

## Our Story

Don Konantz and Kevin Carter have teamed up to bring an amazing concept to the USA. Don and Kevin both cut their teeth at College Pro Painters which was a unique combination of painting and franchising. While the automotive business seemed like enough of a step away from those roots, well, it just seems like paint is in our blood.

Our business is based on the premise that there is a niche between a body shop and a detail shop to address minor paint and body repairs. Our core business is on a mobile basis, but shops and retail distribution is growing. Sure we'll come to you, but in more and more cities, we can manage our weather challenges and do bigger jobs if we have a shop facility. Before Colorworks, car owners were faced with expensive and inconvenient visits to a bodyshop for small autobody damage. We packaged our service in a unique mobile service and the concept took off.

We think our partners are integral to our success and we enjoy win-win partnerships with our people. Our customers are the key to our success and we have built our entire business around repeat customers - happy customers are repeat customers. We started in the fleet and dealer market, customers who know cars better than anyone else. Dealers, leasing companies and fleet customers scrutinize our work like nobody else. Call your local dealer for a reference on Colorworks. You will see that our growth is based around you, our customer.

We have chosen franchising as the method for distribution of the service. The business concept includes the following characteristics which make it particularly attractive to franchising:

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we operate in a fragmented industry (autobody/detailing)

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our business concept is simple in the sense that we fix cars

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we are a service business

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the amount of initial capitalization is low

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our inventory requirements are minimal