



EVERYTHING YOU NEED TO MAKE A WISE & INFORMED DECISION

The Roadmap to Owning Your Own Business

Choosing to run your own business, whether it's selling custom-designed baseball caps online, running a high-end restaurant, or buying a franchise business, is a huge decision. In any business, there's always a period at the beginning where you're not going to make enough money to cover your regular living expenses. Owning and running a business is hard work, too. Most business owners put in long hours their first year to get the business off the ground and make a steady income.

Yes, failure is always a possibility. That's why so many people buy into a franchise business for their first journey into being self-employed. Much of the guess-work and uncertainty has been removed or reduced with a franchise. You know that the business model is sound. The company brand is already established. The corporate office handles most of the marketing. And, you know that you're selling a product that's already been proven to sell. There's little doubt that people DO buy the products.

Reduce your risk

Even with franchises, there's risk. Every franchise business is different, requiring different skills, interests and salesmanship. Will your Subway store do well in an already-overcrowded mall? Will a draught cause your lawn care franchise to go belly-up?

The best and perhaps only way that you can reduce your risk going into a franchise is to be as well-informed as possible before you sign on the dotted line.

KNOW what you're getting into. Understand what it entails – what your day looks like; how much you have to know about the industry; how much marketing and selling you will have to do.

→ Success

We've learned that our best and most successful Distributors start with a good understanding of what they're getting into.





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Why we created this roadmap



COMPLETE THE RFC

Get your detailed answers faster.
Fill out the Request for
Consideration form. It's safe,
secure and there is **NO** obligation
to buy a franchise.

We realized that it was time to produce a "Roadmap" that would give anyone all of the information they need to make a wise and informed decision about owning their own Matco Tools Franchise.

ALL of the information available through this Roadmap is completely free. You will not be required to sign anything or give us any more information.

- Completely FREE information
- No obligation
- Not required to sign anything
- Not required to give us any more information

No experience in the tool business required.

To date, we've had a lot of people become Distributors after already knowing a Matco Tools Distributor.

There's also been a great deal of interest (and success) from people who know nothing about the tool business. We realized that it was time to produce a "Roadmap" that would give anyone all the information they need to make a wise and informed decision about owning their own Matco Tools Franchise.

HOW TO USE THE ROADMAP

As with any journey, you usually start at one place with a particular destination in mind. There will be stops along the way to, in this case, dig in a little more deeply into specific questions you might have. While we have tried to anticipate the most important questions you might have, it's possible we've missed something.

If it's not here, let us know. We'll do our best to answer all of your questions at any point in the process.

We're also going to ask you this question every turn: "Are you ready for the next step?" While this may seem annoying, it's necessary because you may not want more information. We'd rather have you move straight to the head of the line instead of having to meander at a snail's pace when you're ready to take action.



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The Breakdown

The Roadmap is divided into a few main areas:

IS THIS RIGHT FOR ME? Here you can explore the question in more detail, learn more about franchising and learn more about a Matco Tools Franchise.

HOW DOES THIS WORK? Once you've decided that you are interested in owning a franchise you'll come here to learn more about how franchises work and how the Matco Franchise business works.

THE TRUCK STOP People talk. You read stuff online, talk to people you know, and if you're exploring Mobile Tool franchises in particular, you're trying to compare apples to apples. Here, you'll have a chance to hear about "A Day in the Life of a Matco Tool Distributor" from one of our franchisees.

SAFE TRAVELS You'll want to know about training and support. What will you learn in the training classes? Will someone go on the truck with you after you start? What about ongoing support if you have questions, need to return an item or need help planning for the next year? It's all here, including addressing specific concerns we've heard from people like you.

THE TRUCK TOUR Want to see the inside of a truck? Interested in what happens on a Ride-Along? You can jump to this section at any time because seeing is often believing.

THE TOLL BOOTH Once you've done your research, feel comfortable about moving forward, and want to take the next step without any obligation, we'll make it as easy as possible. Here, we explain the application process, including how we help you to create a complete business budget before you sign any agreements.



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IS THIS RIGHT FOR ME?

[Is a Franchise Business Right for You? \(PDF\)](#) Provides basic information about owning a franchise business, including the difference between starting from scratch and owning a franchise. This document covers the questions you might have if you're just exploring franchising as a way to own your own business, but you're not completely sure how it works.

HOW DOES IT WORK?

[How Does a Franchise Business Work? \(PDF\)](#) This one goes into more detail on how franchise businesses actually work, and gives you an idea of how a Mobile Tools business differs from restaurants, lawn care or other franchise businesses.

CLICK ON THE HIGHLIGHTED LINKS

At any point, click on the highlighted link to download the report, view the graphic or go to the designated web page.

[How Does a Matco Franchise Business Work? \(PDF\)](#) If you're already sold on a Mobile Tools business, then read this document. It gives you far more detail on the specifics of how a Matco Mobile Tools franchise business works.

[How Matco Distributor Routes are Created. \(PDF\)](#) Once people understand how the Matco Tools franchise works, they'll often ask about the territory or routes. If you're curious about how we create the "Stop List" (businesses at which you'll stop along your route), then this is the document for you. See how we "seed" your list with at least 325 ready-to-go potential customers who expect your visits.

THE TRUCK STOP.

[Behind the Wheel: A Day in the Life of a Matco Distributor \(PDF\)](#)

We "followed along" with one of our distributors from the time he gets up until the time he calls it a day. We give you a stop-by-stop description of his day so that you'll have a better idea what your days as a Matco Distributor will look like.

SAFE TRAVELS.

