



JOIN OUR FRANCHISE

Passion, Purpose, and Prosperity

~ Your Future Begins Here ~

OUR MISSION

Driving Impact, Driving Value, Driving You.

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OUR STORY

In 2012

Ideal Auto opened its first location in Brooklyn, New York, with a bold vision: to revolutionize the car-buying experience and become the preferred brand for auto consumers. What began as a simple automobile brokerage quickly evolved into a disruptive force in the market, forever changing how our community shops for cars.

Our journey started with a commitment to providing a seamless, one-stop-shop solution for customers seeking new vehicles of all makes and models. As our success grew, we expanded our offerings to include pre-owned vehicle dealerships and established vehicle collision repair centers, responding to the evolving needs of our clientele.



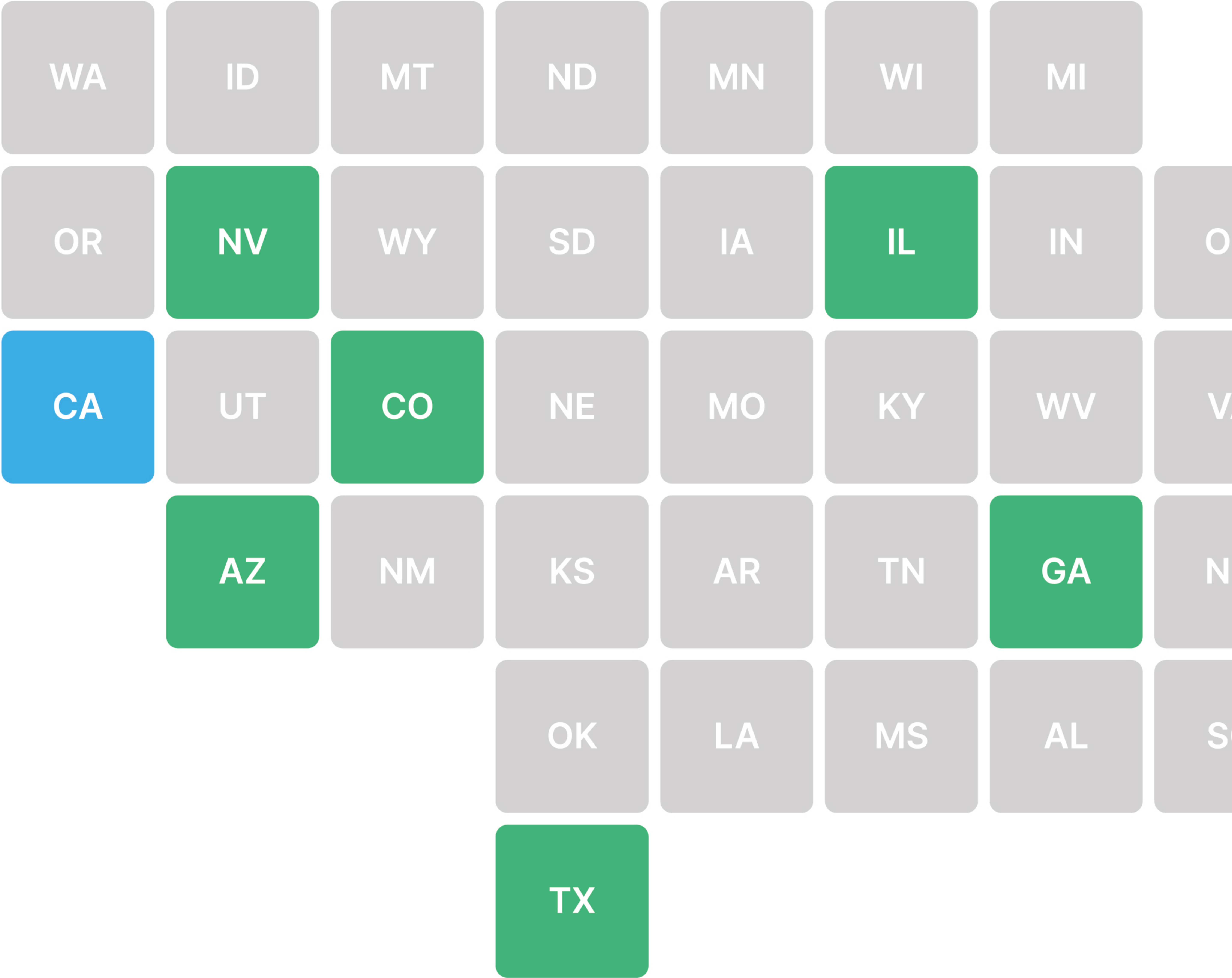
Inspired by Benjamin Franklin's wisdom - 'Without continual growth and progress, such words as improvement, achievement, and success have no meaning' - we embraced a culture of constant improvement and innovation. Recognizing the importance of technology in enhancing customer experience, we founded a technology company that focuses on integrating software solutions across our core businesses. Our dedicated team provides comprehensive tech support, including website management, app development, graphic design, and marketing, resulting in optimized customer engagement, increased satisfaction, and enhanced retention rates. This synergy has become the cornerstone of our success.




