

BatteriesPlus+

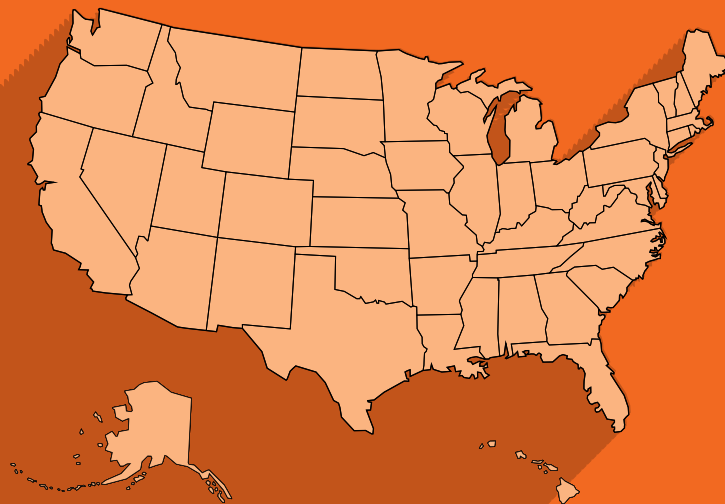
**Batteries
Plus+**

**FRANCHISE
REPORT**

A ONE-OF-A-KIND TECH FRANCHISE

In today's business world, finding a franchise opportunity that can truly stand out from the rest of the market is easier said than done. A Batteries Plus franchise can prove to be unique as our technology, power, and device repair services provide a well-rounded offering that are unmatched by any other franchise opportunity.

Investing in a Batteries Plus franchise is a smart choice for entrepreneurs, thanks to our strong reputation for quality products and exceptional customer service. With industry growth, low startup costs, and a top-tier catalog of battery and lighting solutions, franchisees can build a loyal customer base and capitalize on expanding opportunities nationwide.



We are actively looking to open new franchise locations in 49 US states, meaning that there is likely to be availability in your preferred market. As a Batteries Plus franchise owner, you'll be able to sell to traditional retail customers, as well as a robust business-to-business (B2B) market of companies and organizations.

OUR MISSION AND MILESTONES

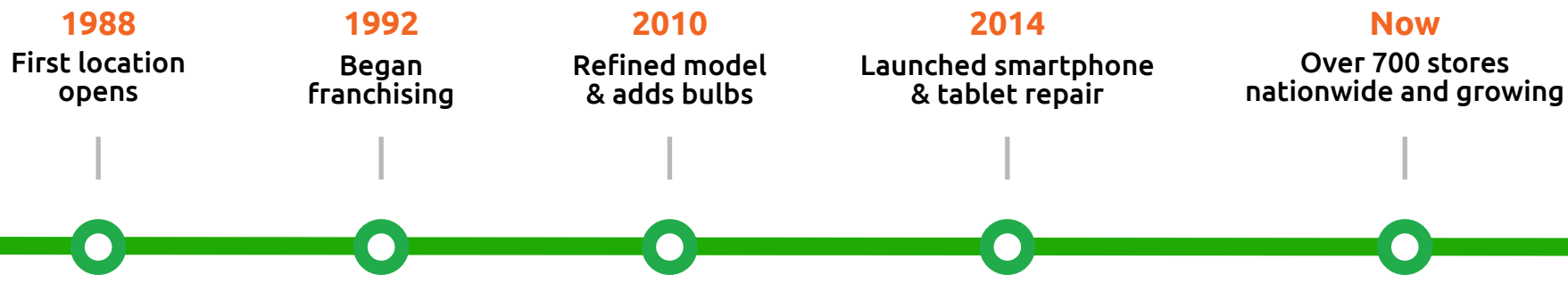


Batteries Plus is led by a dedicated team focused on empowering owners to realize their potential. The very first Batteries Plus store opened in Wisconsin in 1988, and our headquarters remain in the state to this day. We began franchising in 1992 and opened our first franchise-owned store in Fort Wayne, IN.

In 2010, Batteries Plus refined the model of the all-battery franchise concept by adding light bulbs to our product line. In 2014, we launched smartphone and tablet repair services nationwide, providing in-store repairs for cracked screens, battery replacements, and more.

Batteries Plus continues to refine our franchise business model, ensuring that our products and services can keep up with the demands that shape our business. This focus allows our franchise stores to remain the top choice for retail customers and commercial clients in their area.

Our brand remains true to our roots, even as we have expanded into new territories, now boasting over 730 stores nationwide. We continue to strive for growth alongside the franchise owners who join our brand family and achieve their entrepreneurial and personal dreams with us.



