

• • • • • SPOTLIGHT ON SUCCESS • • • • •

From Independent Operator To Top Franchisee: Goodman's Saw Their 'Window' of Opportunity In Alta Mere



Greg and Wendell Goodman, Alta Mere Window Tinting & Auto Alarms franchisee's in the Oklahoma City-area have more than being a franchisee on their minds.

For many years, the Goodman's worked as independent operators of two tint/alarm stores in the Oklahoma City market. "When frequently traveling to the Dallas Texas area, I noticed that Alta Mere stores were opening up everywhere; first I noticed one store, then three, then eight. I remember thinking I hope Alta Mere never comes to Oklahoma City, I don't want to go up against that kind of competition," said Greg. Then in 1994 they were contacted by the Alta Mere home office and asked if they wanted to sell their stores to them. After researching Alta Mere's business systems, product lines and marketing campaigns "we jumped at the opportunity of becoming an Alta Mere franchisee," said Greg Goodman.

Eight years later, the Goodman's operate the No. 1 store in the system. After joining the Alta Mere team in late 1994, the Goodman's added a third location in the Oklahoma City market. However, it wasn't easy for the

Goodman's over the years. Their no. 1 store in Oklahoma City was less than two blocks from the Murrah Federal Building and during the 1995 bombing their location received severe damage, which affected them beyond their beliefs. When asked of the Goodman's what the experience was like for them Greg stated that, "God was watching out for us because no one was hurt in the store, even though the damage was so severe the city was going to condemn the building. "When the bomb went off I thought it was an earthquake because we were so close we did not hear the sound we only felt the concussion of it. The roof pulled up on the building, the ceiling fell down on us, and the plate glass all came down. In fact I think one of the reasons that we had not been hurt was because we had tinted our front show room windows and instead of the shards of glass flying in the building on us the film kept the shards together and fell to the ground. Not only did we have to deal with the emotional aspect of this tragedy but found that this was quite a financial strain for us. It took a few years for us to recover, since we had to move our location and we did not realize that moving out of the red zone disqualified us for any relief money collected for bombing victims," said Greg. During this time the Alta Mere home office not only helped the Goodman's with overcoming the financial strain but also had their non-profit Gary Goodgear Emergency Assistance Foundation send \$5,000.00 on the Goodman's behalf to Feed The Children in Oklahoma City.

Since then the Goodman's have been able to progress to a new level in the franchise not only by bringing new

franchisees on board with selling two of their existing locations but also Greg became the Area Developer for Alta Mere this year. In fact he has sold 3 new locations in the past 4 months while continuing to operate their store and building a new state of the art facility with 4000 square feet.



Alta Mere Industries, Inc. is one of the many brands that are managed by Moran Industries, Inc. Moran is the franchise management company to over 190 locations under trademarks of Alta Mere Window Tinting & Alarms, Mr. Transmission, Multistate Transmission and Milex Tune Up & Brake. Currently, there are 31 Alta Mere locations in the Southern regions of the United States with a projection of opening four more franchises by the year 2003. The franchise management company, which was founded in 1990, has created a family of services that meet all of America's automotive aftermarket needs. Moran has created a unique and dynamic franchise system that has established itself in the forefront of the franchising industry.

For more information on how you can become an Alta Mere franchisee, please contact Virginia Korthase at 800-377-9247 or email from www.altamereindustries.com. ■

ADVERTISEMENT