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# WHY DYNOMARK AUTO EXPERTISE

- ▶ Nearly 10 years of expertise and experience in the sector
- ▶ 40+ number of auto expertise dealers across the country
- ▶ Most detailed and understandable expertise report Impartial
- ▶ and fully equipped auto expertise
- ▶ Reliable and quality service
- ▶ Program written with the latest technology and belonging to
- ▶ Dynamark auto expertise
- ▶ The most innovative in the industry and technological services
- ▶ Advertising and promotional advantages
- ▶ High customer satisfaction
- ▶ Providing 24/7 technical and administrativ support





# FEEL THE POWER OF BEING A BRAND!



**To the sector of the future,  
Congratulations on your decision to  
invest.**

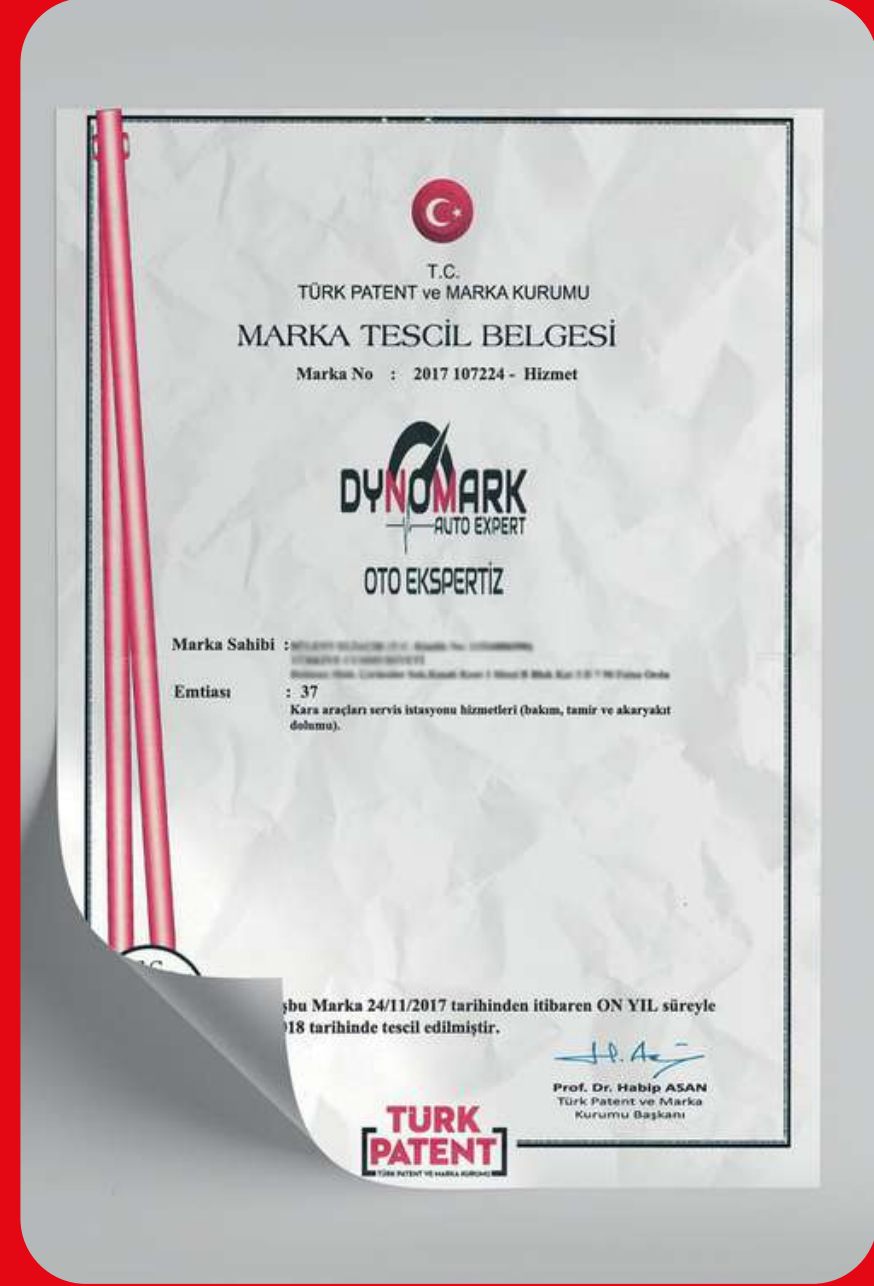


**Whether your current system  
Let's turn it into Dynamark Auto  
Expertise, if you want, become our  
dealer for the first time.**



