



METROPOLITAN MOVERS



FRANCHISE BOOKLET



ABOUT US



MAKING MOVING LOOK EASY SINCE 2010

Metropolitan Movers was established in 2010 as a moving brokerage. Our focus from the very beginning was to deliver quality and professional customer service.

The clear vision and hard work resulted in our first Consumer Choice Award in 2012. Since then, we wanted to have more involvement and deliver the same standard of service across the country. That's why we shifted to a franchise-based model and opened our first Markham and Richmond Hill locations in 2013. In 2016, we won a long-awaited but well-deserved Franchise Choice Award. Thanks to all our loyal franchise partners, back office support and our front-line teams, we successfully achieved several back-to-back Top Choice Awards for six years in a row!

Today, we are proud to provide stress-free moving and the best customer services across Canada to our customers. All our franchise partners receive ongoing assistance in all areas of business development, such as marketing, sales, operational and technical support, no matter what part of the country they are in. Well designed and time-tested training program ensures that every member of our system is capable and knowledgeable performing up to our standard from day one, and kept updated with the latest industry tendencies and practices.

Metropolitan Movers is looking to welcome like-minded people to expand our growing company. We treat every franchise partner as a member of the family, believing that they will welcome and treat our customers the same way. By ensuring that all our locations prosper, we can build a strong and sustainable corporation together.

OUR STORY

2010

Metropolitan Movers
Was Established

Are you looking for a business that will uncover your full potential, bring you independence and enable financial stability to you and your close ones?

2012

Won Consumer
Choice Award

METROPOLITAN MOVERS the company that will help you realize your bravest ambitions.

2013

Established First
Franchise Location

Join Metropolitan Movers and become a part of a well-established brand that has been proven to be profitable over and over again. A company that invests in its people and commits to the growth of its franchise partners.

2014

Awarded Our First
Top Choice Award

Unlike building up your business from scratch, becoming a Metropolitan Movers Franchise Partner opens you the doors to strong brand recognition, trust and loyalty of thousands of existing and potential clients, unlimited opportunities for growth, bulletproof business model and guaranteed streamlined process of setting up your company!

2016

Won Franchise
Choice Award

2019

Serve Major Canadian
Cities and Going Global

2024

150 Locations
Worldwide



OUR LEADERSHIP TEAM



ILIA GERCHIKOV
CHIEF EXECUTIVE OFFICER

Taking over as CEO at Metropolitan Movers was a natural progression. I had previously been with the company for three years, and knew the ins and outs of the business. A big appeal of running the company is in that in many ways we are the disruptors in the industry. Movers in Canada generally get a bad rep and it has been a welcome challenge to build a business that prioritizes exceptional customer service. Our consumer choice awards speak for themselves.

LEON KARACHUN
CHIEF MARKETING OFFICER

Starting out as a project manager at Metropolitan Movers gave me a great insight into the inner workings of a country-wide business. Today, I am combining that knowledge with my experience in marketing and helping the brand gain more exposure amongst homeowners, other moving companies, and prospective business owners interested in managing a franchise operation.



ALEXANDER KOCHAS
CHIEF FINANCIAL OFFICER

Currently Chief Financial Officer at Metropolitan Movers. Alex started out as a regional manager in the company and grew with the business until he joined the head-office as one of the co-owners. It is important to for Alex that Metropolitan Movers and its franchisees grow in a healthy, positive direction both financially, and in terms of customer relations and business-to-business relations. A lot of his focus has shifted from working with customers to working with business and franchise owners to ensure our high standard of service and profitability is maintained across all of our franchisees in Canada.



BENNY PRESMAN
CO-FOUNDER

Benny Presman is one of the founders of Metropolitan Movers. He successfully led the business from operating as a moving broker in 2010 to what it is now - the fastest growing franchise-based moving company in North America. Benny was the initiator of the Metropolitan Movers Franchising concept. His crucial decision created a country-wide recognized moving company.



