

UPDATE: GRAVEL DOCTOR FAST GROWTH OF FRANCHISE NETWORK

PORT LAMBTON, ON – The addition of six master franchises over the past year represents strong growth in the franchise network of Gravel Doctor, who started out with franchises for **Ontario** and **Michigan**.

“We now cover 15 states of the US and the provinces of **British Columbia** and **Ontario**, says owner and equipment designer Norm Scott, who is based in **Port Lambton, ON**. “We’re aiming to cover 25 states and add several local franchises to our North American operations by the end of this year.” Master franchises, which range in price from US\$48,000-\$98,000 cover large marketing regions and can have as many as 20 individual local franchise operators within them.

Scott says the ability of master franchise holders to build their own local franchise networks makes the initial investment viable. Gravel Doctor equipment is leased to franchisees.

“Our current focus is to get all the master franchises firmly in place in our US and Canadian markets,” Scott says. “They will handle all of the individual local franchises as they come onboard.” Scott himself provides marketing and training support for all North American franchisees, who also benefit from lead generation through the graveldoctor.com website.

The first Gravel Doctor Conference for franchise holders, held in late March in **Auburn Indiana**, included sessions on safety, operational procedures and marketing.

“We looking to our franchisees to provide ongoing input into our plans for controlled growth of our franchise network,” Scott says.



Franchise holders and affiliates at international conference in Auburn, Indiana

GRAVEL DOCTOR MASTER FRANCHISES

Gravel Doctor's current six master franchises in the US include:

- **Colorado (Highlands Ranch)** – includes Kansas and Wyoming
- **Indiana (headquarters in Auburn)** – includes Illinois and Ohio
- **Michigan (headquarters in Troy)**
- **New York (headquarters in Canaseraga)**
- **Pennsylvania (headquarters in Quarryville)**
- **Rhode Island (headquarters in Middletown)**– covers 6 New England states (Vermont, New Hampshire, Maine, Connecticut, Rhode Island and Massachusetts)

Master franchises in Canada include:

- **British Columbia (headquarters in Ladysmith)** – includes Alberta
- **Ontario (headquarters in Windsor)**

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