Today

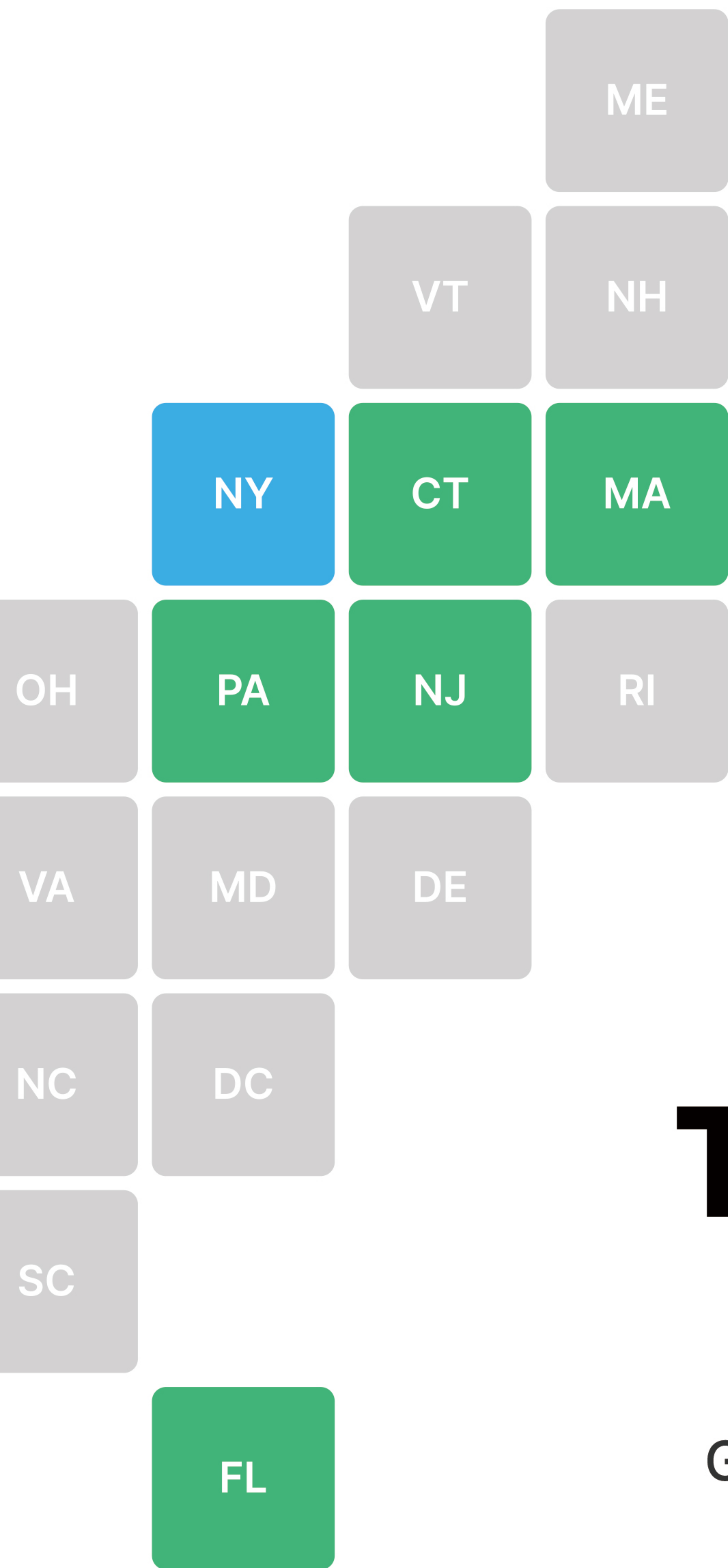
Operating from our Central Office in Queens, New York, we oversee the operations of all our branches. Our mission, 'Driving Impact, Driving Value, Driving You,' embodies our commitment to making a positive impact, delivering value, and prioritizing the needs of our customers across the United States. As we continue to grow, our dream is to share our success with like-minded entrepreneurs through franchising.



