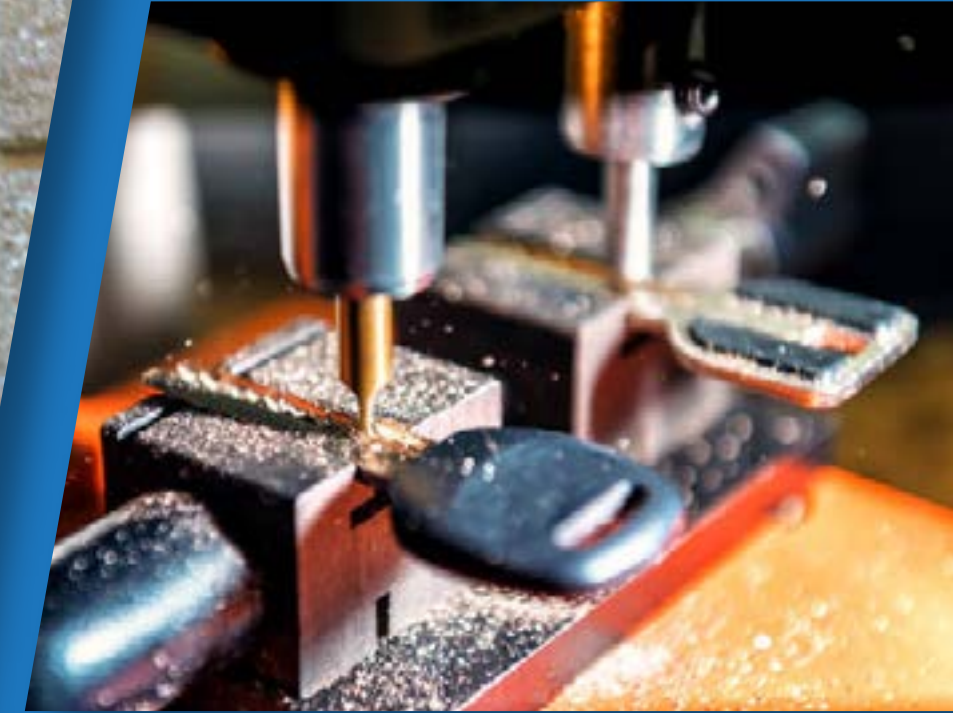


FRANCHISE PROGRAM OVERVIEW



The Perfect Combination of
Price, Service, Coverage ...and Opportunity





Welcome to The Car Key Store

The Car Key Store was launched in 2016 by Michael Saldamarco, an industry expert with a background in automotive repair, diagnostics, and programming. With his extensive knowledge and experience in the industry, Michael saw an opportunity to provide a high-quality locksmithing service that caters to the increasingly advanced technology found in today's cars.

The Car Key Store remains at the forefront of the locksmithing field by continuously integrating cutting-edge technology into its operations.

The Car Key Store stands out as a mobile operation, utilizing fully-equipped, branded vans to provide convenient services to all its customers. This approach allows The Car Key Store franchise owners to bring their expertise directly to their customers' locations, whether they are a vehicle auction house, a commercial fleet, or an auto dealership in need of assistance with vehicle keys.

Join us.

This is your opportunity to become the local car key technology expert in your protected territory!

What is The Car Key Store?

The Car Key Store is an automotive locksmith company primarily serving car dealerships, auction houses, car rental companies, repossession agencies, commercial fleets, and sometimes retail customers and private individuals. The Car Key Store not only makes keys for EVERY American and Asian car manufacturer, but also covers many “difficult” vehicle manufacturers such as Volkswagen, Audi, BMW, Volvo, Land Rover, Jaguar, and others.

In fact, many other local locksmiths and dealerships send them the work that they themselves cannot do!

In addition to making car keys, The Car Key Store matches new and used computer modules in many late-model vehicles.

When it comes to automotive locksmithing, nobody even comes close to the Car Key Store’s capabilities! Whether they’re a bank that needs keys made from scratch for repossessed vehicles, or a dealership in need of duplicate key fobs, The Car Key Store gets the job done quickly for a wide range of customers.