ROMAN BUZAKER
CO-FOUNDER

Roman Buzaker laid the foundation for Metropolitan Movers. He created and brought up a well-recognized moving company in just eight years. The unique marketing and sales system, that was designed by Roman, is now acknowledged as innovative among Canadian moving businesses and to date has no analogs.



MEET THE OFFICE



THE TEAM BEHIND THE SCENE

Every member of our team is a top industry performer: Marketing, IT, Sales, Accounting, Operations, Finance, Management and Strategy Building. Together we strive to achieve success and prosperity of the company. Working with each location individually, we develop a unique strategy best suited for *YOUR* marketing territory and *YOUR* entrepreneurship to become a champion in the business.

We take care of our franchise partners so they are motivated and encouraged to take care of our clients. That is how we win customers' trust and secure a competitive advantage in a deregulated industry. If you share the passion, energy, success driven and are strongly committed to realise the full potential, you are the one we've been looking for! Become a part of our growing Metropolitan Movers family and work in an award-winning company.

We take pride in having such an amazing team of young and resourceful professionals. Coming from different backgrounds, they combine skill sets and experience to bring Metropolitan Movers to the leading position in the industry.

Ilia Genchikov

THE INDUSTRY

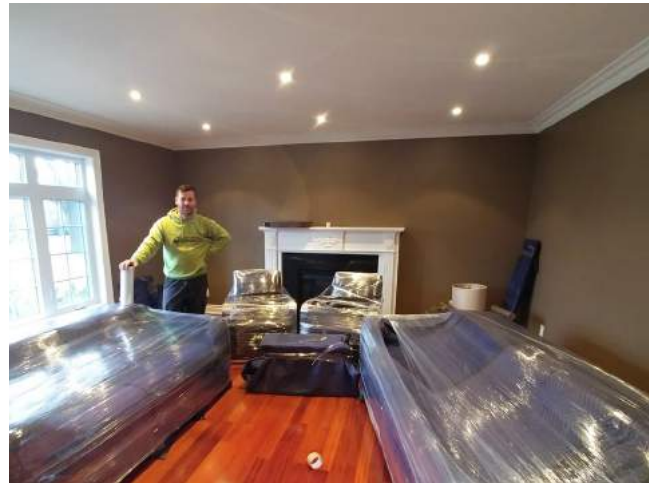
WHY CHOOSE MOVING INDUSTRY?

1. Rich pool of opportunities to grow and diversify your own business under the Metropolitan Movers brand;
2. Multiple revenue streams and recession-proof industry.

The industry has no limits for growth. Residential moving accounts for \$4.5 billion in revenue annually, representing 16% (5.63m.) of moves within Canada every year. While starting with residential moving services, you have the opportunity to expand to commercial projects, junk removal, deliveries, storage, packing and even manpower. The beauty of the moving industry is in its flexibility. As you grow, you can increase the capacity of your fleet by simply adding another truck and bringing new crew members on board.

The industry is open to be explored. It is filled with small businesses, with no single dominant player and no strict regulations. Metropolitan Movers raises the benchmark of service quality to win trust and loyalty from clients and penetrate the market.

Become a partner of Metropolitan Movers and make your contribution in reinventing the industry.



MOVING +

RESIDENTIAL MOVING

Residential moves account for the major part of the incoming orders. On average, they contribute 60% to the industry's revenue. North America's moving industry is valued \$18b. annually with a growth rate of 3,5% per year. The Canadian market is very active within that paradigm. On average, every person moves 5-6 times in their lifetime.



COMMERCIAL MOVING

Commercial moves account to 15-20% of the industry's revenue. These moves are usually large and sometimes may turn into fruitful long-term partnerships, for example, in contracts with exhibition centers, storages, and manufacturers. Other commercial moves may include office and warehouse relocations, public tenders and institutional relocations.



