



2021

ANNUAL REPORT

MAKING CAR CARE SIMPLE
AND AFFORDABLE



Welcome to Simplicity Car Care's

2021 ANNUAL REPORT

Simplicity Car Care is one of Canada's fastest-growing automotive franchise networks. Our vision is to make car care simple and affordable for every vehicle owner in the world. Simplicity Car Care is determined to have a positive and profound impact on its stakeholders by providing the following value propositions:

- 1** Increasing top-line sales to provide an enhanced contribution to the facility's investment and infrastructure
- 2** Delivering unparalleled operational support and processes, allowing for reduced stress and decreased production costs
- 3** Leveraging our Multi-Store Operation (MSO) intelligence to guide as well as support our partners through any operational challenges that may arise within their business unit

As passionate as we are about creating a better quality of life for our franchise partners, we are equally passionate about providing a best-in-class experience for our customers.

Claims Management Solutions

Our business-to-business partners are dealing with increased levels of "red tape" and costs related to claims management. Our goal is to provide a platform where claims management complexity is replaced with a simplified and streamlined approach. Our expanding infrastructure allows us the ability to offer additional support in the areas of:

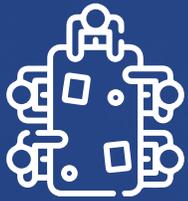
- 1** Cost Management
- 2** Claims Management
- 3** Customer Experience Management

We are an innovative and holistic solution for the collision repair industry and look forward to serving our clients as we continue to increase Simplicity's market presence throughout Canada and abroad.



2021

HIGHLIGHTS



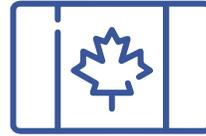
**Established
the Advisory
Board**



\$54,708,717
System sales



21,855
Customers served



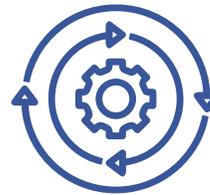
78
Locations
across Canada



**Established
employee profit
sharing program**



93%
Net Promotor
score



7.7 days
Cycle Time



**Entrance into
British Columbia**

simplicity
CAR CARE

ENTRANCE

VISION

To make car care simple and affordable for every vehicle owner in the world.

MISSION

Simplicity Car Care delivers a world-class customer experience. We conduct business with all partners and customers based on the pillars of value, trust and integrity.

We are leaders in innovative solutions and strive to add value to our stakeholders continuously. We have a social responsibility to the partners, people and environment in where we provide services. We are strategic in our business operations, thus ensuring value to our shareholders

VALUES

Our core values represent who we are as a company. They guide us to do the right thing for our customers and franchisees.



We WOW Our Customers



We Value Our People



We Keep it Simple



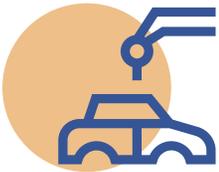
We Build Relationships



We Innovate to Create Solutions

Our STRATEGY

Simplicity Car Care aims to deliver superior value to all stakeholders by providing meaningful results. We leverage technology for speed and ease of use, with a differentiated brand experience.



Franchisees

We've simplified the process of owning and operating a car care and collision franchise, so you can focus on your customers.



Consumers

When it comes to caring for you and your car, Simplicity Car Care keeps it simple by delivering total client satisfaction through proactive service, transparent communication, and expert craftsmanship.

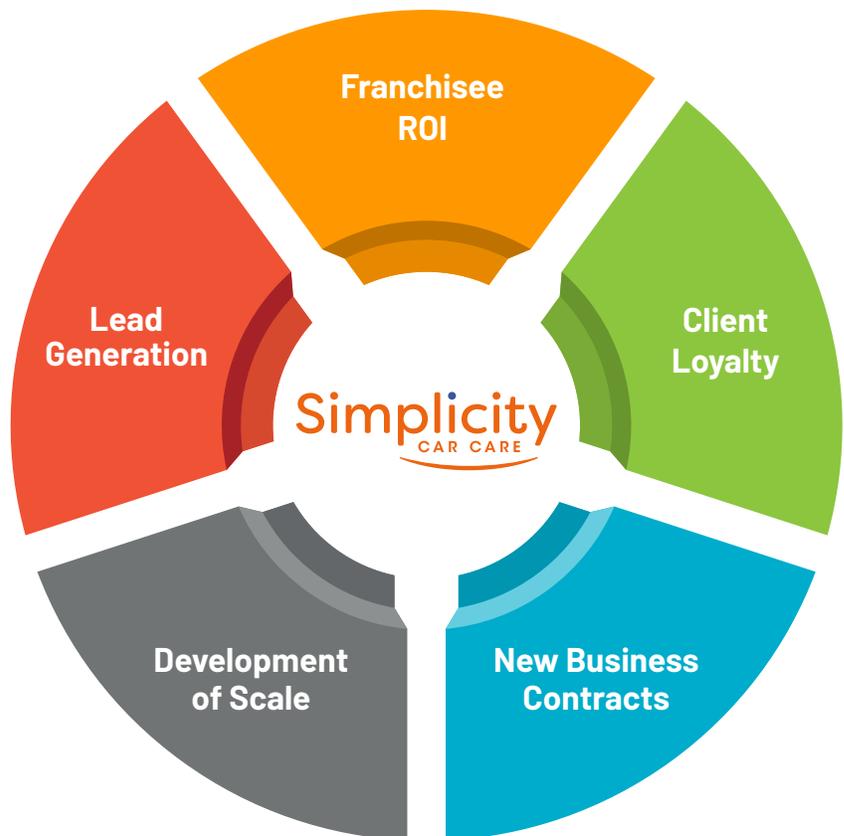


Commercial Partners

Simplicity Car Care strives to deliver an unmatched standard of improved cost containment and customer service with innovative processes and systems.