As a Car Key Store franchise owner, you’ll take pride in being part of a brand led by decades of experience, skill, and expertise. We are in the business of serving our customers quickly and professionally!

Today, we are bringing our brand and business to entrepreneurs like you who are ready to drive their futures forward.

Explore our opportunity and see the possibilities for yourself!





The Car Key Store Story

In 2016, Michael Saldamarco founded The Car Key Store. He recognized a growing need for locksmithing services that could address the complex and advanced technology present in modern vehicles. To meet this demand, he established The Car Key Store as a provider of top-tier services dedicated to delivering high-quality solutions for customers with today's sophisticated car models.

As the founder and owner, Michael operates the business together with his wife Lauren on a daily basis, ensuring that it stays up to date with the latest advancements in the automotive industry. The Car Key Store remains at the forefront of the locksmithing field by continuously integrating cutting-edge technology into its operations.



The Benefits of Buying a Mobile Franchise with The Car Key Store

When considering business ownership, individuals often have to decide between creating a new enterprise or joining an established franchise. While the franchise option offers benefits such as established systems and brand recognition, owning a *mobile* franchise offers several additional unique advantages.

Here are some reasons why choosing a franchise with The Car Key Store might be the best option for you.

Cost-Effective Startup:

Initiating any business venture entails financial considerations, but mobile franchises generally have a lower initial investment requirement compared to traditional brick-and-mortar storefronts. This makes entrepreneurship more attainable for more individuals and streamlines the process of starting a business.

Seamless Scalability:

As businesses grow, expanding operations can be challenging, but mobile franchises offer a simpler path to growth. With lower overhead costs, expanding a mobile franchise – by adding vehicles or expanding services – is often easier and more cost-effective.

Adaptability in Operations:

Mobile franchises offer operational flexibility, enabling franchisees to provide on-site services directly to customers. This allows them to cater to various locations and adapt to changing demands.

Strategic Marketing Initiatives:

Mobile franchises benefit from continuous exposure as they travel through different areas, serving as rolling advertisements that attract attention and generate interest.

Efficient Operational Management:

Managing a mobile franchise involves fewer administrative complexities compared to traditional franchise business models. With streamlined processes and digital tools, franchisees can focus more on delivering exceptional service rather than being overwhelmed by administrative tasks.

Owning a mobile franchise offers numerous benefits, including affordability, scalability, operational flexibility, targeted marketing opportunities, and streamlined operational management. These make it an enticing opportunity for aspiring entrepreneurs looking for a dynamic business venture.

Need More Reasons to Join The Car Key Store?

Owning a franchise with The Car Key Store offers you key advantages and opportunities. Here are a few additional reasons to consider joining us:

Convenience and Accessibility:

The Car Key Store has the advantage of providing services directly at the customer's location. This eliminates the need for customers to tow their vehicles to a physical locksmith shop or dealership, making it more convenient for them and potentially attracting a larger customer base.

Affordable Lower Investment than most other franchises, especially brick-and-mortar locations.

Less Physically Strenuous than most other automotive businesses, such as vehicle maintenance, tire changes, or transmission work — no heavy lifting required.

Flexibility and Mobility:

Operating as a mobile locksmith allows you to have greater flexibility and mobility in serving customers. With a mobile setup, you can reach customers anywhere in your territory. This flexibility can give you a competitive edge and the ability to cater to both scheduled and urgent situations.

Lower Overhead Costs:

Running a mobile automotive locksmith business with a home office involves lower overhead costs compared to operating a brick-and-mortar shop. Without the need for a physical storefront, you can save on expenses such as rent, utilities, and maintenance.

Protected Territory: As a franchise owner, you will have an exclusive territory with a minimum population of 300,000 people.

Growing Demand:

The need for automotive locksmith services continues to grow as vehicles become more technologically advanced. Modern vehicles often come equipped with sophisticated security systems, requiring specialized knowledge and tools for efficient repair or key replacement. By acquiring a mobile automotive locksmith business, you position yourself to meet this increasing demand and provide valuable services to customers.