STORAGE AND WAREHOUSING

Storage and warehousing also contribute to the big chunk of the revenue for moving companies. The Canadian storage industry is booming like never before thanks to the little living space and people's attachment to their personal belongings. The average facility size in Canada is approximately 54,000 sq. ft., where 65%- 80% of tenants are residential customers, and 20% - 35% is allocated to commercial clients, who more often store files and documents, as well as seasonal equipment.



AND MORE...

- ✓ JUNK REMOVAL
- ✓ DELIVERIES
- ✓ PACKING
- ✓ PACKING SUPPLIES
- ✓ WHITE GLOVES SERVICE
- ✓ SPECIAL ITEM HANDLING
- ✓ LONG DISTANCE MOVES



FEATURED ON

Metropolitan Movers is a proud member of the Canadian Franchise Association and Canadian Association of Movers. We set our performance benchmark according to the best business guidelines and practices to make sure our reputation and credibility are unquestionable.



Metropolitan Movers partners with charities and non-for profit organizations, like Second Harvest, Move for Hunger, Sick Kids, Red Cross and others. We actively support local sport, cultural, entertainment events and promote the brand through ongoing community engagement.



FRANCHISING

Former employees become franchise owners 'almost by accident'

"Part of the decision was based on me having hands-on experience seeing how a franchise comes to life. I wanted to try it for myself."

Maor Shayit, franchise owner of Metropolitan Movers

Canada-Based Metropolitan Movers Expands Its Network of Independently Owned and Operated Franchises

TORONTO, ON--(Marketwired - Feb 10, 2014) - announced that it will be expanding its network c planning on very fast expansion and the number



Metropolitan Movers is presenting at the Canada which runs from February 22nd through the 23rd. Metropolitan Movers, with locations throughout C

Josh Albert and Paul Hoverenkov, Metropolitan Movers



"I wake up going to work feeling like I'm achieving something bigger."

Josh Albert started looking into that he wanted. So on, he sat d capital for equi. He soon realized in his boss at the time. Benny also helped with initial



Entrepreneur

WHY JOIN A FRANCHISE

Franchising has a great advantage of starting a business for yourself but not on your own. You will be partnering with the successful entrepreneurs, who have advanced company's systems and operations through trial and error.

Alexander Kochas



NATIONAL GROWIG BRAND

Reap the benefits of a large clientele portfolio and unique marketing approach. Our nationally well-known brand guarantees you 'booked clients' from the very first day in operation.

AWARD-WINNING

Join a company that is trusted by thousands of customers and repeatedly acknowledged by our franchise partners. Implement our award-winning systems and processes to operate a profitable and successful business from day one.

SMART INVESTMENT

Experience is the key and we are here to help you avoid a costly trial and error process. Follow proven operational practices that have been field-tested and continuously improved since 2010.

PROVEN SUCCESS STORIES

Having grown to nationally recognized and trusted brand in 10 years, Metropolitan Movers' team will guide you through the process of building a profitable and sound business for yourself and your family.

TRAINING CENTRE

Our training program is designed to turn you into an industry professional in no time. You will gain the necessary skill sets to manage and grow your business independently whilst knowing that you can always fall back on the professional support from our team.

CALL CENTRE

No more missed calls and inconvenient evening phone calls with clients. Our team of professional salespeople will book your clients and provide exceptional customer service, so you can focus on growing your business or devote some time to yourself.

HOW OUR SYSTEM WORKS

UNIQUE MARKETING APPROACH

Our team of specialists has developed a unique formula for a successful marketing strategy. We diversify our marketing channels to increase exposure and analyze the effectiveness of each to assure that every single cent works to the fullest.

EXTENSIVE ONLINE PRESENCE

Our IT team constantly monitors the latest trends of SEO space and implements the best IT solutions to make sure that we stay one click away from the client. The in-house built websites are customized to specific geographic locations and correspond to the latest industry trends.

CUSTOMER SERVICE

Multiple award winner and a member of industry recognized associations, Metropolitan Movers prides itself for providing outstanding service with every move.