AK



-  Existing Franchises (Also Open for New Franchises)
-  Available for New Franchises
-  Not Currently Available (Applications Accepted)



AVAILABLE TERRITORIES

AZ、CA、CO、CT、FL

GA、IL、MA、NY、NJ、NV、PA、TX

*Territorial restrictions apply. Inquire for more details.



CULTIVATING A CULTURE OF POSITIVE IMPACT

OUR CORE VALUES

CUSTOMER OBSESSION

We prioritize our customers' needs, actively listening and delivering tailored solutions with meticulous attention to detail. We consistently exceed expectations, driven by our commitment to their success.

ACCOUNTABILITY

We hold ourselves individually and collectively accountable to our colleagues, customers, and partners. We honor our commitments with unwavering dedication, focusing on solutions rather than excuses.

EMPOWERMENT

We empower our team members to make informed decisions and take decisive action in alignment with our mission. This autonomy fosters initiative and drives positive results in every aspect of our operations.



COLLABORATION

Our success stems from collaborative teamwork, harnessing the expertise of each team member to meet customer needs and propel our company forward.

CONTINUOUS IMPROVEMENT

We embrace a culture of curiosity and lifelong learning, constantly seeking opportunities to enhance our skills, creativity, and problem-solving abilities. Challenges are viewed as opportunities for growth and innovation, fueling our collective progress.

OUR TRADEMARK



AUTOMOTIVE SALES & SERVICES

Our Trademark - The “iDEAL” logo is meticulously crafted to embody the essence of our company's core services and values, guiding our growth and commitment to excellence.

The design features a 3-winged “i” enclosed within a unity circle, followed by the word “DEAL” symbolizing our commitment to the following:

3-WINGED “i”

Representing our core services - New Car Sales, Used Car Sales, and Vehicle Servicing/Repairs. It also signifies our vision of expanding the iDEAL brand without limits.

UNITY CIRCLE

Symbolizing the comprehensive support we offer to both our teams and customers throughout every transaction and beyond.

“i” AND “DEAL”

Signifies the Intelligent, Informed, and Ideal decisions we assist our customers in making during every interaction.