The Virtuous Cycle

A virtuous cycle is defined as a systematic process of events with each one having a beneficial effect on the next. At Simplicity Car Care, our strategic objectives are developed around the culture of providing the highest level of value through every interaction, with all stakeholders.



A Message from

THE CHAIRMAN



Bill Brower

Chairman, Board of Advisors

**“I LOOK FORWARD TO BRINGING
INSIGHTS TO THE TEAM FROM
THE INSURANCE INDUSTRY AND
LEARNING FROM OUR ADVISORY
BOARD COLLEAGUES”**

To Our Industry Stakeholders,

I am thrilled to be part of the Simplicity Car Care Advisory Board. Let me begin by sharing a little about my background. My career began many years ago as a teenager working with my father in our small family auto body shop located in North Carolina, where I learned the trade of auto collision repair. Since those early days, I have been in the insurance claims industry for more than 30 years, leading business units at Liberty Mutual, Nationwide Insurance and LexisNexis Risk solutions. During my time with LexisNexis Risk Solutions, I led an initiative to create a vision for the future of auto claims handling. This work began with a series of industry studies known as The Future of Claims Reports. This study was conducted by gaining insights from both insurance executives and insurance customers over the years where our research predicts a future claims process that will be highly digital and automated. Last month, I joined Solera as Vice President of Industry Relations, where I am continuing my work to help the insurance industry with their digital claims transformation with advances in AI estimating and data-driven claims processing.

In my role as chairman of the Simplicity Car Care Advisory Board, I look forward to bringing insights to the team from the insurance industry and helping navigate our digital transformation.

Simplicity Car Care is perfectly aligned with where the collision repair industry is going. The focus from the leadership team on implementing lean repair workflows, leveraging scalable solutions and providing customers with the ability to interact with the collision centre digitally, are leading the repair industry globally. Simplicity Car Care has made substantial strides in delivering a seamless claims experience for insurers as the company continues to make investment in infrastructure and talent development.

It is so exciting but not surprising to see the rapid growth of Simplicity Car Care in this annual report! The entire team at Simplicity Car Care is laser focused on delivering value to each stakeholder and challenging the status quo. I look forward to assisting the leadership team in growing the organization and making car care simple and affordable for every vehicle owner in the world.

A handwritten signature in blue ink that reads "Bill Brower". The signature is fluid and cursive.

Bill Brower

Chairman, Board of Advisors

A Message from

THE CEO



Paul Prochilo

*Co-Founder and CEO
Simplicity Car Care*

"WE NOW FOCUS
OUR ATTENTION
ON REBUILDING TO
WHAT LIFE WAS
PRE PANDEMIC."

To Our Valued Stakeholders,

This year's annual report carries a different feeling of gratitude and optimism than previous years. I make that comment considering that globally, it seems as though we may be in the final phases of winning the war against COVID-19. There have been severe casualty numbers along the way. The methods deployed to win the war have created great division amongst the people; however, as with any completion of the war, it is now time to rebuild.

We currently focus our attention on rebuilding what life was pre-pandemic. We now focus on economic redevelopment, as businesses that survived restrictions work to build back up. We focus on mental health, as a report from Health Canada reveals that anxiety and depression cases among adults have risen over the last two years from 1 in 10 in 2019 to 4 in 10 in 2021. Mental health is the underpinning of holistic health, so we wish those impacted an abundance of strength and positivity to help them through their journey. Last but not least, we focus on continually protecting those immune compromised or high risk. We must protect those most susceptible because it is our duty.

Like any war, there are never any winners. Once we complete this battle; it will be up to each one of us to determine the only benefit that can be provided, "what did we learn"? How can we avoid this from ever happening again?

In the writing of this annual report, I reflect on the first report ever written by Simplicity Car Care, and its leadership team. I fondly recall it was 2018 when I wrote, "I believe the Simplicity Operating System is a comprehensive approach to operational and financial performance, which will add significant value to all independent operators in the Canadian marketplace."

This statement has remained true. However, we continue to develop innovations to unlock value upstream and downstream. Many of the discussion points to follow will provide examples of how Simplicity is working with all our stakeholders to continue to actualize our vision of making Car Care simple and affordable for every vehicle owner in the world.

Performance

Despite the supply chain delays and labour shortages as we continue to recover, Simplicity and our Simplifiers across the country have continued to outperform the industry by a significant margin. My preferred indicators of success are Length of Rental and Client Advocacy via Net Promoter.