[Training and Support \(PDF\)](#) Matco does everything we can to ensure your success. Our training is unmatched, both in terms of the time we spend with you at the beginning and how we continue to support you year-after-year. This document lays out everything that happens from before you hop on the truck for the first time to the support you receive almost every month of every year.



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SAFE TRAVELS. (CONTINUED)

Convincing Your Spouse (PDF) If you're married, you know that making risky decisions should never be made in a vacuum. Quite often, our Distributors turn the "management" side of the business over to their spouses – managing the money, the inventory and the paperwork. It works well for everyone. In this document, we outline a strategy for you to talk with your spouse about owning a Matco Tool Franchise.

Becoming Confident with the Tools Business (PDF) It's important to understand that you don't have to be a "tool expert" or even have experience in the industry to succeed as a Matco Tools Distributor. This document explains why experience is NOT required, and how you can quickly become comfortable selling tools.

What to Do if You Have Competition (PDF) If you own a business, you will have competitors. It's a fact of doing business. Read this document to understand how you can make having competitors into a non-issue. That includes Big Box stores, online merchants and other Mobile Tool dealers.

Managing Your Time (PDF) Aside from money management, time management is the most important aspect of being a successful Mobile Tool Distributor. This document outlines the key principles of time management.

THE TRUCK TOUR.

Visual Tour of the Truck (Web Page) Feel free to skip to this web page to see video tours of your truck.

What to Expect on a Ride-Along (PDF) This step generally happens after we've received your application and met with you one-on-one to work out your business budget. We'll encourage you to go on one or two ride-alongs with other Distributors. This is your best chance to see what it's really like.

Questions to Ask on a Ride-Along (PDF) We give you a long list of questions to ask the Distributor on your Ride-Along. Feel free to ask any question you want, and expect nothing but honest answers.

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THE TOLL BOOTH. At some point, if you're serious about the business, we'll need to see if you have the financial means – and the desire – to become a Matco Tools business owner.

This means asking you much more personal and confidential questions.

All of the information you provide us in these later stages is completely confidential and safe. All web pages are totally secure and encrypted.

Getting Pre-Qualified

First, we'll ask you to provide your Social Security number, and if you're married, your spouse's Social Security number. Because Matco provides all the financing internally, we need to know that you are indeed credit-worthy, and this includes your spouse.

We call this first step of the application process “Getting Pre-Qualified” or the “Request for Consideration.” We'll let you know within 1-2 business days if you pass the credit check.

Upon passing the credit check, you'll typically receive a call from one of our Franchise Specialists. His job is to help you through the remainder of the process, provide any other information you need and help you to decide if this business is right for you.

We'll continue to send you e-mail messages with additional thoughts, suggestions and information until you're ready to take the next step.

The “Application” / Business Budget

We loosely call this an “Application” because it looks so much like a job application. You are under no obligation to become a Franchise owner by completing this form. It's simply the first step in helping you to create a comprehensive business budget.



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The “Application” / Business Budget (CONTINUED)

THE TOLL BOOTH. (CONTINUED)

Once you’ve completed the online application, you and your spouse will meet with a Franchise Specialist at your home. There, you’ll go through all of the information, fill in any missing pieces and put together your business budget.

If you agree to join us at Matco, we’ll help you create a complete business budget that will identify in no uncertain terms how much you’ll have to sell each month to meet your personal and business financial obligations. We and you will know if it’s too big of a risk, or if it’s something that you feel confident you can do.

You still don’t have to agree or sign anything. We’ll leave you with the budget and a set of materials, send you on one or two Ride-Alongs and then check back to see if you’re ready.

Be aware that there is a chance we’ll deny your application. If we feel that this would be too big of a risk for your family, we’ll let you know. We’ll put you into a “stay-in-touch” queue so that we can keep checking back on how you’re doing.

The \$5k Business Budget (PDF) If you were to hire someone to create a similar business budget with you, it would cost you at least \$5,000, and as much as \$20,000. This document explains the real purpose of the “Application” and how it’s simply the first step in creating your business budget.

What Happens When (PDF) It’s always good to have an itinerary for a trip. This quick two-pager lays out exactly what happens once you complete the online application form.

Application Checklist (PDF) The application form is several pages long (online). While you can come and go into the application as often as you like until it’s complete, we thought this simple checklist would help. Once you have all the items on the checklist in hand, it won’t take long at all to complete the online application form.

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HOW MATCO PAVES THE WAY TO SUCCESS:

Matco is in the business of selling tools. When our Distributors do well, we do well. We make it easy to get into business with up to 100% in-house financing.

We set you on your journey with double the business training of our leading competitors.

We turbo-charge your business with 325 potential customers. And, we make your family part of our family, even awarding spouses at our meetings.



Ready for what's next?

The next step, if you're ready, is to complete the "Request for Consideration" or Pre-Qualification form. This is where you'll provide us with your Social Security number. Please note that all of your personal information is kept completely safe and secure.

Please be aware that this is the point at which one of our Franchise Specialists will want to contact you. Please be prepared for his call, and if he misses you, please return his call.

You're under no obligation to proceed. Assuming your credit is satisfactory, the Franchise Specialist is there to answer all of your questions and help you through the application process.

We encourage you to take your time, get all of your questions answered and even speak with other Matco Distributors. But, please... if you take this next step, set aside some time to speak with the Franchise Specialist when he calls.

[Hint: If you haven't already discussed this with your spouse, now would be a very good time. See the document on [Convincing Your Spouse \(PDF\)](#), under Safe Travels]

Click the button below to complete the Request for Consideration or Pre- Qualification form, but only if you're ready.



REQUEST FOR CONSIDERATION