**Welcome to the Dynamark family.**

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**WE KNOW THE VEHICLES,  
WE REPORT IT PERFECTLY.**





# INVESTMENT MODELS

Model 1

**DEALER CONVERSION  
MODEL**

Model 2

**FRANCHISE  
MODEL**

Model 3

**DYNOMARK PARTNERSHIP  
MODEL**

Model 4

**REGIONAL DEALERSHIP  
MODEL**



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# FRANCHISE MODEL



**With its advanced system in the expertise sector,  
Our franchise model, which guides you at every stage,  
is just for you...**

**In this model, we are with you throughout the entire  
operation, from equipment, concept, location  
selection, personnel training and planning.**





# REGIONAL DEALERSHIP MODEL

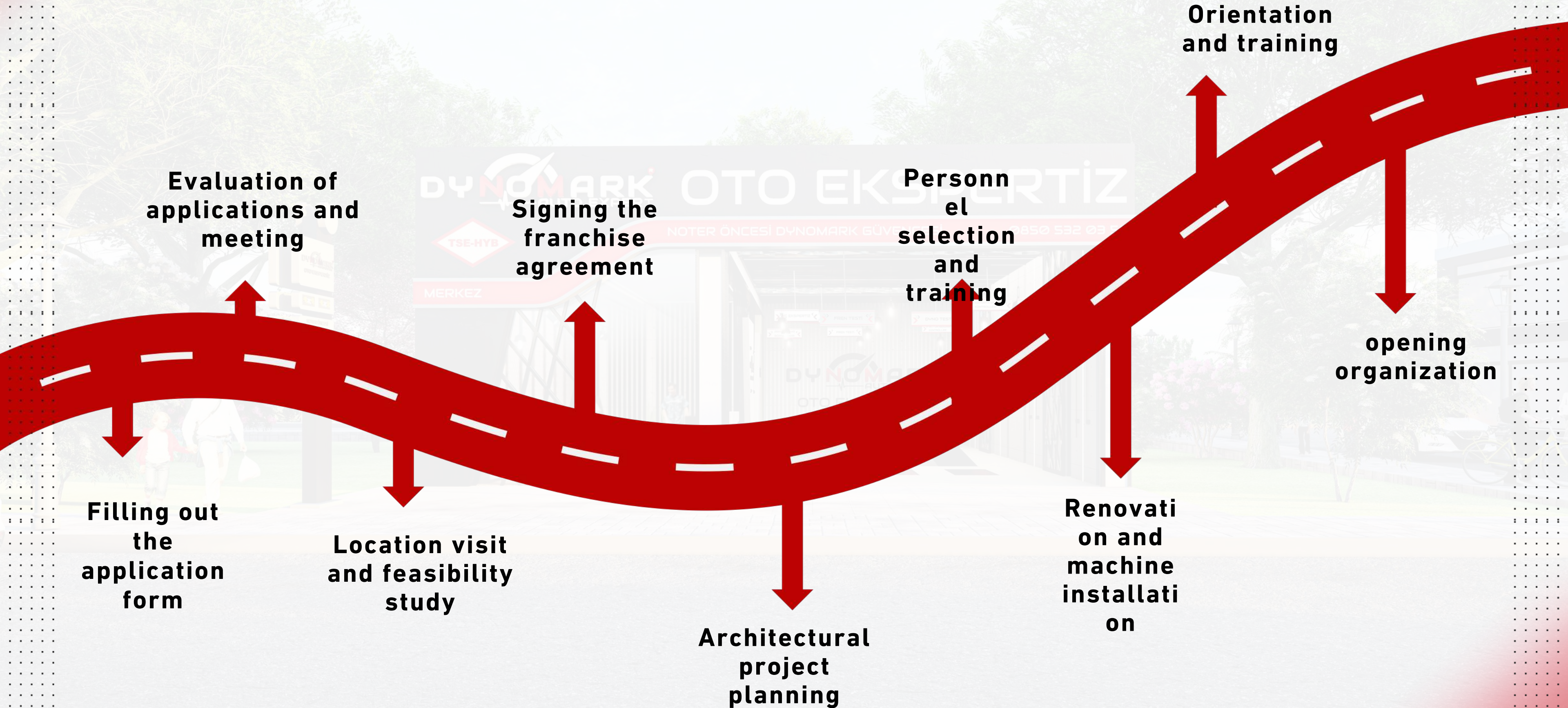
In this model, you have the authority to sell, market and open new branches throughout the specified region, and your own sub-dealers will be created.