Multiple Revenue Streams: The Car Key Store franchise owners work with car dealerships, auto auctions, rental car companies, commercial fleet operators, service shops, repossession agencies, and more.

Access to Approved Suppliers, Accounts, and Proprietary Products: Our franchise owners have access to established accounts and suppliers with negotiated favorable terms on inventory and supplies. Plus, they can purchase branded, proprietary fobs and other supplies directly from the franchisor!

Commitment of the Franchisor to continually develop and refine the business model to ensure our entire network remains on the cutting edge of a dynamic industry.

Work-Life Balance:

Owning a mobile franchise with a home office allows you to balance your work and personal life. You can spend more time with your family, reduce stress related to commuting, and enjoy a more relaxed work environment.

If you are looking for an opportunity to build a future and grow personally and professionally, The Car Key Store franchise program could be the right opportunity for you!





What Sets The Car Key Store Apart?

When searching for a vendor to service their automotive locksmithing needs, customers have many choices. From large national chains to your average “mom and pop” lock shop, everybody has their niche.

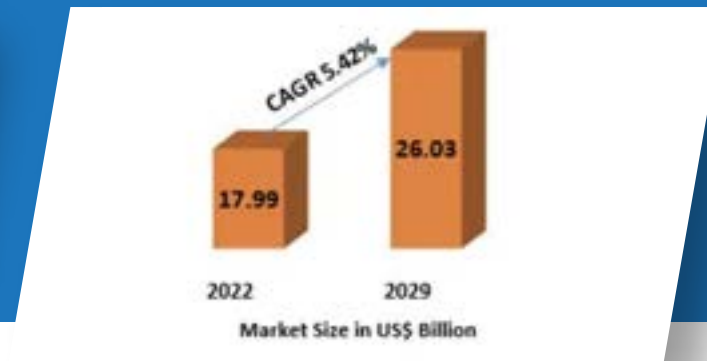
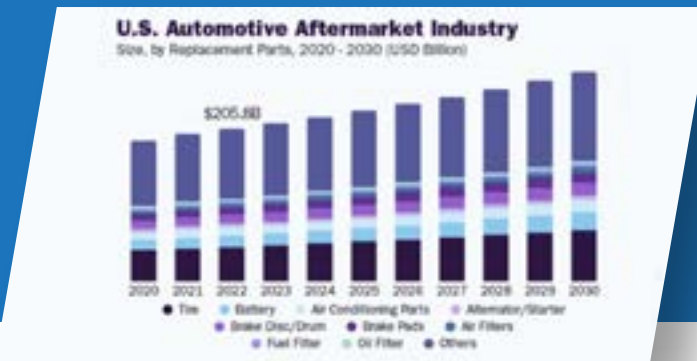
At The Car Key Store, we believe we have the perfect combination of prices, service, and coverage for the following reasons:

- 1** We work, just as our franchise owners will, within a determined, protected territory. This drastically cuts down the “response time” over our competition. Since the national chain locksmith companies often cover a large area, they sometimes cannot respond to a service call for up to a week! At The Car Key Store, we strive to provide same-day/next-day service on almost 100% of our calls.
- 2** For our wholesale customers, in the event of an emergency, we can make keys on-site at their retail customer’s location. No large chain offers this service to its wholesale customers.
- 3** We cover more makes and models than anybody in our area. From Chevrolet to Mercedes-Benz, we have a plethora of specialized equipment and an extensive selection of keys in stock.
- 4** Besides making car keys, The Car Key Store matches new and used computer modules in many late-model vehicles. We use both OE (original equipment) and aftermarket software and hardware to program and pair many complex modules on today’s vehicles.
- 5** At The Car Key Store, we re-manufacture many car keys for our own use. This allows us to provide our customers and franchise owners with OE quality keys while keeping prices reasonable.

But, most important of all, we are a family owned and operated company. And this same family-centric dedication to our daily business carries over to how we support our franchise owners.

Are you ready to get on the road and transform your life?





The Industry Outlook

The car key replacement industry is booming! This growth is driven by factors like increasing vehicle sales, advancements in automotive security technologies, and rising demand for smart/digital car keys.