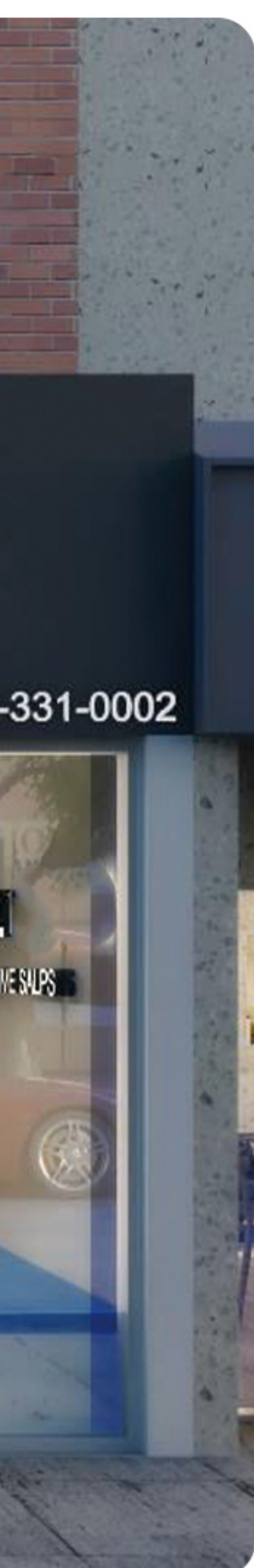
The “iDEAL” logo is not just a symbol; it's a representation of our dedication to delivering exceptional service and value to all who engage with our brand.

THE IDEAL DESIGN

A unified store design forms our distinctive brand identity.



Clean. Modern. Elegant.



Disclaimer: Images shown above are computer-generated designs, not actual pictures of our facilities.



AUTO BROKER FRANCHISE

YOUR ONE-STOP-SHOP FOR AUTOMOTIVE SALES

Enjoy the convenience of brokering both new and used cars of all makes and models from the comfort of your office.

LOW OVERHEAD COSTS

Leverage our vast and growing network of dealership inventories (including those of Ideal Dealer Franchisees) without the need for inventory capital investments.



COMPLETE VEHICLE FINANCING SOLUTIONS

Offer comprehensive financing and leasing options for every customer through our in-house dealership network, ensuring approvals for all credit ratings.



AUTO DEALER FRANCHISE Annex

——Cash Flow Advantages

GROWTH BY TECHNOLOGY AND AUDIENCE

Advertise inventory within all Ideal Auto locations and online via numerous platforms for efficient inventory turnover and leveraging cash flow.

INVENTORY MANAGEMENT

Inventory management puts you in the driver's seat, with total control over costs, maximizing returns for every vehicle, and overall flexibility with every deal.



REAP THE BENEFITS OF SHOWROOM

Increase store exposure and floor traffic; enhance the shopping experience, and increase profits with our professionally designed showrooms.

*Auto Broker Franchise required unless prohibited by law.

AUTO SERVICE FRANCHISE



COMPREHENSIVE VEHICLE SERVICES

Provide comprehensive vehicle services, including complete collision repairs, routine maintenance, and mechanical fixes. This enables you to capitalize on a wide range of offerings, maximizing your revenue potential by attracting a diverse customer base.

DRP: OUR EXCLUSIVE DIRECT REFERRAL PROGRAM

Our exclusive Direct Referral Program (DRP) is managed by a dedicated team of Business Relations Agents who network with hundreds of businesses to refer customers directly to our repair centers. This program effectively reduces the need for costly advertising, ensuring consistent and reliable traffic, and maximizing your profitability.