The 2021 Length of Rental (LOR) for the 2021-year end has not been released yet, but all indicators determine the national average will reach between 13-14 days. Simplicity Car Care had produced an outstanding 7.7 days, approximately a 45% beat of the industry performance. This performance is attributed to the culture and systems of Simplicity. However, as vital as systemization is to any highly effective organization, it is our culture which acts as a governor of our performance. I am very proud that our Simplifiers believe in our vision, but most importantly that the vision is achievable. Therefore, when we approached the network of Simplifiers on how we could improve, they presented a very high level of excitement and belief in the possibility that we can continuously improve. In Q4 2021, we began beta testing on different tranches of cycle

time. We wanted to determine our success rate in delivering drivable vehicles (approximately 80% of our workflow) within 3,5 and finally seven days. The results have been nothing less than encouraging.

As we all know, performance is the underpinning of all client advocacy. As discussed in this report, you will see a direct correlation between a reduced cycle time and client advocacy. The ability of our network to deliver a 93% Net Promoter score is impressive on its own, but even more so when we consider the score is a beat of the industry standard of 44% according to customergruage.com.

Our results also indicated that clients are appreciative of our customer care, but they also had a perspective of elevated client advocacy of our insurance partners. The insurance referred customers following repairs at Simplicity Car Care rated their insurer NPS an average of 60%. This represents a beat of the financial sector client advocacy score of 36% as measured by customergruage.com.

“SIMPLICITY CAR CARE HAD PRODUCED AN OUTSTANDING 7.7 DAYS, APPROXIMATELY A 45% BEAT OF THE INDUSTRY PERFORMANCE.”

System Growth

2021 demonstrated another consecutive year of the tremendous growth in net new store development. With the addition of 23 locations, Simplicity grew to a combined 78 locations from coast to coast, representing year-over-year growth of 47%.

We are excited to welcome more operators into the Simplicity family throughout 2022. We have a projected target of 115 locations across Canada.

As we review system sales, performance was flat from the previous year, with a -1.2%. However, these numbers don't reflect the complete story; as of Q1 2020 was a record-breaking measurement of system sales, which carried the average through the sales decline of COVID. However, data demonstrates that our unit count with all DRP partners increased.

We anticipate a minimal 10% year-over-year increase in 2022, as a result of winning market share through our performance-based agreements.

2022 – A Look at the Road Ahead

2022 is a year of great promise. It will be marked by arguably our most significant objective yet, the rollout of our Decarbonization Pledge, to reach climate positive by 2045. Our Decarbonization Pledge will require considerable focus and diligence on the part of every Simplifier in Canada and abroad, as we plan for international expansion.

However, perseverance is in this company's DNA. Within four short years, we have accomplished what many believed would never be possible, but that is the power of becoming a Simplifier. We don't see with our eyes; we see through our eyes; the lens through which we see the world is through our paradigm. Our paradigm states nothing is impossible; we need the focus, and we will achieve anything. In this report, you will find the segment committed to our ESG initiative.

Our ESG initiative will be the road-map to Simplicity's legacy. We will continue to focus on market leadership in simplifying the collision repair experience and reducing the cost to produce an OEM approved repair but make no mistake about it, our leadership will lead to a legacy of change for good. A legacy of a company who started from humble beginnings but grew to historic proportion, while ensuring it deployed its resources to leave the world in a better place than we found it.

We will continue to provide unrivalled support to every Simplifier across Canada. We are doubling down on our operational support, by recruiting additional Simplifiers to join our team and assist in becoming an agent of change.

In closing, I must thank each member of the Simplicity family, both corporate and franchise members. If not for each of you, this company would be an optimistic idea. It is your commitment and dedication that brings Simplicity Car Care to life, and I am sincerely grateful.

To our fleet, insurance partners and supply chain, we thank you for your partnership. We are greatly appreciative of working together to satisfy our mutual customers.

Stay safe and always be optimistic.

Best regards,



Paul Prochilo

Co-Founder and CEO

Simplicity Car Care



ESG

PLATFORM

Environmental and Social Governance (ESG) is a new policy with fast-growing acceptance within several industries of the world. Meanwhile, for the collision repair industry, it is more than just a policy, it is regarded as the wake of a new era.

As an industry leader, Simplicity Car Care has set the tone and created an ESG blueprint which would guide the transition into becoming a climate positive organization by 2045.

Legacy and Leadership

The vision is to make car care simple and affordable for every vehicle owner in the world. In achieving this, it is paramount to create a sustainable business strategy that emphasizes positive market leadership as well as a legacy. Paul Prochilo, CEO of Simplicity Car Care, explained that "Market leadership is not just measured by scale and performance, but also by legacy."

Prochilo states that because the network's goal is to become a global brand, it's imperative "to leave a positive impact in every community we serve."

In this bid, beyond the creation of an ESG directive, Simplicity Car Care also ensures that the execution and evaluation of the strategy is as concrete as the planning. The company is committed to results over the long term with investment in the expertise of specialists and consultants who can guide the procedure in the achievement of significant, sustainable reductions in carbon emissions.

For evaluation, we understand that "Measurement leads to management,"- Prochilo. Hence, we work with our carbon consultants in drafting monthly analytics that track our carbon reduction progress and performance.