1 The U.S. automotive aftermarket industry size was estimated at over **\$205 billion**, and is expected to continue to grow through 2030¹.

2 The global automotive key market size alone was recently valued at nearly **\$18 billion**, and the total revenue is expected to grow to reach more than \$26 billion in the coming years.²

3 According to a [report by Future Market Insights](#), the market value of automotive keys is predicted to increase over the next decade: “The industry is experiencing robust growth due to the expanding automotive industry and increasing vehicle production worldwide. The surge in automobile demand, including passenger cars and commercial vehicles, directly contributes to the demand for automotive keys.”³

4 The U.S. automotive smart key market is expected to grow by over **18%** during the next few years.⁴

The numbers speak for themselves. It's time you leveraged this industry's potential to the fullest extent.

**Are you ready for an opportunity to capitalize on this industry growth?
Let's talk further.**

1 <https://www.grandviewresearch.com/industry-analysis/us-automotive-aftermarket>

2 <https://www.maximizemarketresearch.com/market-report/global-automotive-key-market/81555/>

3 <https://www.futuremarketinsights.com/reports/automotive-key-market>

4 <https://www.mordorintelligence.com/industry-reports/united-states-of-america-automotive-smart-keys-market>

Customers Love The Car Key Store



I recently used The Car Key Store and was thoroughly impressed. They offer a highly convenient service by coming to your location, saving a lot of time and hassle. The technician was punctual, professional, and efficient, cutting and programming my new keys in 30 minutes. Overall, I highly recommend The Car Key Store for their convenience, professionalism, and excellent service. I will definitely use them again in the future!

Tammy Granata
Government Account Liaison
Connecticut's Central Auto Auction



Mike and his team are wonderful! They are attentive and communicate well. We send them a list of vehicles we need keys for and they reply back within the hour with pricing. They are at our yard the following day first thing in the morning installing keys. They make the process quick and painless. Couldn't ask for better customer service.

Shelby C.
Assistant General Manager
Copart



We here at NST absolutely love Mike and Lauren. We purchased our business four years ago and they came with it. They did the keys for the previous owner. We are so glad they did! They are the most wonderful people we know. Mike's knowledge of keys and ability to make such a variety is a huge part of our repo business. We would be lost without them. They are always more than happy to help whenever they can and are easily reachable if we need something more quickly. We would and do recommend them to anyone who is looking to have a key made at a reasonable rate! I don't know any company that can beat the price and the absolute thoughtfulness and kindness that Mike and Lauren provide to their customers.

Sarah DelBene
Chief Operating Officer
Northern Storage & Transport



The Car Key Store is great. Mike has always been there when we needed him. He stands behind his work and his product. The price is a very competitive rate. I highly recommend The Car Key Store for all your key needs.

Dennis Grafola
Parts and Service Director
Byrider



We are very pleased with the service provided by The Car Key Store. They are always polite and professional. They are very quick to respond to our service requests. They are efficient in completing our key needs. We highly recommend The Car Key Store.

David Bartini
Operations Manager
Statewide Auto Auction

Are you ready for an opportunity to capitalize on this industry growth? Let's talk further.

Where Will You Operate Your Car Key Store Franchise?

Our strategic growth plans include branching outward from our Connecticut-based headquarters into key markets in the Northeastern U.S., including metro areas in great need of services within targeted states in the region ...with further expansion expected from there!



If you see the need in your local area for a differentiated, reliable, and effective mobile car key service, then let's talk about how you can put your business – *and your future* – into motion!



Key Franchise Program Information*

Estimated Initial Investment:

\$106,200 to \$183,200
(This includes an initial franchise fee
of \$35,000).

Royalties:

10% of gross sales, payable weekly.

Local Marketing Requirements:

- \$5,000 must be invested in local Grand Opening marketing and promotion during the first 60 days from the opening launch.
- A minimum of \$1,000 per month must be invested in local marketing. When revenues reach a total of \$10,000 per month, the franchisee shall then pay 1% of the gross sales.

System Marketing Fund Contribution:

1% of gross sales (which may be increased to 3% during the term of the franchise agreement), payable weekly.

