sales presentations into our training package because each of them are keyed to a specific type of commercial and retail customer.

To just go out and make up your sales presentations as you go, could spell disaster for your new business, and a great deal of unnecessary frustration for you.

We have created our sales presentations, and over the years refined them many times to reflect the ever changing face of the automobile industry. HEADLIGHTS 20/20 USA®'s sales presentations could only be created by trial and error, through a great

deal of persistence, and grass roots experience. We have taken extremely complex sales presentations, and made them simple, and easy to learn.

We at HEADLIGHTS 20/20 USA® have a vested interest in your success, and the success of your HEADLIGHTS 20/20 USA® franchise business, and to that end, we have compiled, sorted in order of importance, and prioritized those components that that are key to your success.

To "top off" our training package we have added another feature that is exclusively our own. That featured part of our exclusive training package is composed of both ACTUAL and SYNTHETIC knowledge which will enhance your training experience, with a depth of understanding heretofore unheard of in our industry.

## **THE SIMPLICITY OF OUR BUSINESS MODEL**

One of the major differences between the HEADLIGHTS 20/20 USA®'s business model, and those of others, is that Headlights 20/20 USA®'s business models offers you the practical simplicity, which makes it much easier for you to understand, and implement.

**YOU DO NOT NEED TO CARRY AROUND HEAVY EQUIPMENT SUCH AS AN AIR COMPRESSOR, HIGH PRESURE AIR LINES, MINI GUNS OR AIR BRUSHES TO CLEAN AND RESTORE HEADLIGHT LENSES. THIS ALSO MEANS THAT YOU DON'T HAVE TO SEARCH FOR ELECTRICAL OUTLETS TO PLUG A COMPRESSOR INTO, AND VERY IMPORTANTLY: YOUR CLEAN-UP TIME IS CUT DOWN TO ALMOST ZERO.**

**Time is money, and the time you save by not having to search for an electrical outlet, clean a mini gun or airbrush, can be used to make you more money. SIMPLE BUT TRUE.**

Everything you need to clean and restore headlights the HEADLIGHTS 20/20 USA® way can be carried in a generously sized back-pack, which is a giant step forward in portability, and ease of use.

## **WHY RESTORE HEADLIGHTS?**

The answer is simple. Because restoring existing headlights is a fraction of the cost of buying and installing new headlights. Buying and installing OEM headlight lenses can be very expensive, and time consuming. The OEM headlight lens on average cars, trucks and vans can cost several hundred dollars each, and on Luxury vehicles can cost thousands of dollars each. When you combine the high cost of replacement, with the time and money it costs to install them, **IT ONLY MAKES SENSE TO RESTORE THEM AT A FRACTION OF THE COST OF REPLACEMENT.**

When you add to the equation the fact that new automobiles have become extremely expensive to buy, and insure, it is much easier and much less expensive for your customers to maintain their existing vehicles.

Automobile dealerships must restore their used vehicle inventory to prime condition, so they are very saleable, and competitive with the vehicles for sale at other dealerships. It just doesn't make sense to them to spend a lot of money on new headlight lenses when they can have your HEADLIGHTS 20/20 USA® business restore them for much less.

## **WHY BUY A HEADLIGHTS 20/20 USA® FRANCHISE?**

There a number of very good reasons to buy one of our franchises, here are just a few:

- + An extremely large supply of potential customers.
- + The automobile restoration business is growing.
- + The freedom to create your own schedule.
- + The benefit of working outside, and not being cooped up in an office all day.
- + The opportunity to create your own financial independence.
- + That it may be a "perfect fit" for those who want to retire, but need additional income to do so.

## **SOME ADDITIONAL REASONS**

1. Our HEADLIGHTS 20/20 USA® franchises are moderately priced to afford the possibility of business ownership to a wider range of individuals.

2. There is no foreseeable end to the business of restoring plastic headlight lenses. There are literally millions of vehicles on the road today whose headlights have become cloudy, hazy, or yellowed over time, and almost every new vehicle stands a very good chance of becoming a new customer for your HEADLIGHTS 20/20 USA franchise over time.

One of the most important contributing factors to a business's continued success is HAVING AN ONGOING SOURCE OF NEW CUSTOMERS. It is extremely unlikely that in the foreseeable future you would ever run out of vehicles that have cloudy, hazy, or yellowed headlights, which offers your HEADLIGHTS 20/20 USA® franchise potential longevity.

3. Many people want to change their "working" lifestyle. They want to have an opportunity to earn more money, have more personal freedom, and become more financially secure.

It is a given, that many people who are currently employed, are fearful of losing their jobs, and want to do all they can to offer themselves, and their family additional financial security.

4. Many Seniors know they will need a secondary income to supplement their Social Security, and other retirement plans, so they may continue to maintain their current lifestyle after formal retirement.

Once a person is in their 50's or 60's is laid off, they usually have to work much harder to find a good job, and finding another job of any kind, is sometimes more difficult to impossible for them.

A HEADLIGHTS 20/20 USA® franchise business can be operated by most Seniors because it's not physically demanding, but can be financially rewarding, and operated on your own schedual.

## SUPPORT SYSTEMS

From the very beginning we at HEADLIGHTS 20/20 USA® have believed that it is extremely important for us to work closely with you, providing you in days and weeks what it would take you years to learn on your own. Our well thought out and very effective management and business development systems place you on track as a superior service provider in your market, lending you years of experience and time in the field through valuable training and support programs, which are based on HEADLIGHTS 20/20 USA®'S **EXCLUSIVE "REAL AND SYNTHETIC"** information sharing techniques, which we feel is an extremely important component of our "in-house" training package.

One of the greatest business killers is the "FEAR OF THE UNKNOWN".

