

MEDIA CONTACT:

Kristen Healey
No Limit Media Consulting
888.VIP.NLMC
Kristen@nolimitmediaconsulting.com



FOR IMMEDIATE RELEASE

Giving Franchisees the Tools to Succeed; We Do Lines Brings on Another Key Partner

Veribooks Assists We Do Lines Franchisees Secure Jobs

RIDGEFIELD, CT – Big ideas come in all sizes. Rarely, though, do those ideas come to fruition. That is unless you are Chris Couri, Tom Darrow, and Dan Rella – who collectively teamed up to put the word “sexy” into the parking lot striping industry with the launch of their franchise-brainchild We Do Lines, USA, which is now in six states. In order to bring in jobs quicker and more efficiently for its franchisees, We Do Lines has partnered with Veribooks, a business that offers complete management of all non-core business services.

“It’s important to us to give our franchisees all the tools they need to be successful,” said Chris Couri, CEO of We Do Lines. Sales and marketing is a must in our business so in addition to our franchisees making local connections, Veribooks is also securing qualified appointments for our franchisees who will then meet with the decision makers to close the deals.”

In just the three months that We Do Lines has been working with Veribooks, they have secured over 200 appointments for existing franchisees, including multiple appointments in new opening markets.

Veribooks also provides We Do Lines franchise owners with weekly sales tactic roundtables. “Most franchisees don’t have a formal sales background, and for those that do, a moderated roundtable on best practices is very beneficial,” said Eric Sweeney, President of Veribooks. “These weekly calls cover sales basics in an environment where franchisees can connect with fellow franchisees on a consistent and structured basis.”

According to Couri, as a growing start-up franchise, We Do Lines is pulling out all the stops for its franchisees to ensure they’ll be successful from day one. Earlier this fall, We Do Lines entered into a strategic partnership with Sherwin-Williams to provide training, supplies and expert knowledge to We Do Lines franchisees.

These partnerships will position We Do Lines for further growth and development. While other brands are struggling to find avenues that work, We Do Lines is ahead of the curve by signing 11 new locations this year and partnering with key players to drive the business and brand forward.

“Giving franchisees everything they need to run a successful We Do Lines franchise is how we’ll get from eleven locations to 100,” Couri said. “We continue to be on the forefront of this industry at every level. And these strategic partnerships and national supplier agreements are key components in the We Do Lines value proposition.”

ABOUT WE DO LINES, USA

Based in Ridgefield, Conn., and founded in 2008 by three friends looking to revolutionize a \$1 billion segment of a \$29 billion industry, We Do Lines, USA, a full-service parking lot striping franchise provides quality, professional, and reliable line striping services in a timely and cost efficient manner. Its services make parking lots everywhere safer, cleaner and more functional, while enhancing the overall aesthetics of the property. We Do Lines, USA accomplishes this mission by utilizing a combination factory trained and certified professionals, state-of-the-art technology, and strategic national supplier agreements. All of these factors go to ensure a top-quality end result.