



## **DOUGIE BORLAND**

### **Autosmart Franchisee - Lanark**

**Autosmart franchisee Dougie Borland has only been running his South Lanarkshire franchise for 20 months, but is already profiting substantially from his decision to start his own business.**

"My wife runs her own business," says Dougie. "I always envied her independence and often dreamt about the freedom of being my own boss too. Instead I was a Production Manager, working long hours for someone else's benefit. I had been with the company for 10 years, but as I neared 40 I felt that it was time for a change.

"When I read about an Autosmart franchise, I liked the sound of it - your own business, but with the back up of a big international company. And it was clearly very profitable too. I rang Autosmart to find out more and, after an initial meeting, went out with different franchisees to get a feel for the business. I knew immediately that it was for me, but decided that the area available was too far away. I asked Autosmart to call if a local area came up for sale.

"When Autosmart rang 9 months later about a local opportunity, I said yes straight away. The recession was beginning to bite and whilst my job seemed safe, you can never tell. An Autosmart franchise offered better security and less risk than staying in my job and I didn't want to miss the chance to really improve my life.

"I've been going almost 20 months and this is the best thing I've ever done.

I'm out and about every day, giving customers top class products, fantastic value and of course a first class service.

I love the freedom of being my own man, in control of my life. I've already increased my sales five-fold and this business growth has already ensured I will have a very secure and profitable future.

**Why would anyone want to work for someone else when they can have all this?"**