CUSTOMER SERVICE

We focus on providing the best customer service in the business. We value our customers and know that their good experience and recommendations to friends and family are the most powerful weapon to win over the competition.

PROFESSIONAL TRAINING AND ONGOING SUPPORT

We share our insight and the experience earned during many years of operations. We make sure that every single unit stands firm on its feet and successfully serves its clients by offering ongoing support and mentorship to every Metropolitan Movers franchise owner.

INCENTIVES TO BOOK CLIENTS FOR DIFFERENT LOCATIONS

Our franchise fees are designed to secure the lowest possible prices for the moving services and guarantee a sustainable profit for those who make the moving happen: our franchise partners.

SMART FRANCHISE FEE

Our Smart Franchise Fees are designed to secure the lowest moving prices and guarantee a sustainable profit to our franchise owners without compromising quality.



WE INVEST IN YOU

TRAINING

- Study the market
- 1 week in office training
- 1 week on-site training
- Ongoing skill improvement and assessment
- Access to management team support

- ✓ Thorough 2 weeks training
- ✓ Full support in set-up process
- ✓ Ongoing support from our management team
- ✓ Online learning centre
- ✓ National marketing campaign
- ✓ Unique management tools
- ✓ Proprietary management software - CRM
- ✓ Dedicated website and online presence
- ✓ Exclusive and protected marketing territory
- ✓ National account for all your business needs

- ✓ Phone survey of existing clients
- ✓ Full time call centre services
- ✓ Provide with Booked Jobs

MANAGEMENT SOFTWARE

- Manage Fleet
- Assign Employees
- Connect with your Clients
 - Send Quotes
- Analyze Marketing Campaigns

YOUR INVESTMENTS IN US

- ✓ Franchise Fee
- ✓ Start-up Investments
- ✓ Provide Best Customer Service
- ✓ Commitment to The Brand

✓ Active Territory Development

FRANCHISE
FEE
7.5 %

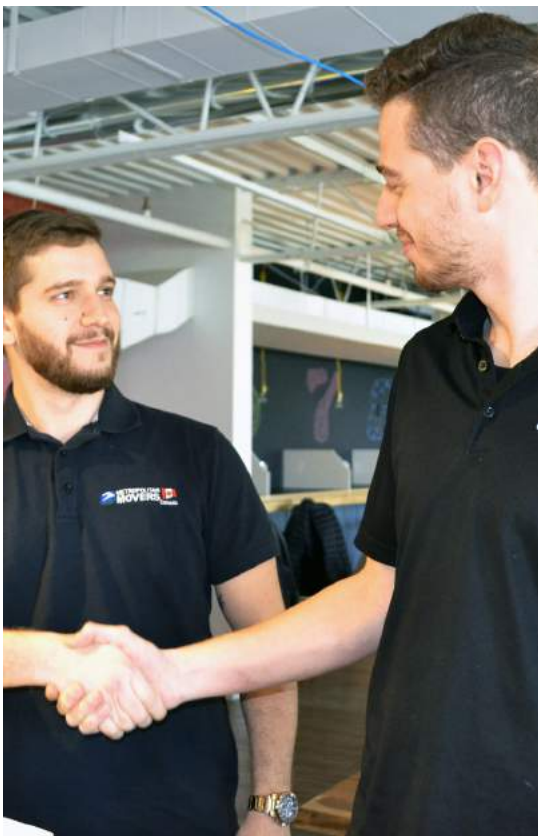
**ROYALTIES
10.5 %**

ADVERTISEMENT
FUND
3 %

"The greatest investment we expect from our franchise partners is the commitment to active territory development.

Expanding your business means boosting its value and achieving the desired profits. Once you learn how to do it right, your business will grow exponentially."