THE OPPORTUNITY

Investing in a Batteries Plus franchise offers entrepreneurs a unique and rewarding opportunity to enter a thriving industry with strong growth potential and a proven business model. As a leader in the battery, lighting, and smartphone repair markets, Batteries Plus provides franchisees with a low barrier to entry, diverse revenue streams selling to retail customers and other businesses, and the backing of a nationally recognized brand.



Advanced Technology Systems

Batteries Plus doesn't just sell technology products—we use cutting-edge systems to streamline franchise operations and empower franchisees. Our technology solutions allow owners to focus on growing their business instead of day-to-day logistics.



Research & Development

We ensure stores offer in-demand, innovative products and services to meet customer needs.



Retail Management System

A proprietary tool for managing inventory, placing orders, and processing sales efficiently.



Comprehensive Support and Resources

Franchisees benefit from expert-designed advertising and marketing programs, a fully-stocked 150,000 sq. ft. warehouse for fast product delivery, and ongoing corporate support to maximize their investment. Whether you're drawn by the opportunity to help customers or the potential for strong financial returns, Batteries Plus offers a proven model for success in a booming industry.



Evolving IT Infrastructure

From hardware to network security, our technology keeps franchisees ahead of the curve.



MULTI-UNIT FRANCHISE OPPORTUNITIES



Batteries Plus franchisees have experienced such strong sales that they expanded into multi-unit ownership. On average, our multi-unit investors operate four stores, showcasing the scalability of our business model.

By leveraging the continued growth of the battery and technology industries, a Batteries Plus franchise provides a sustainable business model that offers stable and predictable revenue streams.

For entrepreneurs looking to grow their investments and maximize revenue potential, Batteries Plus offers a compelling multi-unit franchise opportunity. By leveraging our time-tested business model across multiple locations, franchisees benefit from economies of scale, increased revenue potential, and a suite of exclusive perks and support programs that set them up for long-term success.

Owning multiple franchise locations provides numerous benefits over a single-unit investment.



Stability and Risk Reduction

With multiple revenue streams, your business is more resilient to market fluctuations or location-specific challenges.



Shared Expertise and Workforce

You can optimize staff resources and share operational expertise across locations.



Increased Revenue Potential

Each additional store expands your customer base exponentially, boosting your earning potential.



Shared Resources

Multi-unit owners can streamline operations and reduce costs by sharing inventory, equipment, and marketing efforts across stores.



Industry Leadership

As the nation's largest battery and lighting franchise, Batteries Plus has built a reputation for offering trusted products and services. Recognized as a top brand for multi-unit franchise opportunities by Entrepreneur Magazine, we empower franchisees to serve their communities while staying ahead of market trends.



Demonstrated Multi-Unit Success

Nearly half of Batteries Plus franchisees are multi-unit owners, and the average multi-unit owner operates four or more stores. Franchisees own 80% of our franchised locations, and 131 owners have expanded beyond a single unit. This demonstrates the scalability and growth potential of the Batteries Plus franchise model.

INCENTIVES FOR MULTI-UNIT AND SINGLE-UNIT OWNERS



Batteries Plus offers exclusive benefits to multi-unit owners:

Our Diamond Discount program allows multi-unit owners to purchase products at reduced costs, improving profit margins. Franchise fees for additional locations are also discounted, with fees lowered to \$34,500 for the third and subsequent stores.

Other Incentive Programs:

- Reduced Franchise Fees
- Waived Royalties
- Inventory Credits and Freight Relief Incentives
- Discounts for Veterans, First Responders, and BIPOC Owners

Lifetime Support:

From opening day to day-to-day operations, franchisees receive ongoing guidance in marketing, technology, and operations to ensure their success.

Comprehensive Franchisee Support

Opening multiple Batteries Plus locations is an ambitious goal, and we provide the tools and resources necessary to help franchisees succeed.

Our comprehensive support includes:

New Owner Commercial Support

Our team works with new owners for the first 12 months to build their commercial client base, selling to local businesses in the area.

Exclusive Mentorship Programs

Connect with like-minded multi-unit owners for advice, collaboration, and a sense of community.

Demographic Research

Our experts help you identify the best territories and target markets for expansion.

Marketing Assistance

Expert-designed marketing programs maximize brand exposure and drive customer traffic.