Sustainability

Besides doing the right thing and helping protect the environment for future generations, ESG has some additional benefits. Prochilo references a study, which identified that 79% of companies listed on the S&P 500 generate greater returns on carbon reduction investments than they do from traditional capital investments.

The study revealed that the highest returns are earned at the optimum point of energy improvement and led to an overall return of 196%, with the average payback period taking just 2-3 years.

Simplicity Car Care has developed a plan to reduce its carbon footprint by at least 6% per annum until 2045.

In achieving this feat, we employ a strategy that Prochilo terms "the small-ball approach." This approach helps us first to count the cost of executing this program. "By beginning to measure your carbon footprint and working with stakeholders for ideas on reducing carbon emissions," he says, "there is a high probability you will offset any costs."

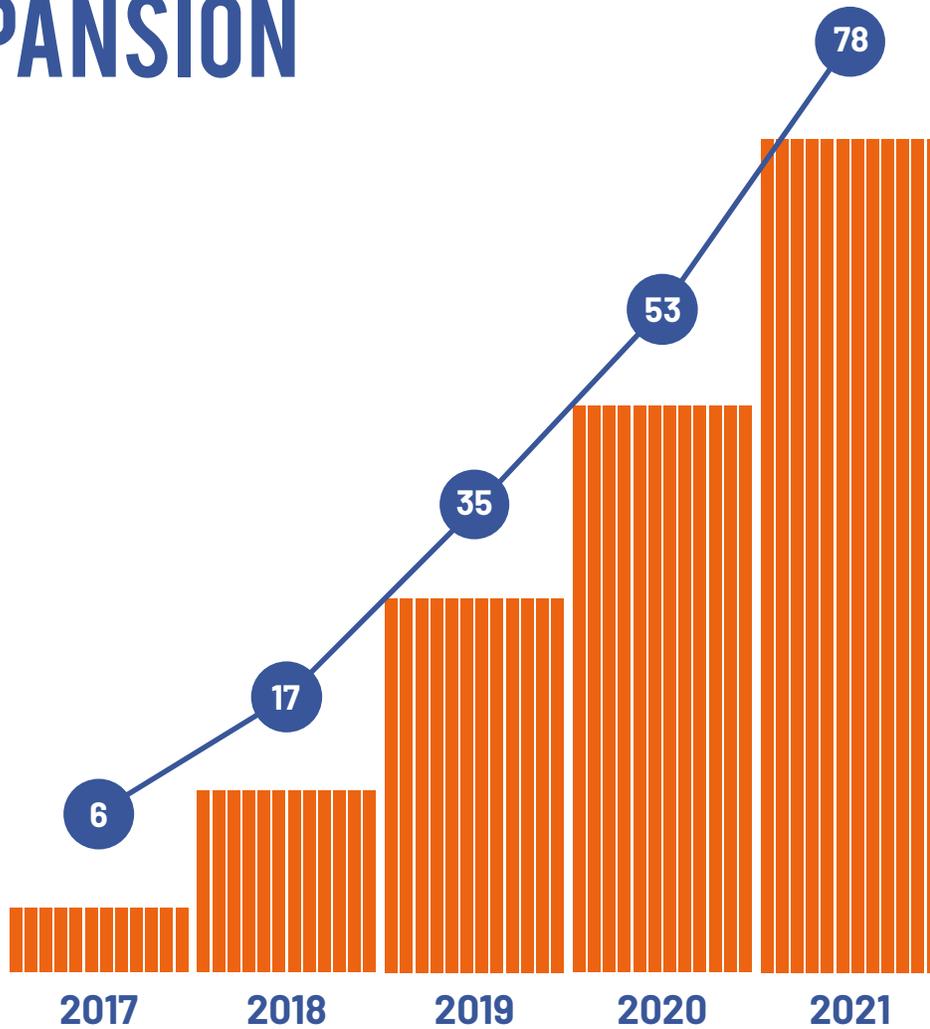
Greater Involvement

There are very slim chances that this laudable feat will reach heights of impact if it goes without a wider scope of involvement. Hence, our involvement of the entire collision repair industry. This way, each industry player can enhance the communities it serves across the globe and maintaining a collective movement towards a climate positive target.

“We aspire to see not only Simplicity Car Care, but our entire industry as a beacon of hope and an example of ESG excellence.”

National

EXPANSION



We recorded a
47% increase
in net new store
growth in 2021.



Quebec

Quebec had outstanding growth with a net new store growth rate of 250%. This province will continue to be an important growth market with large growth potential moving forward.



British Columbia

In 2021, Simplicity Car Care opened its first franchise location in British Columbia. This province will continue to be a key focus for new store growth.

Alberta

Alberta had consistent growth with a total of 19 franchise locations and a net new store growth rate of 46%. Alberta will continue to be an important growth market with large growth potential moving forward.

Ontario

Ontario had significant net new store growth in 2021 with a 31.5% growth rate over the previous year.

Capacity

MANAGEMENT

As the entire world continues to work through the recovery process of the post-pandemic, different factors have had disruptive effects on the collision repair space. However, the factors that have the most significant impact on the capacity of the collision centre to date is a labour shortage, parts delays, and capacity measurement/management capabilities.