Leon Karachun



FINANCIAL INVESTMENTS

INITIAL INVESTMENTS	LOWEST	HIGHEST	EXPLAINED
Franchise Fee	\$29,500	\$49,500	One time cost per territory
Two Moving Trucks Downpayment / Purchase	\$5,000	\$40,000	Cost associated with lease / finance downpayment (10% per truck) or purchase of two moving trucks
Truck Branding and Supplies For Two Trucks	\$9,000	\$9,000	Truck branding, pads, dollies, safety equipment, GPS, moving and packing materials (for two trucks)
Operational Van	\$0	\$20,000	Optional for the start but highly recommended future investment
Storage and Office	\$0	\$4,000	First and Last months of rent, security deposit; 2500 Sq. Ft. recommended
MTO Licence	\$150	\$150	Commercial Vehicle Operators Registration by Province
Professional Fees	\$2,300	\$3,500	One time legal, accounting and business registration fees
Online Visibility Package	\$1,680	\$1,680	Includes promotion materials and website
TOTAL	\$47,630	\$127,830	Exclusive of Tax

ONGOING INVESTMENTS	LOWEST	HIGHEST
2 Moving Trucks (Lease/ Finance)	\$1,400	\$3,000
Service Van (Lease/ Finance)	\$300	\$500
Truck Insurance (2 trucks)	\$300	\$800
Cargo Insurance	\$150	\$150
Yard Parking (2 trucks)	\$300	\$400
Online Marketing and Promotion Materials	\$0	\$2,500
Monthly Technology and Support Fees (Website Maintenance; Inhouse SEO; Call Centre Services; Corporate G Suite Package)	\$591	\$591
Software CRM	\$300	\$300
Average From Experience TOTAL	\$3,341	

**ASK US ABOUT AVAILABLE
FINANCING OPTIONS**



BP INTEREST-FREE LOAN



Roman Buzaker

Roman Buzaker laid the foundation for Metropolitan Movers. He created and brought up a well-recognized moving company in just eight years. The unique marketing and sales system, that was designed by Roman, is now acknowledged as innovative among Canadian moving businesses and to date has no analogs.

Metropolitan Movers believes that people are the greatest asset of the company. We are strongly committed to promote those, who made our performance to stand out!

In 2019, it was decided to establish an Interest-Free Loan after Roman Buzaker and Benny Presman. Buzaker Presman (BP) Interest Free Loan is designed to finance dedicated Metropolitan Movers employees and partners who want to achieve greater results, contribute to the company's growth and become owners of their own units.

BP Interest-Free Loan helps to remove barriers to open new franchise locations and achieve the company's goal of becoming a leading moving services provider in North America.

BP Interest-Free Loan is an opportunity to receive in-house financing for the Franchise Fee with 0% interest.



Benny Presman

Benny Presman is one of the founders of Metropolitan Movers. He successfully led the business from operating as a moving broker in 2010 to what it is now – the fastest growing franchise-based moving company in North America. Benny was the initiator of the Metropolitan Movers Franchising concept. His crucial decision created a country-wide recognized moving company.



SUCCESS STORIES

DANIEL

Mississauga, ON

I started working in the service industry when I was 14. I know firsthand what bad customer service is and how to improve it. The moving industry definitely lacks professional companies and those who provide acceptable service are very expensive. I knew that I could bring something new to the table and chose Metropolitan Movers to start my business journey. These guys pursue the same ideas as I do – customer satisfaction. Today, I am a valuable member of a leading team and a great family. Being a franchise partner, now I have time to invest in myself and my family.



MARK

East York, ON

I became East York franchise owner in the beginning of 2019. It was not a one-day decision, it took me months to find the right business opportunity. What separates Metropolitan Movers from other companies is their commitment to helping franchise owners to grow their OWN profitable business. The team actually sits down with you to understand your goals and build a strategy that would fit your location and your management style. I feel confident in my business's future knowing that I always have a team of professionals by my side.



MICHAEL

Vancouver, BC

I've been together with Metropolitan Movers for more than 3 years now. It is a very dynamic business with opportunities to grow and diversify. Last year I have more than doubled my business and I am not planning to stop there, the sky is the limit! With all the support and systems in place, you can too become a successful entrepreneur.

