

## Why a franchise

### your BRAND

One of the greatest challenges a business owner meets is establishing brand awareness in a busy world. The automotive aftermarket is crawling with "mom & pops" who struggle to gain credibility and scale. Colorworks has an existing brand - and with our franchise it's your brand.

### your SYSTEM

Colorworks has developed a system for doing things. We call it the Colorworks Business System. Whether it's the "20 Step Process for a Perfect Blend" or a simple process for ordering materials. We want you to focus on getting up the learning curve. With our franchise this System will help you do this.

### your NETWORK

The access you have when you join Colorworks is amazing. Broad skills, long backgrounds and lots of experience across wide geography. Chances are somebody will have been in your shoes no matter what you run across. Everyone is connected by email at [firstname.lastname@colorworksusa.com](mailto:firstname.lastname@colorworksusa.com). This can be your network to help you over the challenges.

### your SKILLS

At Colorworks, we learn from each other and together we form a "learning organization". When you come to a meeting or participate in a skills workshop, you bring one set of ideas and leave with as many as you can carry in your head and hands. Access to skills is important. The world is learning and Colorworks is your way to ensure you're not left behind.

your COACH

How many Olympic athletes show up to the Olympics with no coach ? It's proven that skills and performance can be learned only so fast without a coach. Okay, we aren't offering 24-7 support, but for those of us with good rapport with our coach it's near that. At Colorworks, your Master Partner is your coach and is at the end of the telephone for you to access higher performance.