DISCOUNTS AND VENDOR PARTNERSHIPS

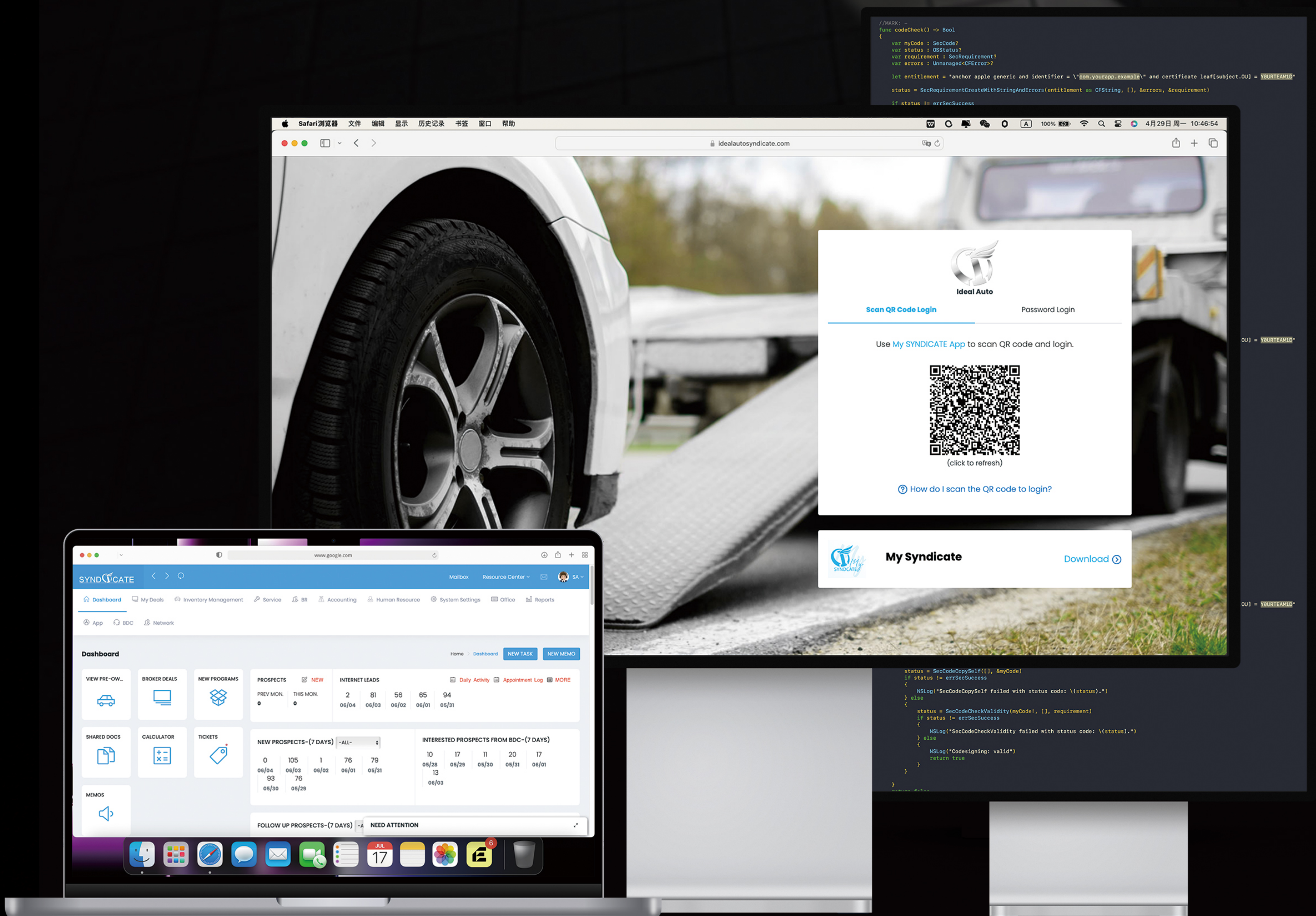
Benefit from our carefully curated network of business vendors and enjoy exclusive discounts, ensuring access to high-quality parts and services at competitive rates.

