



NOW FRANCHISING

The Car4Less Business Agency Model: a world-first franchise alternative

Franchising has, for decades, meant high entry costs, rigid structures, royalty fees and heavy financial exposure. Car4Less changes that reality — a patented, guarantee-backed, awareness-only model supported by a national call centre and a hyperstore of 1 318 new cars across 332 models and 59 brands.

The compelling offer

Every customer can lower their effective monthly instalment through two separate guarantee-backed programmes: the **Post & Share cashback reward** (R3 000 per month for qualifying buyers) and the **Shop & Save retail programme** (up to R3 000 per month at national loyalty partners). Example: R6 500 normal instalment – R3 000 cashback = **R3 500 effective instalment** (example only — T&C's apply). No traditional dealership can match or legally imitate this mechanism — it is protected by a government-gazetted provisional patent (2022/08295, “Car4Less Savings Token”).

Everything traditional franchising demands — eliminated

No franchise fees · no monthly royalties · no marketing-fund payments · no administration obligations · no office · no showroom · no vehicle stock · no floorplan interest · no bank loans · no sales experience · no customer negotiation.

Awareness-only operations

Business Agency owners and their one or two business consultants create awareness — shopping-centre activations, roadshows, community markets, school and business-park activations, local radio and branded displays — plus social-media posting using the Car4Less content pack. All customer-facing processes (sales, administration, communication, documentation, compliance, training and national delivery) are fulfilled by the Car4Less national call centre.

The marketing starter pack

The Marketing Pack comprises a range of promotional and marketing materials: digital content (daily/weekly/monthly posting material, branded reels, scripts, hashtag libraries, lead-capture templates, activation posters), physical equipment (branded gazebo, flags, banners, boards, brochures, T-shirts and an outdoor activation kit) and on-site tools (QR-code enquiry boards, customer handouts). The allocation of these items will differ from one capital package to another, with each Business Agency Owner receiving only a portion of the overall Marketing Pack corresponding to the applicable capital requirement paid. The specific allocation of promotional items is determined according to the applicable capital package.

100% lead ownership — exclusive rights

You buy exclusive rights to operate the patented Car4Less ecosystem. Every lead and every delivered sale is tracked back to the agency whose content or consultants generated it, so your agency owns all leads from its own posting, sharing and activations. There is no cap on agencies nationwide — and none of them compete, because each earns from its own customers.

Capital-based progressive income model

R75 000 capital package

Sales / month	Commission per vehicle	Per month	Per year
5	R 1 000	R 5 000	R 60 000
10	R 1 500	R 15 000	R 180 000
20	R 2 000	R 40 000	R 480 000
40	R 2 750	R 110 000	R 1 320 000

R150 000 capital package

Sales / month	Commission per vehicle	Per month	Per year
5	R 1 600	R 8 000	R 96 000
10	R 1 760	R 17 600	R 211 200
20	R 1 936	R 38 720	R 464 640
40	R 2 130	R 85 200	R 1 022 400

R250 000 capital package

Sales / month	Commission per vehicle	Per month	Per year
5	R 2 000	R 10 000	R 120 000
10	R 2 200	R 22 000	R 264 000
20	R 2 420	R 48 400	R 580 800
40	R 2 662	R 106 480	R 1 277 760

R500 000 capital package

Sales / month	Commission per vehicle	Per month	Per year
5	R 3 500	R 17 500	R 210 000
10	R 3 850	R 38 500	R 462 000
20	R 4 235	R 84 700	R 1 016 400
40	R 4 659	R 186 360	R 2 236 320

R750 000 capital package

Sales / month	Commission per vehicle	Per month	Per year
5	R 4 500	R 22 500	R 270 000
10	R 4 950	R 49 500	R 594 000

20	R 5 445	R 108 900	R 1 306 800
40	R 5 990	R 239 600	R 2 875 200

R1 000 000 capital package

Sales / month	Commission per vehicle	Per month	Per year
5	R 6 000	R 30 000	R 360 000
10	R 6 600	R 66 000	R 792 000
20	R 7 260	R 145 200	R 1 742 400
40	R 7 986	R 319 440	R 3 833 280

Illustrative earning scenarios from the official Car4Less Business Agency Proposal, shown per monthly sales volume. Examples only — not a guarantee, forecast or promise of income. Actual results depend on your agency's activity. T&C's apply.

How do I become a Business Agency owner?

- 1. Select the capital package that suits you and make your bank transfer.
- 2. Receive your standard Business Agency Agreement for signature.
- 3. Employ your business consultants — training and support come from head office, and your agency is active immediately.

Car4Less — the only way to buy any new car for less. Guaranteed.

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