You will earn a constant income from installations and sales of sub-dealers.





# WHAT WAY WILL WE FOLLOW?





# OPERATIONS SUPPORT CALL CENTER SUPPORT

**All calls to Dynomark Expertise branches are answered by the call center and transferred to the branches. Likewise, branch appointments are also organized by our call center. Thus, there is no need to miss a call and it is not necessary to employ an extra person to answer the calls.**





# OPERATIONAL SUPPORT CUSTOMER SATISFACTION AND COMPLAINT MANAGEMENT

In order to share our customers' experiences and get their opinions, customers who received service from our branches the previous day are called regularly and their opinions are taken.

If there is an area that needs improvement, action is taken quickly.





# POINT OF SERVICE STANDARDS

1

In accordance with its corporate identity, In regions where the automotive sector operates intensively, At points where pedestrian and vehicle traffic is intense in relation to the sector,

2

It has a closed area capacity of at least 3 vehicles, Minimum 150 m2 (Floor Area), 3.5 Mt ceiling height, Has areas that can be used as warehouses and offices, Has a professional appearance,

3

In outdoor areas, our company will provide all kinds of consultancy services regarding the use of illuminated signs and totem signs in accordance with DYNOMARK corporate identity and DYNOMARK installation standards. Once the location of the region is clarified, the location for the DYNOMARK point to be opened is determined, approved and the lease contract is signed, DYNOMARK construction, decoration, technical and opening planning departments will come into play.

4

The decoration of the expertise point is uniform, and layout and decoration projects and applications in accordance with the structure of the concept are prepared by DYNOMARK. Decoration and construction costs belong to the franchisee business.





# DYNOMARK FRANCHISE

## SUPPORT SERVICES



### SETUP

**Workplace Selection  
and Feasibility Site  
Plan and Project  
Preparation Control  
and Support During  
Renovation**



### SOFTWARE

**Remote Access to  
Software Easy Testing  
Process with Smart  
Sensors Access to  
Expertise Reports**



### ADVERTISING

**Dealer-Specific  
Google Ads Dealer-  
Specific Social Media  
Ads Digital Image  
Sharing**



# DYNOMARK FRANCHISE

## SUPPORT SERVICES



### EDUCATION

**Machine  
Training,  
Expertise Report  
Editing Training  
(Theoretical-  
Practical)  
System Training**



### EMPLOYEE

**Personnel  
Announcement  
Support, Personnel  
Interviews, Personnel  
Selection**



### CORPORATE KIT

**Business Card, Brochure,  
Letterhead, Corporate  
Envelope, Corporate Clothing,  
Pen, Car Air Freshener  
Various Promotional products**



# BRANCH CONCEPTS

The concept of Dynamark Expertise branches and dealers has been designed to be easily recognized by customers, especially with their external faces. We maintain our standard architecture so that our customers experience the same comfort and recognition in all our workplaces.