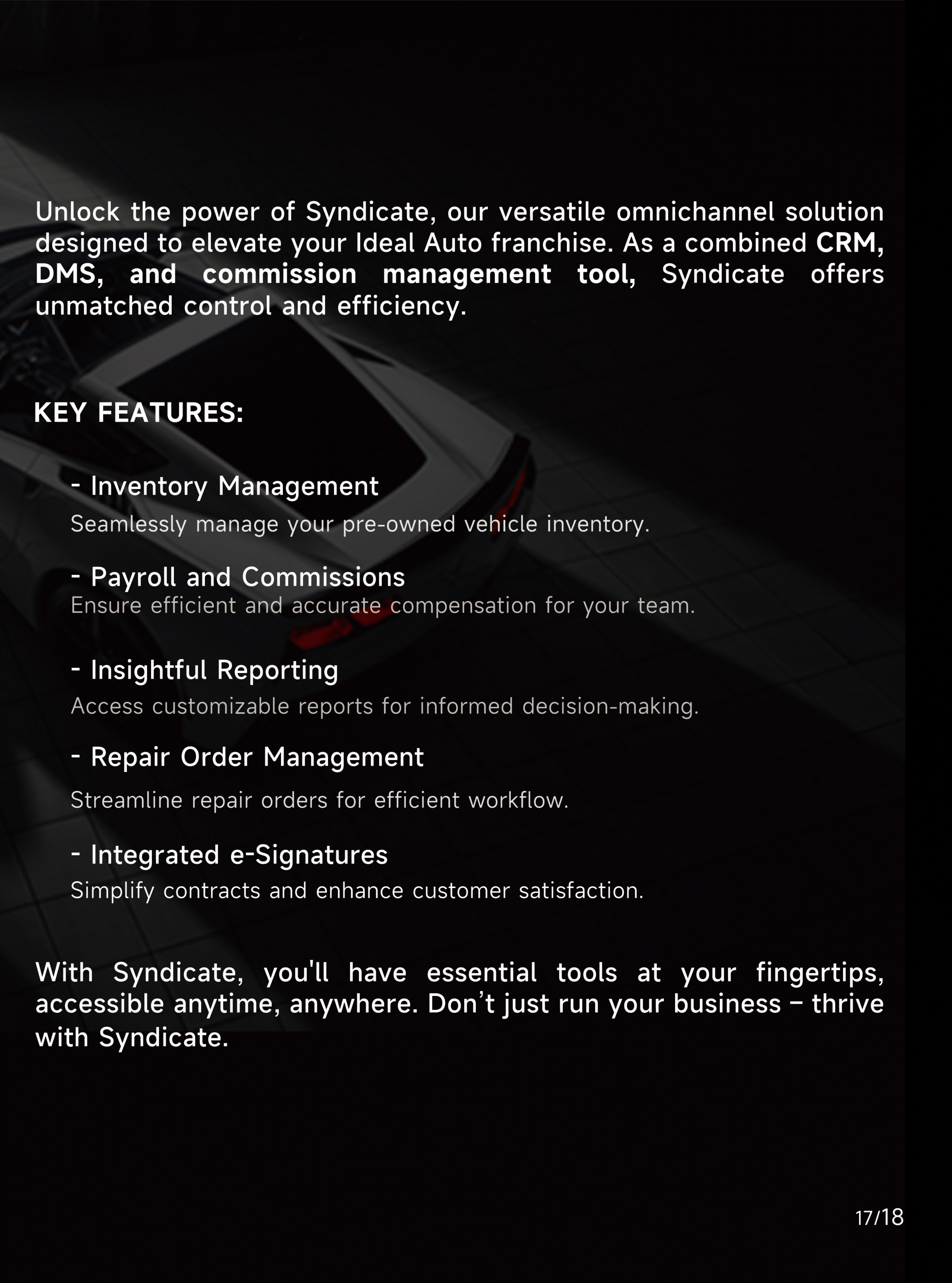
INDUSTRY-LEADING CERTIFICATIONS

Our shops are geared to achieve I-CAR Gold Class certifications, the highest role-relevant training achievement recognized by the collision repair industry. This certification attracts business from major insurance companies and secures endorsements from leading manufacturers. It demonstrates our commitment to excellence, positioning our franchisees to secure lucrative contracts and referrals.

Your Ultimate Business Advantage

SYNDICATE





Unlock the power of Syndicate, our versatile omnichannel solution designed to elevate your Ideal Auto franchise. As a combined **CRM, DMS, and commission management tool**, Syndicate offers unmatched control and efficiency.

KEY FEATURES:

- **Inventory Management**

Seamlessly manage your pre-owned vehicle inventory.

- **Payroll and Commissions**

Ensure efficient and accurate compensation for your team.

- **Insightful Reporting**

Access customizable reports for informed decision-making.

- **Repair Order Management**

Streamline repair orders for efficient workflow.

- **Integrated e-Signatures**

Simplify contracts and enhance customer satisfaction.

