



Mobile Rust Control Business

Bob Lawrie and his son, Greg, started a mobile rust control business 29 years ago that has been so successful they've set up nineteen other operators in their own franchised businesses.

Pro-Fleet Care operators come to the farm to spray a special blend of chemicals for corrosion prevention onto vehicles and equipment. The application penetrates into hard-to-reach seams and crevices, according to Bob.

"We spray the exterior trim, including door handles, mirrors, bumper rails, window trim, and so on," he says. "We believe rust control should protect the entire vehicle, from the undercarriage, fenders, doors, door posts, hood, and trunk all the way up to the roof line. We've established this total process because we know that rust isn't selective."

The company's unique product displaces moisture as it protects and seals. It defies gravity as it creeps in all directions on surfaces, including over tar, wax and previous rust control products that have cracked and left the vehicle exposed. It also protects electrical wiring and components from corrosion, according to Lawrie.

He points out that, in many cases, rust control treatment is only needed once a year, and the equipment owner benefits by increasing his private resale value.

One client, a large Canadian wholesale nursery, says using Pro Fleet Care "is like regularly changing your vehicle's oil. It's a small cost when you compare the extended life of equipment."

Some of Pro-Fleet's clients include tractor refurbishers, body shops owners, school bus operators, trucking fleets, government

agencies, bus lines, farmers, construction companies, car rental agencies, and landscape companies.

"When I started this mobile rust control operation 29 years ago, I thought it would make a great retirement business because I could be my own boss and work the hours I wanted to," Bob says. "As it turns out, I'm especially happy that it lends itself to working with my son."

The investment required to become a franchise operator is in the \$30,000 to \$60,000 (Can.) range. In addition to a turnkey equipment package, this fee guarantees a variety of benefits, including assistance in establishing a client base, two weeks of intensive training, ongoing support, and exclusive protected territories.

"There are no ongoing royalties and no costly storefront is required," Bob points out. "This type of business provides low overhead and high profit potential."

Lawrie says the company charges flat rates for various types of vehicles such as \$135 for pickups and \$225 and up for highway trucks.

We now have three dealers in the United States and sixteen franchisees are located in Canada. Lawrie can work with anyone in the U.S. or Canada.

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Reader Inquiry No. 101

"Battery Maintenance In A Bottle"



Battery Equaliser was developed over 25 years ago and it can up to double the life of any lead-acid battery by reversing the built-up sulphation that kills batteries as they get older.

As soon as electrolyte is added to a new battery, sulfation begins coating the lead plates. This causes internal resistance that lowers overall performance and, in a few

years, chokes out all electrical activity. Battery Equaliser mixes with the battery's electrolyte, dissolving existing sulfation and preventing new deposits from forming. This also stops build up at the bottom of the battery. Treated batteries will charge faster and hold a charge longer.

- Extends battery life
- Faster charge and runs longer
- Store your vehicles 3 times longer
- Ideal for solar storage batteries
- A 12-oz. bottle sells for \$19.95 plus S&H (will treat 4 car batteries)

Many thanks to FARM SHOW for featuring Battery Equaliser in the "Maintenance Shortcuts" section of the magazine. Battery Equaliser is now available in many Ag retail locations. Battery Equaliser is made in the USA & Canada. Retail & Distributor opportunity inquiries are welcome.

Reader Inquiry No. 102



To order East of Mississippi, contact: Oregon Ag. LLC, 1150 E. Oregon Rd., Lititz, Penn. 17543 or 1-877-656-0067.

Canada: Home Hardware Stock# 6610-857 or Alex Milne Associates Ltd. 1-800-563-5947.

National/International Sales, contact: Battery Equaliser Manufacturing 1-888-851-4431 • batteryequaliser.com