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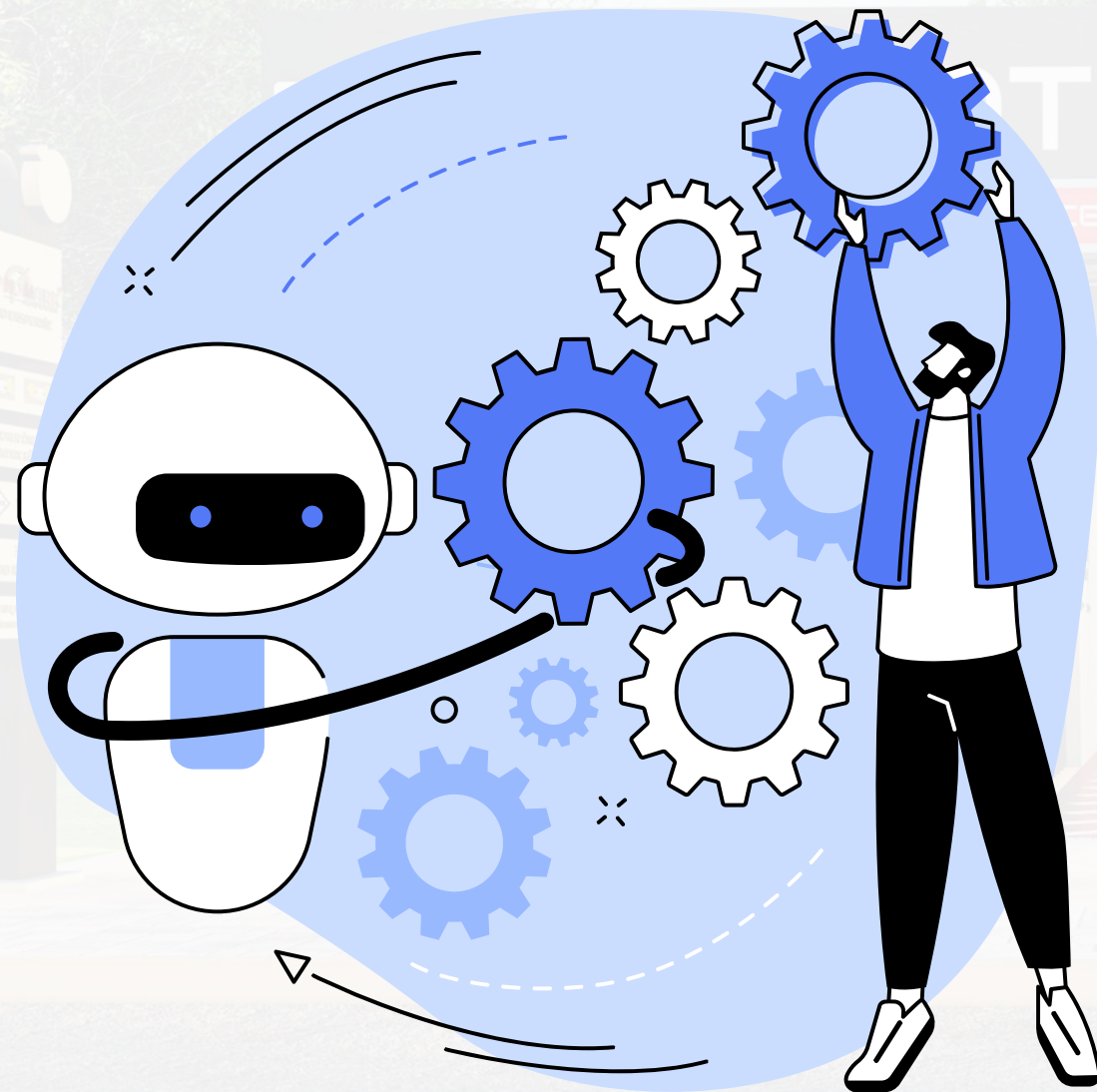








# DEVICE EQUIPMENT LIST



EQUIPMENT	PIECE
Dynamometer Tester	1
Brake Tester Suspension	1
Slip Tester	1
Suspension Tester	1
Gasket Burn Test Equipment	1
Paint Thickness Meter	1
Battery Measuring	1
Device Fault Detection	1
Device Antifreeze	1
Meter Brake Hydraulic	1
Meter Tire Tread	1
Thickness Meter	1



**DYNOMARK** OTO EKSPERTİZ  
İŞ EMRİ NUMARASI

**KAPORTA - BOYA TEST SONUÇ RAPORU**  
06.07.2021 18:23:37

MARKA : VOLKSWAGEN  
MODEL : TIGUAN  
PLAKA : TEST AMAQLIYOTA  
ŞASI NO :  
YIL : 2021  
KM : 9999

**ÖN**

**ARKA**

**SOL**

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İmza

Referi Adı : DYNOMARK  
Tel/Faks :  
Adres :  
Web : www.dynomark.com.tr







# Most Suitable Activity Region

**Determining the operating region is perhaps the most critical decision for franchising operations. Making this decision correctly can save you from unnecessary expenses that may arise in the future. DYNOMARK provides support to find the most suitable location.”**





