



## NEWS RELEASE

For More Information, Contact:

Laura Lienhart or Erin Barrett, The Brandon Agency, (843) 916-2000

[llienhart@thebrandonagency.com](mailto:llienhart@thebrandonagency.com), [ebarrett@thebrandonagency.com](mailto:ebarrett@thebrandonagency.com)

### **COLORS ON PARADE FEATURED AT 2014 MULTI-UNIT FRANCHISING CONFERENCE IN LAS VEGAS**

May 2, 2014, Conway, S.C. – Leadership from Conway-based company Colors on Parade attended their fourth annual Multi-Unit Franchising Conference in Las Vegas from April 23-25. Colors on Parade leadership and Area Developers lead workshops and sessions at the conference, which featured more than 250 franchise companies from around the world including Dunkin’ Donuts, Jersey Mikes and Massage Envy.

The 2014 conference, entitled “Planning for Growth,” featured the major aspects of successful growth through the lens of finance, marketing and talent management, including content that is new and fresh with operators who have mastered these key areas of business. Further, conference tracks tailored content to the specific needs of the operator in various stages of development.

“We were thrilled to attend the Multi-Unit Franchising Conference for the fourth year,” said Jeff Cox, president of Colors on Parade. “This conference is unique to our business model in that it is constructed by an advisory board made of the ‘best of the best’ in multi-unit franchisees. It’s an honor for our company to be included in the list of international brands and household names that millions of consumers know and patronize. We are working on implementing all of the takeaways we learned at the show and following up with several new prospective franchise leads.”

President of the Colors on Parade Franchise Advisory Committee, Aaron Sills, represented the company for the fourth year as a highlighted speaker at the show. Sills conducted two different sessions entitled “Relationships Track: Understanding Your FDD & Franchise Agreement” with Subway owner, Keith Miller, and “Growth Track: Outsourcing – Why, When, What, and How?” with Dan Burrell, Area Developer of Jersey Mike’s.

Other sessions featured in this year’s conference included “Franchisee Networking,” where companies engaged with franchisees from a variety of industries and developed relationships from business owners facing the same challenges. “Education and Motivation” featured more than 60 multi-unit and multi-concept franchisee speakers sharing their tactics, insights, and practical advice in 30 solution-focused sessions. Topics included: Selecting and Adding New Brands; Consumer Marketing; Customer Service; Recruiting, Retaining, and Rewarding

Employees; Financing; Benchmarking Unit Performance; Healthcare and Government Regulations.

**About Colors on Parade**

Colors on Parade was founded in 1988 by Robert Lowery to service the automotive industry with body shop quality repairs from a mobile unit. The company originated in Conway, S.C., and has since expanded, with franchises in 31 states. Colors on Parade uses patented eco-friendly technologies to provide mobile onsite auto repair services at any location including a client's home or work. The services include the repair of paint scratches, scrapes, dents and dings, as well as offer paintless dent repair. Its customer base includes car dealerships, fleet owners, rental car agencies, body shops and individual vehicle owners.

For more information about Colors on Parade, visit [www.colorsonparade.com](http://www.colorsonparade.com).

###