We have seen numerous proposed models for collision centres to manage their work-in-process. However, the most critical success factor in managing capacity is standardization in the repair process.

Labour Shortage

Although an on-going concern far before COVID, we continue to see perpetuating trends where approximately 60% of the collision centre technicians belong in the 39-60 age bracket. This poses greater risks in the mid- and long-term

Parts Delays

As we have all witnessed, the semi-conductor and supply chain constraints have impacted parts production and inventory of parts available. We do not see this trend changing for the next 12-18 months. As indicated by the Enterprise LOR report for Q4 2021, we have seen a combined LOR increase of 1.0 days. Due to part delays, we anticipate the cycle time metrics to rise until the supply chain normalizes and reaches equilibrium.

However, as the Canadian LOR continues to increase, Simplicity Car Care was able to boast a key-to-keys cycle time of 7.7 days, a **40% reduction versus the industry across Canada**. Significant credit must be

As Simplifiers, our network members are provided unrivaled support to assist in deploying the Simplicity Repair Process (SRP). SRP is the underpinning to our performance and provides Simplifiers the ability to unlock capacity in their operations, which provides an immediate impact on their bottom line.

The following is a list of the factors plaguing collision repair centres and how the Simplicity self-management model resolves these external constraints.

range of a collision repair centres sustainability. However, in a survey conducted, we have identified non-skilled labour as one of the greatest needs, specifically in the appraisal process.

given to the Simplifiers and our Field Conversion Team, who deploy our Simplicity Repair Process (SRP) within the first 90 days of all Simplifiers joining the network.

SRP is a combination of Lean Six Sigma, the Theory of Constraints and Just-in-Time inventory. By deploying SRP, we have seen reductions in cycle time by up to 50% within 90 days. Our qualification system ensures vehicles enter via a pull system and are entering the process with marginal non-value-added processes.

The result is a 40% reduction in LOR and a 105% beat on the client advocacy benchmark according to Customer Gauge.



Collision Centre Capacity

As discussed previously, no capacity management model is perfect fit for all collision repair centres, especially considering the constraints the industry is facing today. However, no matter the capacity management model employed, without standardization in the repair process, there is too much variability to expect a significant impact. The different models that have been used today are the severity model, vehicles per day method, and the workload method, among others. Depending on the collision centre's goals, each method has its pros and cons.

Our proprietary system allows our network to remain agile and nimble despite any external factors that may be plaguing our industry.

At the writing of this correspondence, this system provides our partners with an excess capacity of 49% available across Canada.

In conclusion, the collision repairers across Canada will continue to see operational pressures based on the three constraints discussed as claim levels continue to climb towards pre-pandemic levels. Simplicity Car Care is committed to providing market leadership in the areas of client advocacy and cost management by leveraging the capabilities of our self-management model and supporting all Simplifiers by delivering standardization in repair process and infrastructure support.

Franchise

TRAINING AND SUPPORT

By leaning into technology as a method of support, we were able to maintain 500+ hours of recorded training and support that has now been converted into 18 modules for training and development of the franchise system and on-boarding of new corporate staff. This strategy allowed us to be more ready and available for the Network. The franchisee engagement has also

exceeded our prior best, with bi-weekly webinars being delivered on the premise of increased communication about Network and industry-wide developments and changes, Q&A with the Senior Leadership Team on all things Operations and Business Development and guests from in and out of the industry to help mentor the Network through their respected discipline.

The Launch of the Power Hour

At Simplicity Car Care, speed, execution and client experience is paramount. The launch of our regional Power Hours illustrated our dedication and discipline to this “continuous improvement” mentality. The Power Hours have become a platform for regional franchise partners to communicate, learn and

improve their business acumen with their dedicated support teams and a member of senior leadership weekly. A Field Conversion Manager (FCM) has pre-subscribed agendas for the franchise partners to prepare for each call.

The Path to OE Certification/Accreditation

In 2021 Simplicity Car Care focused on executing on the 3Rs, doing the right things, the right way, and *the right time*. This mantra was evident in the scheduled support provided as the Network embarked down the path towards OE Certification/Accreditation; our FCMs were tremendous at scheduling and delivering BRIT (Bring Your Own IT) classes for I CAR studies. Each course was focused on helping our Network learn in the areas of structural, non-structural, refinish and estimating.

As the country continued to reopen regionally, we leveraged our industry partners and the training content that they have created for OE Certification/Accreditation achievement by their customers. Our partners included paint manufacturers, paint

distributors, allied product partners and dent extraction tools and training. A series of repairability training sessions were held regionally where the training was permitted. With a significant focus on the repair of plastics and outer metal repair, alternative training was also delivered via webinar for those who could not make the training dates. We are delighted with the progress made, mainly because the Network has continuously received training on executing outer panel repairs to OE standards.

Future insights on Certification/Accreditation

As the country moves toward recovery and the industry gets closer to pre-pandemic volumes, the Network is further investing in the tools and technology to ensure a safe and profitable repair. Throughout 2022, the Network will regionally invest in the BETAG system, focusing on becoming market leaders in outer panel repair. The BETAG tools and training system improve the Network through a two-pronged approach.