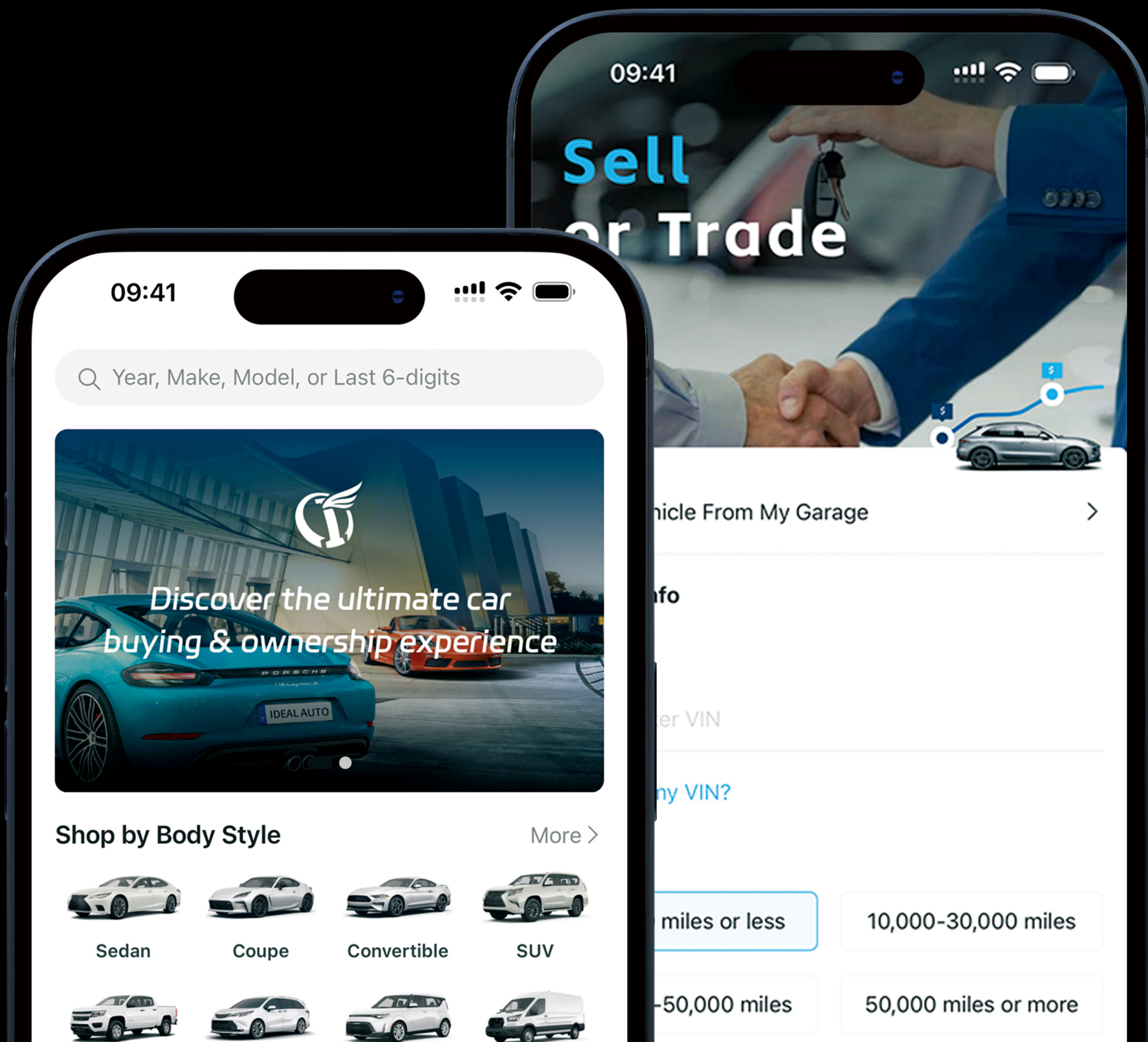
With Syndicate, you'll have essential tools at your fingertips, accessible anytime, anywhere. Don't just run your business – thrive with Syndicate.