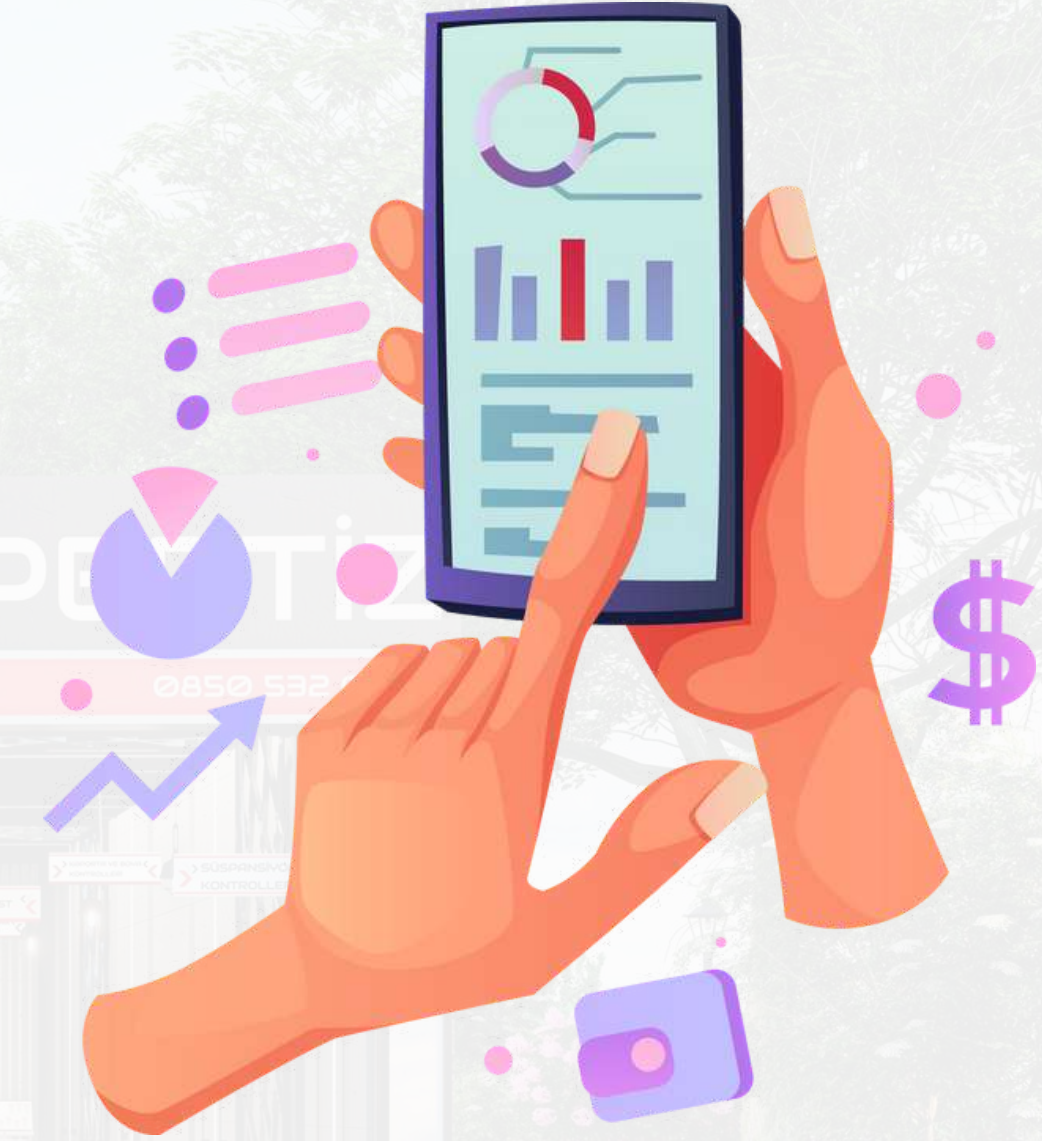
# PAYMENTS

## Franchise Support Services

Franchise fee is paid one-time only during the installation phase, Contract renewal periods are free of charge.

## Advertising and Royalty Fund

They pay a monthly contribution fee based on turnover, including 5% advertising and 2% management. These amounts are realized at the same rate for all branches. 5% advertising fund is used in national digital marketing and media channels to benefit all branches. In return for a 2% management fund, branches receive continuous Software Support and Agency Support from the headquarters.







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