1. The Network will learn to conduct outer panel repair for all OE manufacturers while fueling our cost reduction strategy in every market that we serve.
2. The best-in-class training from BETAG compliments the training systems already in place at Simplicity Car Care.

Coast to Coast Performance

The last eighteen months have been anything but consistent and predictable. However, the performance of Simplicity Car Care in a PBA environment was a pleasant change from day-to-day reality lived throughout the pandemic.

Our franchise partner's dedication and discipline were tested. When labour shortages are high, supply chain problems plague the world, and all associated repair costs increase due to inflation.



Further Franchise System development in 2022

The Network's performance is as strong as our commitment to continuous improvement. That said, 2022 will launch our most extraordinary innovative campaign yet. The Simplicity Car Care Lean for Collision Series; this program will be a set of training modules focused on profitability, increased efficiency, improved client experience and compressing timeframes in each of our franchise partner's departments.

There will also be advancements to the SRP; we feel at this time, the adoption of SRP is going very well. In 2022, the Network can expect additional enhancements to our system, which will assist in driving greater unit economics for each franchisee.

Performance Comparison to the industry in 2021

In 2021, the entire Canadian Automotive Aftermarket had much to deal with due to the COVID 19 implications. Shortage of staff, unreliable supply chains and financial pressures, to list a few. These issues were not new to the industry but were exacerbated by the pandemic. To illustrate these issues' impact on the collision repair sector, we need not look any further than the Enterprise Car Rental LOR reporting by QoQ and YoY. On average, the collision repair sector experienced an increase of LOR by 1.0 days from 2020 to 2021, moving from 10.8 days to 11.8 days. (Enterprise LOR Report). In our opinion, the challenges that collision repairs dealt

with throughout the pandemic will not be short-lived; therefore, collision repairs need to find a way to add innovation and unlock capacity in their locations.

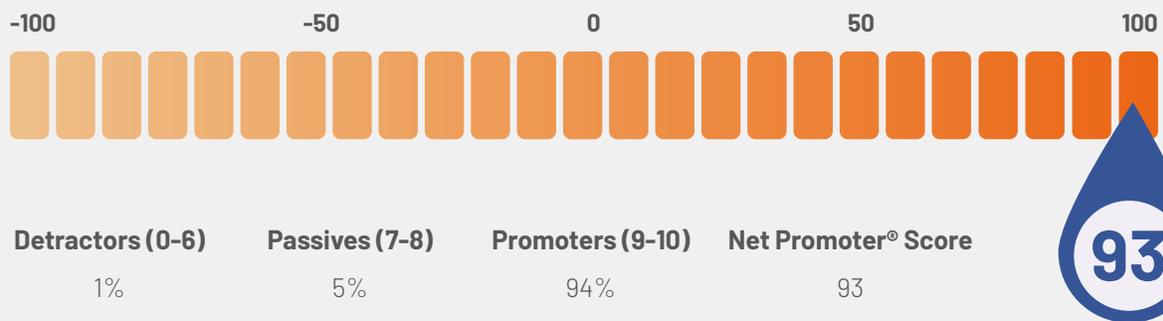
In comparison to the industry, Simplicity Car Care managed the issues plaguing the industry very well. Simplifiers coast to coast ended the year with a 7.7 Network-wide cycle time, 35% faster than the marketplace. The catalyst to such performance came from alternative performance than the earlier mentioned capitation agreement, and such performance came from the Simplicity "Heart Beat Metrics."



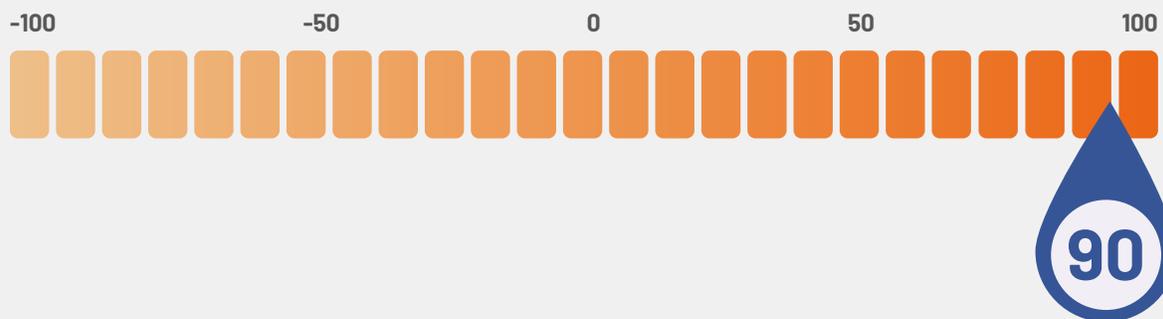
Client Advocacy

At Simplicity Car Care, we believe that client advocacy is paramount, and that is evident in our Net Promoter Score (NPS) for 2021. In the graphs below, we will share our 2021 NPS, our track record of on-time delivery and the minimal amount of times clients must return for additional service.

2021 Net Promoter Score (NPS)



2020 Net Promoter Score (NPS)





Vehicle on-time delivery score in 2021

Our customers live busy lives, and many of them commute from their workplace to drop off or pick up their vehicles. It's our responsibility to deliver our customers' vehicles on time to meet their expectations and simplify their experience with us. As vehicle complexity rises, there will be more and more pressure put on the collision repair industry to manage vehicle delivery speed. Collision repairers will have to invest in innovative products and processes to keep ahead.

