



**Last Update August 25, 2009**

### **Contact:**

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### **Referral / Lead Process:**

ALL Business Alliance Referrals must submit the '[Honest-1 Auto Care Questionnaire](#)' in order to register your lead

### **Additional Information:**

Honest-1 Auto Care '[August 25, 2009 – Webinar slide presentation](#)' (Effective: August 25, 2009 / click on the link to view / download the slides)  
[Honest-1 Auto Care 'Video Library'](#) (Click on the link to view videos)  
[Honest-1 Auto Care 'Franchise Evaluation Overview'](#) (Effective: April 2009)

### **Franchise Sales:**

Single Unit: Yes  
Multiple Units: No  
Area Representative: Yes

### **Description of Franchise:**

Honest-1 Auto Care® is the only national full-service auto repair and maintenance franchise chain that is 100 percent ESA Certified eco-friendly. Honest-1 executes four eco-friendly actions companywide, including strict recycling of auto materials, pollution prevention, resource conservation and trademarked services like ECO TuneUp® and ECO Oil Change. In addition to its high standards to be environmentally responsible, Honest-1 is committed to all-around quality customer service unprecedented in the auto repair and maintenance industry. Each Honest-1 staff member and technician is thoroughly trained to meet company-set standards, which are designed to make the maintenance process less intimidating for non-auto enthusiasts while providing, upfront honest service. With locations throughout the U.S., Honest-1 centers are female/family-friendly (66% of customers are female), and are characterized by clean and upscale waiting areas, Internet cafés, children's play areas, leather chairs and couches, HDTV and complimentary beverage stations. Honest-1 plans to double its locations nationwide in the next year. Automotive repair and maintenance is recession proof. It has a relatively low cost of entry. Operating hours are reasonable, six day week, and you need no prior experience. There is only a \$3,500 inventory needed, and virtually no receivables. We are “Green”, and as a result 31% of Americans who believe strongly in environmental concerns will be attracted to our concept first. That represents a \$10 Billion per year segment of auto repair and maintenance that we are singularly positioned to attract. We feel franchisees will be attracted to the environmental responsibility we exhibit. We are female/family friendly. H-1 centers are designed to be “female friendly” to take advantage of the industry statistic that 66% of the customers who bring in their vehicles for service are female. To that end our facilities have upscale physical features such as tiled lobby with leather easy chairs and couches, internet café, free coffee and beverages, large HDTV, kids play area secured by a low wall, tiled/upscale restrooms and exceptionally clean work areas.

### **Background:**

Year Established: 2003  
Year First Franchised: 2004  
Franchised Units: 24 plus 19 ARs  
Company Owned Units: 0  
Projected New Units (12 months): 12  
States/Countries Registered In: All States except ND, SD, and HI. Not doing International in 2009  
Availability in Canada: Masters / Area Developer N/A  
States, from which Broker referrals are being accepted: All states available for single units  
Master (AR) areas are available throughout the US except: AZ, NM, IA, OR, NV, MN, UT which are sold out.

### **Financial/Terms: Single Unit**

Cash Investment: \$80,000  
Total Investment: \$196,000-265,000  
Minimum Net Worth: \$250,000  
Franchise Fee: \$25,000  
Discounts: VetFran, Women, and Minorities: Veterans receive a \$10,000 discount.  
VetFran Program Participant: Yes  
Royalty: 2% for the first 6 months, 6% thereafter  
Ad: Ad fund is currently 1%  
Average # of Employees: 5-7  
Passive Ownership Allowed: Not recommended, but multiple units are definitely possible.  
Earnings Claims: Yes

### **Financial/Terms: Area Representative Agreement**

Cash Investment: \$175,000- 250,000. H-1 will finance 50% of the fee above \$100,000  
Total Investment: Add working capital of \$20,000 first year  
Minimum Net Worth: \$750,000  
Franchise Fee: \$175,000- 250,000. H-1 will finance 50% of the fee above \$100,000  
Discounts: VetFran, Women, Minorities: Veterans  
VetFran Program Participant: Yes  
Royalty: AR receives 50% of all franchise fees sold in his/her area, plus 50% of all royalties  
Ad: N/A  
Average # of Employees: Self only until 5 units open, then 1 additional. At 20 units open AR has 3 employees and can be less active/ or mainly passive.  
Passive Ownership Allowed: Not at first, and after fully staffed may be passive.  
Earnings Claims: No

### **Support & Training Provided:**

Financial Assistance Provided: H-1 has sources for leasing and SBA funding. H-1 is listed in the SBA registry. H-1 will finance 50% of the AR fee above \$100K  
Site Selection Assistance: Full support from strategic partner/alliance with nationwide tenant rep firm. Full area mapping and national development capability.  
Lease Negotiation Assistance: Yes, full support through strategic partner  
Co-operative Advertising: Not at present time

#### **Training:**

H-1 University has a full complement of training for new franchisees as well as continuing training for managers, owners, and store sales personnel. The Opening Training consists of: One week manager's school. One week owner's school. One week on site opening training and assistance. AR's receive all of the above plus one additional week of AR school. All manuals are electronic, and each franchisee and AR receives full sets.

[Back to Franchisor Listings](#)