



BFL
STOP & GO
CAR CARE CENTER
HOME OF BRAKES FOR LESS

FRANCHISE INTRODUCTION

BUILT IN AUTOMOTIVE. BUILT FOR OWNERSHIP.

An introduction to the people, operating disciplines and opportunity behind BFL Stop & Go Car Care.

HOME OF BRAKES FOR LESS

BUILT FROM REAL AUTOMOTIVE EXPERIENCE.

BFL Stop & Go Car Care is an automotive repair brand shaped by decades of real-world operating experience. You may also recognize the name Brakes For Less.

THE IDEA IS SIMPLE.

A repair business needs more than technicians.

It needs people, process, marketing, customer service, sales, training and accountability working together.



REAL AUTOMOTIVE OPERATIONS. REAL-WORLD EXPERIENCE.

ONE CUSTOMER. MULTIPLE SERVICE RELATIONSHIPS.

BFL Stop & Go is designed as a full-service automotive repair business rather than a single-category concept. That creates multiple reasons for a customer to return over the life of a vehicle.

BRAKES

Safety

STEERING + SUSPENSION

Ride & handling

TIRES + ALIGNMENT

Wear & geometry

A/C SERVICE

Climate

OIL + MAINTENANCE

Recurring care

GENERAL REPAIR

Broader needs

WHO FITS THE MODEL?

Driven. Coachable. Customer-focused. Comfortable leading people. Accountable.

Automotive experience can help. Leadership and willingness to learn matter more.

SUPPORT SHOULD FEEL OPERATIONAL, NOT ORNAMENTAL.

The objective is not to put a logo on a building and wish an owner luck. The system is being developed around practical operating disciplines.

01	INITIAL TRAINING	Core standards, systems and operating model.
02	OPERATIONS	Procedures, measurement and business guidance.
03	MARKETING	Brand standards and local growth guidance.
04	CUSTOMER EXPERIENCE	Communication, sales and service processes.
05	VENDOR + PURCHASING	Guidance around operational purchasing needs.
06	ONGOING SUPPORT	Continued franchise support as the business develops.

THE OPPORTUNITY

**A BRAND IS WHAT
PEOPLE SEE.**

**A SYSTEM IS WHAT
MAKES IT REPEATABLE.**

BFL Stop & Go is building the franchise relationship around both.

THE QUESTIONS WORTH ASKING BEFORE YOU MOVE FORWARD.

DO I NEED TO BE A MECHANIC?

No. Automotive experience can be valuable, but ownership requires leadership, learning, systems and accountability.

ARE EXISTING LOCATIONS AVAILABLE?

Opportunities may include existing automotive locations and development of new markets. Availability changes.

HOW MUCH DOES IT COST?

Investment varies by opportunity, facility, equipment and other factors. Formal investment information is provided through the appropriate franchise disclosure process.

CAN I KEEP MY CURRENT JOB?

That depends on the ownership structure and franchise requirements. The operating commitment should be understood before a decision is made.

WHAT SHOULD I ASK YOU?

Ask what we've learned, what mistakes we've made, what support you'll receive, what we expect from owners, and what operating the business really looks like.

A CONVERSATION BEFORE A COMMITMENT.

01

INQUIRY REVIEW

We learn your market interests and ownership goals.

02

INTRODUCTORY CONVERSATION

Both sides ask questions. This is mutual qualification.

03

OPPORTUNITY EXPLORATION

We discuss potential markets or available opportunities and the operating model.

04

FORMAL DISCLOSURE

Qualified candidates proceed through the appropriate franchise disclosure process.

05

FIT DECISION

You decide whether BFL fits you. We decide whether we fit each other.

ONE LAST THING

GOOD FRANCHISE RELATIONSHIPS START WITH AN HONEST CONVERSATION.

You don't need to decide today whether BFL Stop & Go Car Care is right for you.

You already did the first thing.

YOU RAISED YOUR HAND.

Now let's get to know each other.



This guide is introductory only and is not an offer to sell a franchise. Franchise offerings are made only through applicable disclosure documents and in compliance with applicable law.