IDEAL AUTO APP

Drive Engagement and Loyalty

Designed to create lasting relationships, our app offers a seamless and rewarding experience for your customers.



KEY FEATURES:

- **Comprehensive Inventory Access**

Customers can browse all inventory across our dealerships.

- **Effortless Appraisals**

Allow users to easily request vehicle appraisals.

- **Convenient Scheduling**

Enable customers to schedule repairs, maintenance, and sales appointments with ease.

- **Real-Time Repair Tracking**

Customers can monitor the progress of their repairs.

- **Credit Applications**

Simplify the process for customers to submit credit applications directly

- **Ideal Auto Wallet**

Reward loyalty with points that can be converted into Visa gift cards or spent with participating vendors.

The Ideal Auto app keeps customers connected and engaged, driving repeat business and boosting your franchise's success.



FRANCHISE TRAINING

IDEAL UNIVERSITY

Discover Ideal University: Your Gateway to Success! Our comprehensive training program is designed to seamlessly translate knowledge into sales, empowering franchisees with the skills and tools they need to thrive in the automotive industry.



AUTO LOAN LENDERS







MARKETING SUPPORT

Enhance your franchise's visibility and growth with our comprehensive marketing support. As a franchisor, we provide guidance and resources across all levels to ensure consistent and effective branding and promotions.



BRAND GUIDELINES

Maintain brand consistency with clear guidelines on logo usage, colors, fonts, and tone of voice.

PROFESSIONAL MARKETING MATERIALS

Access a variety of ready-to-use marketing materials for local advertising.

DIGITAL MARKETING ASSISTANCE

Benefit from support in website development, SEO, social media, and email marketing.

CUSTOMIZABLE TEMPLATES

Utilize pre-designed templates for print and online ads tailored to your needs.

PUBLIC RELATIONS AND COMMUNITY ENGAGEMENT

Receive assistance with PR efforts and strategies to boost brand awareness.

LOCAL MARKETING STRATEGIES

Get tailored guidance to connect with your local market.

LEAD GENERATION AND MARKET INSIGHTS

Leverage lead generation programs and market research to drive sales and understand consumer preferences.

“Leadership is the ability to use talent, skills, and emotional intelligence to mobilize people to a common purpose. And hopefully, if you are the kind of leader that we want people to be, that common purpose is to make a positive difference in people's lives.”

- Doris Kearns Goodwin

WHAT IT TAKES

If you have good leadership skills, enjoy networking, and desire to learn,
we will help you start, sustain, and succeed in business.

LET’S TALK MONEY

The following information represents a general overview of our franchises. These costs and estimates are subject to change.

Financing options may be available. Please inquire further to learn more about securing additional loans.

Franchise Agreement Duration	Typically 10 years
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Estimated Initial Costs

	Broker	Dealer	Service
Royalty	5% of Gross Profit	5% of Gross Profit	6% of Gross Revenue
Initial Franchise Fee	\$45,000	\$60,000* (Includes Broker Franchise)	\$45,000
Estimated Initial Investment*	\$169,639 - \$415,749	\$514,450 - \$2,636,200	\$468,000 - \$1,197,000

* Estimated Initial Investment includes the Initial Franchise Fee; details itemizing its calculation are listed in our Franchise Disclosure Document.

* Dealer Franchise Fee is \$45,000 without Broker Franchise annex. Combined Broker and Dealer Franchise license reflects a \$30,000 discount from original cost of \$90,000.



EASY STEPS TO FRANCHISE OWNERSHIP





Submit Inquiry

Fill out our online form to express your interest in joining the Ideal Auto family.



Schedule Interview

Meet with our franchise team to discuss your goals and learn more about the opportunity.



Get Approved

Complete the application process and receive approval to start your Ideal Auto franchise journey.

Become Our Franchisee



Scan the QR code to
submit an inquiry

CONTACT US



Email: franchising@idealautona.com

Start Your Ideal Auto Franchise Journey Today

Unlock the potential of your success with Ideal Auto.
Contact us to learn more and take your first step
towards a thriving franchise business.