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Franchise Sales:

Offering two business models: Conventional Start-Up or SmartMatch Conversions

Our conventional model offers up all the Sir Speedy Brand, Systems and Support in a traditional new business start-up. Our SmartMatch Conversion program is for the prospect that wants to acquire an existing business and convert it into a Sir Speedy Printing **and** Marketing Services Center. The candidate gets the best of all worlds in this program. They can buy an existing print business with accounts, equipment, employees and cash flow in place **and** get the world recognized Sir Speedy brand, operating systems and unparalleled support at the same time. Here is how it works. Once your candidate becomes a franchisee we find an independent printing business that they acquire, we then assist the new franchisee's professional team with due diligence and we guide the new franchisee through the entire acquisition process to the final closing.

Single Unit: Yes
Multiple Units: No
Area/Master Developer: Not Domestic or Canada

Description of Franchise:

Don't think of Sir Speedy as Grandma's Quick Printer anymore!

In today's competitive business to business environment helping clients grow their business requires a lot more sophistication than just printing black ink on yellow paper from the back room of a retail storefront. It requires a quick, professional response to a client's total printing **and** marketing demands. So at Sir Speedy, Inc. we took the on-demand response of our quick print business model and coupled it to a sophisticated B2B marketing services model to create the *new* Sir Speedy Print **and** Marketing Services franchise opportunity.

Now, think of Sir Speedy as a B2B, state of the art, on demand, light manufacturing business with a sophisticated marketing services front end.

As a Sir Speedy franchisee, your candidate will provide small and medium size businesses with total graphic and marketing communications solutions that are designed to increase their customer's market share and ROI. Your candidates Sir Speedy center will offer state-of-the-art, digital production capabilities that today's sophisticated business customer's expect and demand. Your candidates Sir Speedy center will meet their customer's graphic communications needs quickly and professionally by providing a full spectrum of one stop services. These services may include everything from creating a personalized integrated direct marketing campaign, environmentally friendly document creation, full color print platforms to sophisticated mailing services, web-to-print solutions and document management services.

Quick. Concise. Professional. Responsive. That is why Sir Speedy is the world's largest franchised network of Printing **and** Marketing services centers.

Background:

Year Established: 1968

Year First Franchised: 1968

Franchised Units: 423

Company Owned Units: 0

Projected New Units (12 months):15

States/Countries Registered In: Registered to sell in all states

Financial/Terms (Single - Start Up):

Cash Investment: \$100K Minimum

Total Investment: \$260K to \$286K

Minimum Net Worth: \$300K

Franchise Fee: \$25K

Discounts: FranVet, Women, Minorities: Vet Fran discount

VetFran Program Participant: Yes

Royalty: 4% to 6%

Ad: 1% in year one; 2% after that

Average # of Employees: 2 for a start up; 5 to 7 for an average volume center

Passive Ownership Allowed: No

Earnings Claim: Not currently

Financial/Terms (SmartMatch Conversions):

Cash Investment: \$100K Minimum

Total Investment: \$260K to \$286K

Minimum Net Worth: \$300K

Franchise Fee: \$25K

Discounts: FranVet, Women, Minorities: Vet Fran discount

VetFran Program Participant: Yes

Royalty: First year capped at 12K; Second year capped at 24K; third year capped at 36K; thereafter 6% with a rebate program

Ad Fund: 1% in year one; 2% after that

Average # of Employees: 2 for a start up; 5 to 7 for an average volume center

Passive Ownership Allowed: No

Earnings Claim: Not currently

Support & Training Provided:

Financial Assistance Provided: Leasing and SBA Guaranteed loans available through 3rd parties.

Site Selection Assistance: We provide advice and counsel

Lease Negotiation Assistance: Yes

Co-operative Advertising: In markets where we have co-op groups

Training:

One of the best training programs in franchising.

New franchisees receive five total weeks of initial training. More than half of their initial training is done on-site at their Sir Speedy Printing and Marketing Services center location.

Comprehensive training begins with two weeks of Print Management University held at our corporate facility in Mission Viejo, CA. Here a new zee will learn the proven Sir Speedy Operating Systems: Business and Financial Management, Marketing and Sales Management, Operations and Production Management and Employee Management. These programs have been carefully refined over 35 years and function as the foundation for our franchisee's success. Additional training includes a week-long start-up visit to the new print and marketing center for equipment, operations and staffing assistance. Next is Digital Production training, and then two days of local sales and account acquisition training followed-up with a visit to the center 60 days after opening.

Training continues with ongoing regional seminars, in-center training events, on line training and our annual convention, to keep our franchisees current on marketing, technology and business management techniques.

Support:

Franchisee's receive ongoing support from an experienced team of business management and business development consultants.

Each franchisee is provided with an home office based Business Management Consultant and an in-the-field Business Management Consultant so there is always someone who can respond to their needs. In addition Sir Speedy has created an additional team of Business Development Consultants who are responsible for helping franchisees increase their top line revenues through additional sales training or the hire and management of sales personnel.

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