2021: 97.43%



2020: 95.50%



On-time vehicle delivery increased by 2% in 2021 over the previous year

What our CUSTOMERS ARE SAYING?

Service was fantastic.

– **Jimmy**

I gave the highest rating.

– **Larisa**

Everything was perfect.

– **Pam**

There is not a thing that they could change, top-notch work from the moment the truck was dropped off at the yard, staff were on the scene long before their scheduled shift started. All Co-19 procedures are in place and adhered to by staff and customers.

– **Robert**

I was pleased that the repair work was done ahead of schedule. The car was washed and ready for me a day earlier than expected. Everyone at Simplicity Car Care was friendly.

– **Don**

Service was excellent from the office staff - Lilly, Christina and Mario who personally attended to me.

– **Julian**

Excellent all around service

– **Armin**

The service was fast. The staff very polite and response. I wouldn't have changed anything.

– **Andrea**

None. I thought everything was exceptional. You guys went above and beyond. Give Isabel a raise. I think she is a valuable asset. She never said no and always provided the best service with a smile.

– **Orfan**

12 out of 10 is what i would rate..exceptional service!!

– **Sarah**

I can't give a higher than 10.

– **Anna**

They were great. Have dealt there before.

– **Gary**

None - excellent service and quality of work.

– **Chris**

Honestly, the service was top notch.

– **Charu**

I'm happy with the service I got.

– **Brian**

They are very professional and handled things pretty good for the clients.

– **Rommel**

Highest rating has already been granted. The service at Simplicity Car Care Edmonton West is exceptional. Front desk and follow up calls were courteous and supportive. The Repair Planner explained clearly about the repair job and quote. The billing is very reasonable.

– **Paul**

The excellent service received and the job well done.

– **Noufuel**

Steve was amazing and took care of all my vehicle needs.

– **Jeff**

Excellent experience overall. No changes.

– **Michael**

It was pretty perfect!

– **Sheila**

No Changes - the experience was amazing. The team over communicated throughout the process, coordinated my rental car, and I left with a clean car!

– **Derek**

Nothing. Repairs were well done and on time.