CAN I BECOME METROPOLITAN MOVERS FRANCHISE PARTNER, WITH NO EXPERIENCE IN THE MOVING INDUSTRY?

Absolutely! We pay greater attention to personality traits of the candidate rather than industry-specific knowledge. If you are passionate, result driven undertaker with a strong willingness to learn and work with rolled-up sleeves, then we've been searching for you! Leave the rest to our team of professionals, who will introduce you to the industry, provide work-related training and guide you throughout the steps until you become an industry expert.

HOW DO I FIND CLIENTS IF I AM NEW TO THE BUSINESS?

Finding clients only seems complicated at the beginning of your journey. We recommend you start promoting yourself in the area first, using marketing materials, attending networking events, making connections with realty experts and exploring local businesses. Eventually, a great customer experience that you provide will bring you many referred and repeated clients.

WHAT ARE MY MAIN RESPONSIBILITIES AS A FRANCHISE PARTNER?

We do not expect our franchise partners to dive into the manpower duties and become a member of the moving crew. Contrary, we suggest you take control of your unit from day one, hire reliable people, manage operations and devote most of your time to developing the territory.

WHAT DOES IT MEAN AN "EXCLUSIVE FRANCHISE TERRITORY"?

Exclusive territory means that only one Metropolitan Movers franchise unit has a right to operate in the area. This limits the competition from the business working under the same name, using the same operation and marketing systems. Each territory is defined to achieve the most efficient output from your performance and averages to 500,000 people.

HOW COMPETITIVE IS THE MOVING INDUSTRY?

Moving industry is very fragmented with no single dominant player. Our innovative marketing system, exceptional customer service and reasonable prices give us a strong competitive advantage in a deregulated market.

HOW DO I HIRE PEOPLE?

Hiring reliable people who will deliver your service promises and meet the client in the first place is crucial. Fortunately, there are plenty of opportunities to find a great team. You can start with university students, newcomers and members of the sports teams. Do not forget that you bring in a new team member, not a labour unit. At first, make sure they share your culture and are passionate about customer services, then train them professional skills.

WHAT IF I DO NOT HAVE THE FULL AMOUNT OF THE INITIAL INVESTMENTS UP-FRONT?

Your energy is your capital. We encourage enthusiastic and determined people to join our Metropolitan Movers family. Do not worry if you don't have the full amount up-front. You can start your own business with as little as 30% of the initial investments. Please ask us about available financing opportunities and your eligibility to acquire a BP Free Loan provided by Metropolitan Movers.

THE NEXT MOVE IS YOURS

1

INTRODUCTORY PHONE CONVERSATION



2

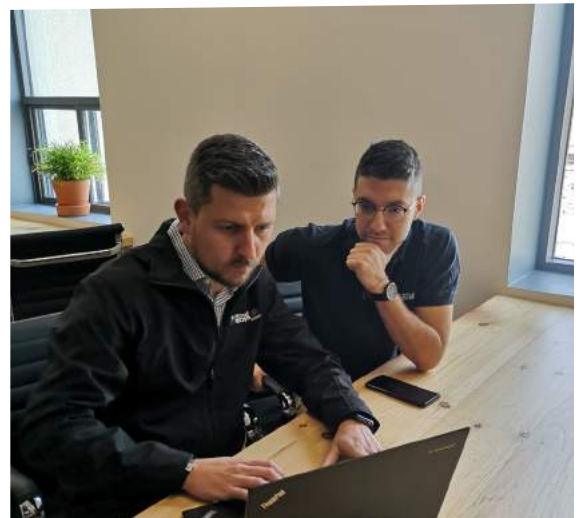
FILL IN THE APPLICATION

3

RIGHT FIT INTERVIEW

4

MEET OUR TEAM



5

RECEIVE FDD AND CQF

6

BECOME AN OWNER!





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