Operations Support

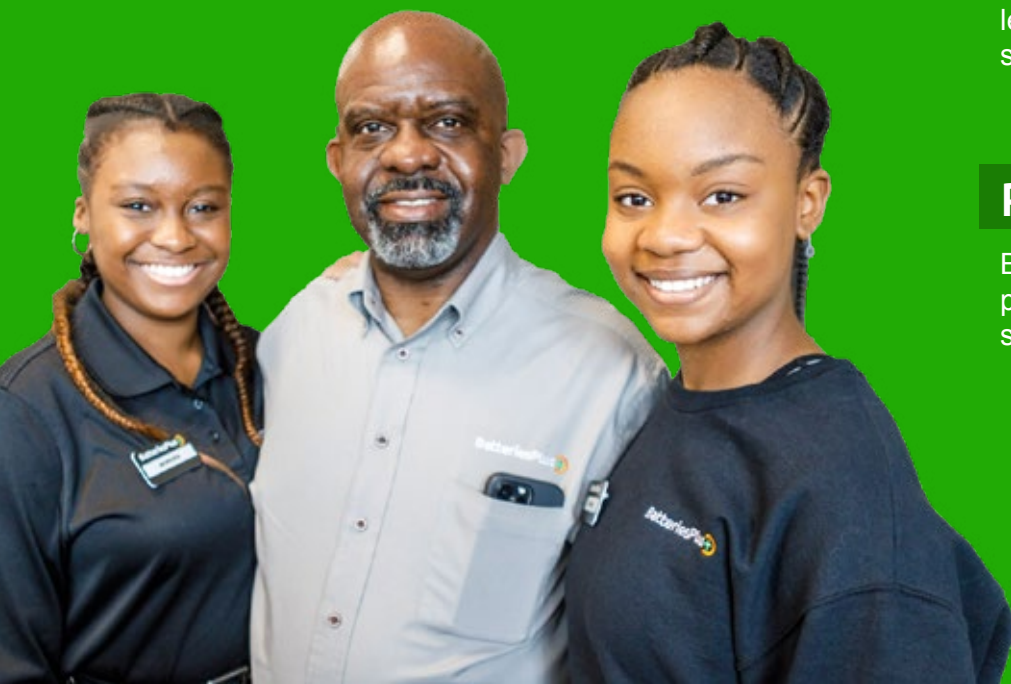
Our dedicated team ensures your stores run smoothly and stay on track for growth

Site Selection Guidance

We assist in finding retail spaces that meet strategic and operational criteria.

FRANCHISE INVESTMENT GROUPS

Batteries Plus offers private equity groups a reliable and lucrative franchise investment opportunity, backed by a proven business model and leadership in a growing industry. Whether your goal is to grow or diversify your portfolio, Batteries Plus provides unparalleled advantages for multi-unit franchise ownership.



Stability

As an essential business, Batteries Plus thrives in any economic environment. Our diverse product lines and critical services meet consistent demand, ensuring long-term stability. By serving multiple industries with in-demand solutions, we've established ourselves as a leading force in the battery, lighting, and device repair markets.

Economies of Scale

Investment groups can maximize returns by utilizing our Hub and Spoke model, which centralizes inventory and reduces real estate and operational expenses. This approach enhances efficiency and profitability across multiple locations.

Experienced Support Team

Our seasoned home office management team provides robust support and guidance to franchise owners, ensuring they have the resources and knowledge to thrive. This leadership fosters competent and trustworthy franchise teams that consistently build strong, successful businesses.

Portfolio Diversification

Batteries Plus serves as an anchor investment, balancing more volatile holdings in your portfolio. With over 30 years of proven success, our franchise opportunity aligns with strategic investment criteria, offering stability and consistent returns.

MULTIPLE REVENUE STREAMS

One of the factors that makes Batteries Plus a unique franchise opportunity is its ability to serve both retail (B2C) and commercial (B2B) customers. Commercial customers rely on our products to power essential technology, making our services critical to their operations. This diverse customer base ensures consistent revenue, even during economic downturns, making Batteries Plus a resilient and stable franchise opportunity.

Our ability to serve both B2B and B2C customers ensures stable and diverse revenue streams. Whether it's commercial clients relying on our products to keep their businesses running or retail customers in need of essential repairs, Batteries Plus franchisees can count on consistent demand.

Batteries Plus franchisees benefit from a multi-faceted business model with diverse revenue streams. Beyond batteries, our offerings include lighting solutions, smartphone repairs, and business-to-business (B2B) services. Franchisees are equipped with comprehensive business plans, financial projections, and marketing strategies to ensure success.