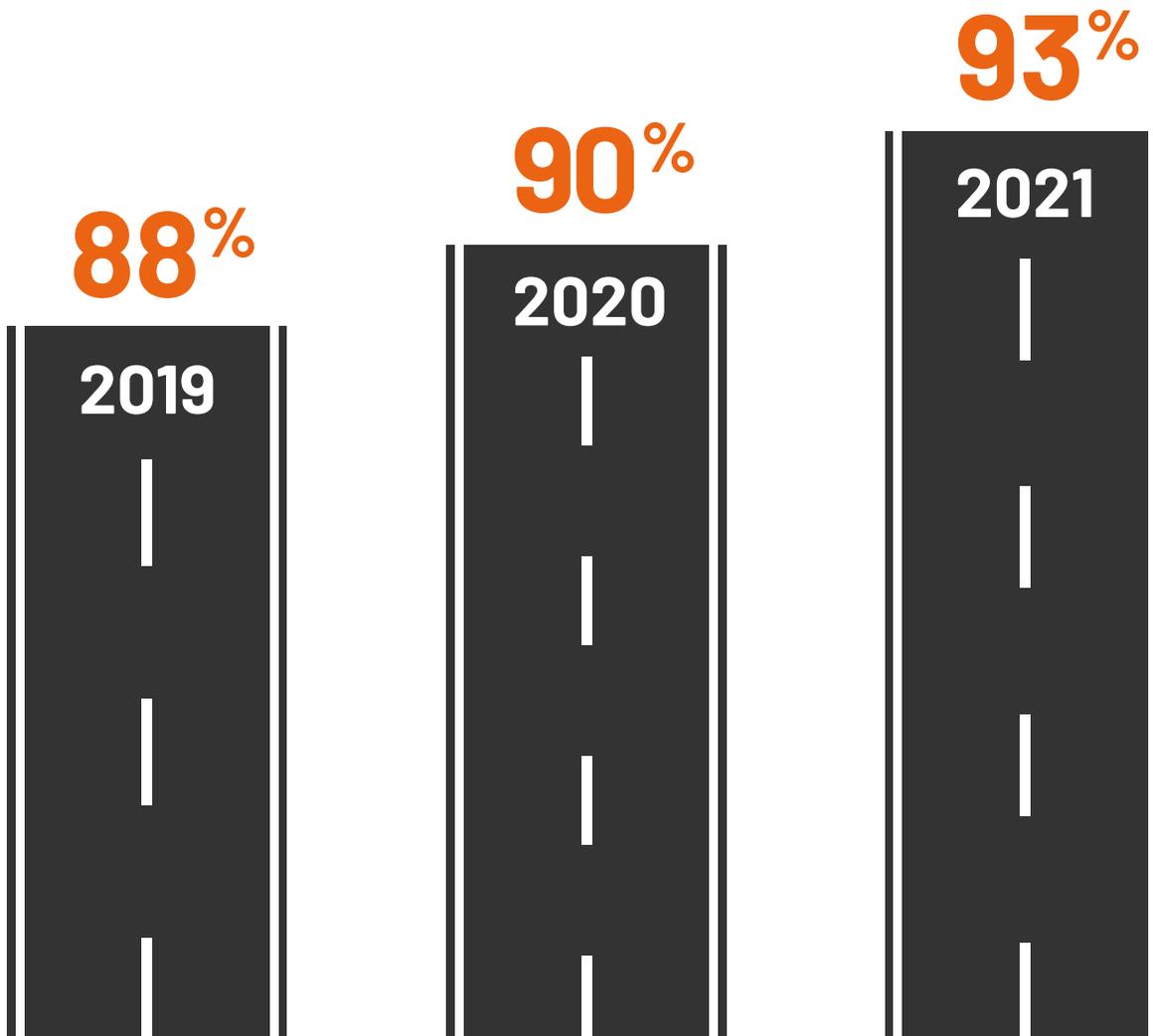
– **Doug**

Net

PROMOTER SCORE

Our Net Promoter Score (NPS) is the key metric to identify our client advocacy rating. We are keen on translating every encounter with a client into a basis for referral.

Even through the pandemic in 2020, we grew by 2% using a strategy that met the demands of the pandemic- **our contactless claims processes**. We built on this strategy through the years, tirelessly identifying the unique needs of our customers and adopting innovative processes to better serve them.



Why

FRANCHISE WITH SIMPLICITY?

Being an independent collision repairer can be challenging in many ways. The Simplicity Car Care franchise platform provides the tools that help you service your customers, drive sales, and manage your operations. Our hands-on support structure helps collision repairers grow their business with less stress while enhancing profitability.

Becoming a Simplicity Car Care franchisee provides a better work-life balance by having a dedicated team support your business goals and objectives. Having your business running at optimal levels can also help you gain local recognition in your marketplace.

We've simplified the process of owning and operating a car care and collision franchise so that you can focus on your customers.

Connect with us today to get on a faster lane towards your business goals.

Additionally, you will receive support in these specific areas:



New Business Development



Hands-On Employee Training



Marketing and Advertising



Dedicated Field Support Staff



Better Buying Power



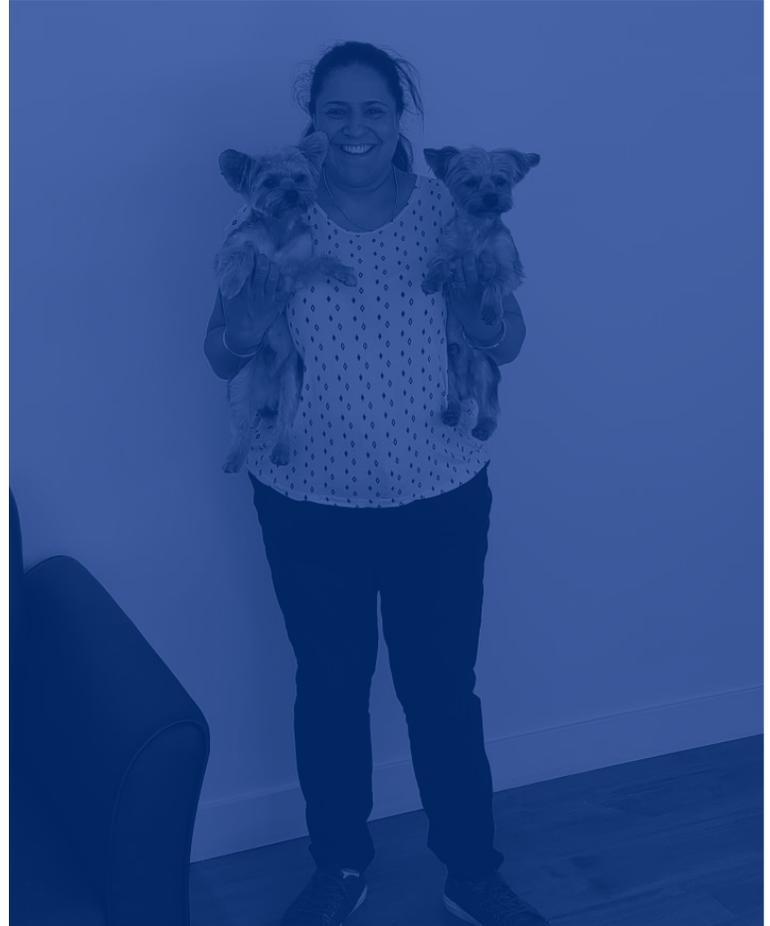
Quality Control Tools



Efficient Operating Procedures



Participate in our Performance Group



Connect **with us**

Are You Ready for a Change in Your Business?

Our franchise owners have the ambition to build their businesses but need the support to help get there. Together, we work to strengthen and grow your business while helping you achieve a better quality of life. We offer a distinctive brand backed by an operating system that can drive success to your location

Simplicity
CAR CARE

Franchise Your Collision Centre Today!

1-800-871-7612

contact@simplicitycarcare.ca

www.simplicitycarcare.ca