To counterbalance the "fear of the unknown" we strive to help you, to create the feeling of "SELF CONFIDENCE" within yourself, via our comprehensive training package. that has been developed to help you to feel comfortable in your ability to become self-employed. Self-employment is not for everyone, but for those individuals who believe they have a chance to succeed, it has the potential of becoming a life changer.



The development of our "in house" training program was, and is the key to HEADLIGHTS 20/20 USA®'s onsite training package, which is currently offered only at our headquarters in Las Vegas, Nevada.

This is where you will learn everything you will need to build a solid foundation for your new Headlights 20/20 USA® franchise. Additionally, we give you extensive ongoing training on effective and precise operational procedures. The result; we will teach you all of the skills you need to build a strong local, or when it applies regional presence for your business.

Our support services will provide you with years of accumulated knowledge and expertise through the following individualized support elements:

- + Marketing/sales support
- + Corporate Website Management
- + Operations manuals
- + Forms

## FREQUENTLY ASKED QUESTIONS

The following are questions and answers which pertain to HEADLIGHTS 20/20 USA® franchise opportunity. Please review the Q&A below and feel free to contact us with any further questions you may have, so that we may assist you in making a well-informed decision.

### HOW DO I ESTABLISH A COMMERCIAL BASE OF AUTOMOBILE DEALERSHIP CUSTOMERS?

- + It will ultimately be the franchisees responsibility to approach new and used automobile dealers through personal sales visits, as well as networking and marketing the service you provide to the general public, for the restoration of the headlights/taillights on their personal vehicles. Additionally, HEADLIGHTS 20/20 USA® will help research and identify the potential automobile/truck and fleet commercial customers, key relationship groups and target influencers in your territory, and fully assist you in implementing a comprehensive and highly effective local business development plan.
- + Our proven business development methodology shows you precisely how to create a customer base.

### ARE THERE REALLY THAT MANY POTENTIAL CUSTOMERS?

- + YES. It is very large. There are automobile, and truck dealerships everywhere in the USA, as well as millions upon millions of privately owned vehicles which would be considered to be retail customers. This is not to mention the countless thousands of fleet, and company owned vehicles including 18 wheelers who need their headlights restored for safety, and appearance reasons.

### HOW MUCH IS THE FRANCHISE FEE?

- + The franchise fee for a headlight 20/20 USA® Franchise is only \$39,500.00 USD for a mobile franchise location and just \$7,500 USD for an add-on franchise to an existing retail business.

### DO I NEED TO HAVE EXPERIENCE WITH THIS TYPE OF WORK?

- + NO. You do not need to have experience in this industry. Being able to talk to people easily is an important skill set, as is keeping a positive attitude.

+ HEADLIGHTS 20/20 USA® will provide you with "hands on" technical training at our corporate locations before you open your "doors" for business.

#### WILL I HAVE A PROTECTED TERRITORY?

+ YES. You will have a protected territory which will contain up to 100 new and used automobile dealerships, as well as the privately owned vehicles in your territory. These privately owned vehicles will be the basis of your "retail" customer base. This size territory will provide plenty of opportunity to keep one franchisee busy.

#### DO I NEED TO DRIVE A HEADLIGHTS 20/20 USA® BRANDED VEHICLES?

+ YES. You will be able to use your own vehicle as long as it is "wrapped" with the HEADLIGHTS 20/20 USA logo graphics. A company "wrapped" vehicle will add to your marketing and professional appearance.

#### DO I NEED TO OPERATE FROM A LEASED OR COMMERCIAL SPACE?

+ NO. One of the benefits of owning a HEADLIGHTS 20/20 USA® franchise business is that you can start the business from a home office setting. This allows you to begin with less out of pocket expenses and a lower amount of capital; it also allows you to build your business from the comfort and ease of your own home.

+ YES. If you are an existing retailer and would like to add additional revenue to your business model, then adding this business into an existing space is an option. It will require a storefront location.

#### CAN I BE AN ABSENTEE OWNER?

+ YES. Absentee ownership can work for you under the right conditions, but our business model was designed to help the individual to own and operate his or her own business. Being active and involved in the community is critical to the business model. The better you know your local area and your customers the easier it will be. However, owning [2] or more HEADLIGHTS 20/20 USA® franchise's will require the multiple franchise owner to have a strong, knowledgeable staff, which is highly motivated, and detail oriented. HEADLIGHTS 20/20 USA® is fully equipped to train your additional staff at its Las Vegas, Nevada corporate headquarters at a nominal additional fee, to the multiple HEADLIGHTS 20/20 USA® Franchise owner.



Cash Available for Investment:

Why are you interested in HEADLIGHTS 20/20 USA®?

How did you hear about us?

**THE SALES INFORMATION ON THIS WEBSITE DOES NOT CONSTITUTE AN OFFER TO SELL A FRANCHISE OR LICENSE. THE OFFER OF A FRANCHISE CAN ONLY BE MADE THROUGH THE DELIVERY OF A FRANCHISE DISCLOSURE DOCUMENT. CERTAIN STATES REQUIRE THAT WE REGISTER THE FRANCHISE DISCLOSURE DOCUMENT IN THOSE STATES. THE COMMUNICATIONS ON THIS WEBSITE ARE NOT DIRECTED BY US TO THE RESIDENTS OF ANY OF THOSE STATES. MOREOVER, WE WILL NOT OFFER OR SELL FRANCHISES IN THOSE STATES UNTIL WE HAVE REGISTERED THE FRANCHISE [OR OBTAINED AN APPLICABLE EXEMPTION FROM REGISTRATION] AND DELIVERED THE FRANCHISE DISCLOSURE DOCUMENT TO THE PROSPECTIVE FRANCHISEE IN COMPLIANCE WITH APPLICABLE LAW.**