

HEADLIGHTS 20/20 USA SELLS 12TH FRANCHISE

WITHIN SIX MONTHS

*Since Spring of 2014, HEADLIGHTS 20/20 USA Has Rolled Out Its 12th Franchise By Offering Aspiring Entrepreneurs An **Exceptional Business Model, Extensive Training, and Consistent Ongoing Support***

Las Vegas, NV – December 18, 2014 – [Headlights 20/20 USA \(www.headlights2020usa.com\)](http://www.headlights2020usa.com), one of the most technologically advanced headlight/taillight restoration companies created, is proud to announce that they have sold their 12th franchise - within a six-month timespan. With close to 15,000 hours spent on headlight restoration research and development, Headlights 20/20 USA has created an experience base that has proven to be of great value to their franchisees – mainly through the inclusion of their extensive training package and ongoing support, which is included in the price of the Franchise.

The Headlights 20/20 USA franchise has been created as a home-based business, which can be operated by a franchise owner, or through a help-run business format.

“Through a combination of market experience, solid franchise partnerships and an effective and profitable approach to the business, HEADLIGHTS 20/20 USA® is becoming the most recognizable brand in the headlight restoration market segment,” says the **Founders of Headlights 20/20 USA**.

[Franchise Marketing Systems](#), the only full service franchise consulting agency that offers marketing and sales support to its clients, is hugely responsible for the rapid growth and expansion of HEADLIGHTS 20/20 USA’s franchises, internationally.

“The most effective and successful franchise system launches are done with complete support and guidance along the way,” states **Tom Dufore, COO of Franchise Marketing Systems**. “Through consulting, we’ve helped HEADLIGHTS 20/20 USA franchise their business effectively and with great results without large upfront fees or high overhead for their company.”

HEADLIGHTS 20 /20 USA’s business model has proven to be successful, mainly because restoring existing headlights is a fraction of the cost of buying and installing new headlights. The company works closely with automobile dealerships, fleet operations, and the general public as customers. Automobile dealerships need to restore their used vehicle inventory to prime condition, so they are competitive with the vehicles for sale at other dealerships - and of course vehicles with clean headlights are safer to drive at night for the owner/buyer. Even before select car dealers send vehicles to auto auctions, restored headlights alone has been an important component which can increase their profit from the sale of that vehicle by as much as \$200.

A huge benefit for franchisees of HEADLIGHTS 20 /20 USA is that they can pack everything they need to clean and restore headlights the HEADLIGHTS 20/20 USA way inside of a generously sized back-pack, which is a giant step forward in portability, and ease of use. One does not need to carry around heavy equipment such as an air compressor, high pressure air lines, mini guns or air brushes to clean and restore headlight lenses, thus there is no need to buy an expensive van. This saves franchisees extra insurance, gas and maintenance costs. 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.

- Currently, HEADLIGHTS 20 /20 USA **MASTER FRANCHISES** are located in: Montana, Massachusetts, New Jersey, Kansas, Utah and Internationally in the country of Romania.
- HEADLIGHTS 20 /20 USA **STANDARD FRANCHISES** are located in: Glendale, AZ, Phoenix, AZ, North Las Vegas, NV, Reno, NV, and Las Vegas, NV. Headlights has its own Corporate owned Franchise that operates in Las Vegas as well, which is a total of [12] franchises.

With no experience required, HEADLIGHTS 20/20 USA® provides franchisees with “hands on” technical training, as well as Franchise business start-up insights, at their corporate location before they open their “doors” for business. Being based in Nevada has allowed the company the ability to train new HEADLIGHTS 20 /20 USA franchisees any time of the year, due to the consistent nature of the weather.

With a core mission statement that primarily focuses on the success of their franchisees, the company is frequently involved in ongoing support for franchises (even after the formal 4-day training that franchisees are given in Las Vegas).

Even though, it is ultimately the franchisee's responsibility to approach new and used automobile dealers fleet operators, automobile auctions through personal sales visits, as well as networking and marketing the service they provide to the general public, for the restoration of the headlights/taillights on their personal vehicles, HEADLIGHTS 20/20 USA® will help research the potential automobile/truck and fleet commercial customers, key relationship groups and target influencers in the franchisee's territory, and fully assist franchisees in implementing a comprehensive and highly effective local business development plan via very sophisticated sales presentations (made easy to use by Headlights 20/20 USA's vast experience in this industry).

A fully mobile franchise can also have one or more “brick and mortar” locations in their territory. Details upon request.

For more information on HEADLIGHTS 20/20 USA, please visit:

<http://www.headlights2020usa.com>.

To receive additional information on how to grow a franchise, please contact Tom Dufore at Franchise Marketing Systems at 800-610-0292 x 102 or tom@franchisemarketingsystems.com.

To set up interviews, features, or if you have any questions, please contact Lamont Johnson at Lamont@ArtDepartmentPR.com or via phone at 305.219.2242.