*Please see our FDD for details

What Kind of Franchisee Support Will I Receive?

Our team understands this business better than anyone.

The Car Key Store franchise opportunity stands out above the competition because of how well we relate to our franchised business owners and due to our focus on innovation and future thinking.

We do the same work that our franchisees do every day.

We want to show you what is possible when we combine your entrepreneurial spirit with our industry expertise. Together, let's build the business you always knew you could have. Here are just a few of the many ways we will support you:

Extensive Initial Training and

Support: To show you how the right suite of tools and services can help you run your business more effectively, you will receive complete training on all aspects of running the business. This will consist of pre-training virtual meetings, covering essential business software tools and other operational systems; this will be followed by 14 days of hands-on, immersive in-shop and in-field training, to provide a solid foundation in car key generation, programming, and customer service. On-site training in your local territory will occur for up to 3 days during your launch period.

Ongoing Training and Coaching,

including remote support via text, phone, or email when you need it, as well as onsite field support visits throughout the life of your franchise business.

Comprehensive Documentation:

Our confidential operations manual details the important aspects of running your business, including key operational procedures, customer service, managing inventory and supplies, marketing techniques, product knowledge, best practices, and more.

Access to Pre-approved and Exclusive Supplies and Services:

This includes our own line of The Car Key Store branded key fobs, as well as help with remote fob programming services for more difficult brands of vehicles.

Marketing Guidance: We will help you plan your local marketing campaigns with branding and compliance guidelines. We will provide you with samples and templates you can use to generate leads and close sales. We will also help you with van graphics, as well as website and social media presence to maximize your business' visibility.

You'll receive all of it – pre-launch initial training, continued training and support, comprehensive business documentation, local marketing support, and more – to help keep your business running in top form!

Are you ready for an opportunity to capitalize on this industry growth? Let's talk further.

Meet The Car Key Store Management Team

The Car Key Store is run by a dedicated husband-and-wife team. Michael and Lauren Saldamarco contribute their unique skills and backgrounds to the business. Michael has worked in various automotive-related roles before (including working for a car auction), finally venturing into locksmithing. With his in-depth understanding of automotive repair, electrical diagnostics, and computer programming, he is well-equipped to handle the challenges of working on modern vehicles.

Lauren became an integral part of The Car Key Store, managing the office affairs while also raising their three children. Lauren ensures that the business always runs smoothly behind the scenes.

Together, the team has built The Car Key Store into a trusted and reliable automotive locksmith service provider that is primed and ready for further growth. Their shared commitment to excellence, continuous technological advancements, and dedication to customer satisfaction differentiate The Car Key Store in the industry and help make this an incredible franchise opportunity for other small business owners.





Are You Right for The Car Key Store?

We are looking for financially qualified individuals who want to build a local business in this fast-growing car key replacement industry.

Candidates should have a minimum FICO score of 690 and a minimum net worth of 1.5 times the Estimated Initial Investment, with 30% to 40% of that amount in liquid assets.

Candidates should also ideally have experience in the automotive space; however, sales experience is not required.

The franchise owner will be required to be a full-time, hands-on operator and be actively involved in the day-to-day operations of the business.

The franchise owner may also be required to be certified in locksmith services, depending on the state or area in which the franchise operates. We also expect franchise owners to be members of the National Automotive Service Task Force (NASTF). Rest assured, we will be there to guide franchise owners as they secure necessary certifications and memberships, working alongside them to ensure their industry compliance.

If you love serving people and providing solutions, this might just be the right opportunity for you.

What's Next?

Let's continue to talk about The Car Key Store opportunity and the next steps:



1. Complete our request for consideration form.



2. Meet The Car Key Store team to discuss your business growth goals.



3. If you qualify, you will then be asked to review the Franchise Disclosure Document.



4. If we agree there is a good fit, you will then sign the Franchise Agreement.



5. Then, we'll train you on the latest tactics and techniques in the car key replacement industry.



6. From there, you're off and running, ready to take your future in business to the next level as a franchise owner with The Car Key Store!



Let's Take the Franchise Journey Together!



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