Our Products and Services:

- Batteries
- Light Bulbs and Fixtures
- Chargers
- Key Cutting and Programming
- Gear & Equipment
- Device Repair

We also specifically service:

- Cars and Trucks
- Sealed Lead Acid (SLA) Batteries
- Campers and RVs
- Motorcycles and ATVs
- Boat and Marine Vehicles
- Golf Carts
- Key Fobs



INDUSTRIES WE SERVE

Contractors

K-12 Education

Colleges
and Universities

Facilities and
Maintenance

Fire and Security

Manufacturing/
Wholesalers

Local and Federal
Government

Property
Management

Religious and
Community
Organizations



SUPPORTING YOUR SUCCESS

While many franchisors promise excellent training and support, Batteries Plus delivers with a comprehensive, proven program that equips franchisees for long-term success. With over 35 years of experience, we've developed systems and resources that ensure franchisees have the tools they need to thrive. Here's what you can expect as a Batteries Plus franchise owner.

Comprehensive Training: Setting You Up for Success

Our training program is designed to teach franchisees how to leverage our time-tested systems and effectively run their business. The program combines online and in-person instruction to cover everything from operational basics to the fundamentals of batteries, lighting, and device repair technologies.

Ongoing Support: A Partnership Beyond Opening Day

Key Components of Initial Training

- + **Store Operations:**
Learn how to manage daily business functions efficiently.
- + **Costs and Cash Control:**
Gain insights into budgeting and controlling operating expenses.
- + **Product and Equipment Use:**
Understand the technologies and tools behind our product lines.
- + **Retail Management System (RMS):**
Get hands-on experience with our proprietary system for managing inventory, placing orders, and handling point-of-sale transactions.

By the end of your training, you'll feel confident in your ability to run your franchise and deliver top-notch service to customers.

Our commitment to franchisee success extends well beyond the initial launch. Batteries Plus provides ongoing support to help owners maximize efficiency, stay ahead of industry trends, and grow their business.

WE SUPPORT YOUR SUCCESS



Research & Development:

A dedicated team ensures your store stays competitive by offering the latest in-demand products and services.



Real Estate & Buildout:

Our real estate team works with our franchisees to help identify viable locations, tour their markets and support through lease negotiations. Once a lease is executed, our store development team helps with architectural drawings and the entire buildout of their retail location.



Long-Term Growth:

Our Franchise Business Consultants (FBC) provide support for the life of our franchisee's business. This comes in the form of training, store operations, and being the owner's liaison between themselves and corporate.



150,000 sq. ft. Warehouse:

Our fully-stocked warehouse ensures fast and reliable delivery of all products.



Marketing & Advertising:

Expert-designed programs help you make the most of your marketing budget and attract customers to your store.



Continued Assistance for Long-Term Growth

Our support doesn't stop after your grand opening. We'll work closely with you in the months following your launch to ensure you're on the right track. With Batteries Plus, you're never in business alone—our extensive training and ongoing support make us a true partner in your success.



Quality Assurance:

We work closely with vendors to maintain high-quality standards across our product catalog.



Training:

Field Sales Trainers support Franchise Owners through year one, including setup and on-site opening help. A Commercial Sales Coach also works one-on-one to identify target customers and create a local market plan.



BATTERIES PLUS CAN PROVIDE A STRONG RETURN ON INVESTMENT

- + **\$1.057M** Average Unit Volume (AUV) for the top 75%* of franchises
- + **\$652B** Total Industry Value
- + **\$247k-\$498k** Initial Investment Cost
- + **700+** Locations Currently in Operation

WE'VE EARNED INDUSTRY RECOGNITION AS A TOP FRANCHISE OPPORTUNITY

Top 500 - Entrepreneur Magazine



OUR PERSONALIZED PATH TO OWNERSHIP



01

Learn About Our Brand

Discover the high demand for batteries, bulbs, and smartphone repair while connecting with current franchisees to gain firsthand insights into our business model.

02

Take Part in Discovery Day

Meet our leadership team, experience our company culture, and learn how we support franchisees from the start.

03

Become a Franchisee

Signing your franchise agreement officially makes you part of the Batteries Plus family, setting the foundation for your new business.

04

Go to Training School

Participate in comprehensive training to master our systems, processes, and best practices for running a Batteries Plus store effectively.

05

Start Selling Commercially

Begin generating revenue even before your store opens by building relationships and selling products to local businesses in your community.

06

Develop Your Location

With our guidance, you'll find the perfect retail space, design your store, stock it with inventory, and launch a marketing plan to prepare for success.

07

Enjoy Your Grand Opening

Celebrate the opening of your new store with the confidence that Batteries Plus will continue to provide support for the lifetime of your business.

TAKE THE FIRST STEP TODAY TO BECOME PART OF A TRUSTED AND THRIVING BRAND!

LET'S CONNECT!



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