

*Crystal*  *Hearing*  
CENTRE

[WWW.CVOH.CA](http://WWW.CVOH.CA)

# Crystal Hearing CENTRE

## Thank you for learning about Crystal Hearing Centre

Crystal Vision & Hearing is a family owned business headquartered in Abbotsford BC. We have been in business since January 1997 and have helped thousands of people see and hear their best!

Our hearing franchise is the ONLY win/win partnership opportunity for the hearing community in British Columbia. We will provide a “Turn Key” business experience so all you have to do is help people hear better.

This franchise information kit is your first glimpse into a new future – The Crystal Hearing future. You will see that Crystal Hearing offers unparalleled support to each member of our Crystal Hearing business family right from the start.

The goal of this kit is to offer you an insight into our business and this exciting franchise. At Crystal Hearing Centre we aim to see ALL of our franchisees running successful clinics helping as many people hear as well as possible. This is the only way we can bring our brand across North America!



Crystal Hearing Centre - Lynn Valley Centre, Southgate Mall, Sevenoaks Shopping Centre

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Come to your senses...  
Hear life now.

## The Crystal Vision and Hearing Story

We are very proud to be a family owned business helping people to see and hear their best. Our company first opened its doors as Crystal Vision One Hour Optical in January 1997. However, the concept of us starting our own optical business started much earlier. Leona's brothers were the first people to bring a One Hour Optical store to BC a few years prior. When Steve was in University he did a major project on his uncles business and quickly realized he wanted to do it too. His first business plan for their optical business is still available for viewing at our head office.

When the local General paint store moved we quickly locked up our first location. The building was located on the corner of Dewdney Trunk Road and Edge Street in Maple Ridge BC. It was very convenient to be sharing the same parking lot with a busy optometry office too. The location was much too large for only an optical so we sub-leased out half our location to a jewellery store.



*Maple Ridge location*

The next five years went by very quickly and we were able to help many people with their glasses. The optical store was very soon the busiest optical in all of Maple Ridge while the Jewelry store next door was slowly going under.

Around this time George met a man looking for a new pair of glasses. This man was a hearing instrument specialist. George tried to get him to teach us about hearing but he was not interested. But that conversation changed everything!

Steve started talking to their cousin Jeff about joining the Crystal Team. Jeff was working as a hearing specialist at Costco and didn't feel there was a long term fit for him. Jeff agreed to come aboard in 2002 and Crystal Hearing was born.

Today Crystal Vision & Hearing has stores in Abbotsford, Chilliwack, Langley, Maple Ridge, North Vancouver, Squamish and White Rock. With all of this growth, providing clients with excellent vision and hearing care solutions has remained our first priority. Staff are hand-picked and are encouraged to continually upgrade their skills and education. When you come into one of our stores, you can know that you will get the best care possible!

The rest is history.....



*George, Leona and Steve Wiens*



## The Crystal Hearing Experience

The only thing that matters to a Crystal Hearing Specialist is customer service! We pride ourselves on giving the best customer experience in ALL OF THE HEARING WORLD. Our customers come first no matter what.

Steve was born with a hearing loss and currently wears RIC hearing instruments. He tries all of the new products as they come out on the market to make sure they actually work better in real world environments. This helps to ensure Crystal Hearing Centre does not fall victim to new marketing put out by sales focused hearing manufacturers. After selecting each of the products that Crystal Hearing centres provides, all of the specialists are fully trained on those special products.

We recognize that generating foot traffic into the stores is a primary concern. With this in mind we like to have very creative marketing campaigns like our *Thanksgiving Turkey Giveaway* promotion, *Trade-in Days* and our *30 People Wanted* campaigns.

We believe that using cutting edge audiometric equipment is the best way to provide the ultimate testing and fitting experience for our clients. Matching the best testing equipment and hearing instruments and then adding the most knowledgeable Hearing Specialists gives you the best Crystal Hearing customer experience available.

Currently Crystal Hearing has partnered with Airmiles to offer our customers an extra incentive to choose us. When combined with our Price Match Guarantee a customer can feel secure in the knowledge that they have the best products at the best prices.



## The Hearing Aid Industry .....

We think it is the most exciting time since the beginning of the world to start a career in the hearing aid industry. The baby boomers have stressed EVERY segment of society as they have moved through childhood, to real estate, to employment and now finally into healthcare. The baby boomers will start turning seventy very soon. And this is typically the first time an adult will enter into the hearing aid world.

According to Statistics Canada, more than one million adults across the country reported having a hearing-related disability, a number more than 50% greater than the number of people reporting problems with their eyesight (StatsCan, 2002). Other studies indicate that the true number may reach three million or more Canadian adults, as those suffering from hearing problems often under-report their condition. As hearing specialists we also know that only 2 in 10 of those people have done something about it.

The cost of hearing loss to the Canadian economy could be in the tens of billions of dollars. A 2006 Australian study estimated that costs to that nation's economy from hearing loss amounted to CAD\$10.6 billion per year. On a per capita basis, this could mean a Canadian equivalent of almost \$18-billion per year.

Today's clients are much happier with their hearing systems than any other time in history. Digital programming has revolutionized how we fit clients hearing losses. Today there are so many existing hearing clients who are telling their friends about better hearing and encouraging them to get help.

At Crystal Hearing Centre we are very pleased to have one of the highest "word of mouth" referral rates in North America!

## The Crystal Hearing Advantage .....

**Crystal Hearing is a recognized name in British Columbia. Our brand represents good family values and great service. It has taken a lot of hard work and time served to earn a great reputation in our communities.**

**We have learned so much over the past 15 years serving hearing and vision clients. We have gained valuable partnerships with financial institutions, marketing companies, and hearing manufacturers.**

**We strongly believe in the old fashioned way of conducting business relationships. We have always been the last ones paid when the company has made income. Our staff and vendors have always come before us on this list of priorities.**

**Last year the hearing industry growth rate in BC was 5.9%. We grew 20%!!**



## Did you know??

More franchised businesses succeed and continue to operate over a similar time period in comparison to privately owned businesses.

We want EVERY franchise to be successful! This is the ONLY way we can grow our company together.

## The Crystal Hearing Franchise

- Use demographic studies and our experience to help find the best locations possible for our franchisee
- Skilled negotiations to ensure the best possible leases
- Design the locations
- Be available for questions, requests and provide a “sounding board” for ideas
- Perform regular store reviews based on a proven audit to ensure store success
- Negotiate with trades people and ensure a quality finished product
- Purchase and install the audiometer and computers
- Our negotiated bank rates
- We can provide you with financing for the franchise or you can provide this yourself
- Our negotiated Credit Card Terminal rates
- Accounting training to run your own successful franchise
- Customer management software management
- Perform regular feedback programs to stimulate communication with franchisees
- Both micro and macro marketing support
- A trustworthy brand that has taken over 15 years to build.
- Ensure a consistent and superior branding for the stores to help build sales
- Over 15 years of business experience



Crystal Hearing Centre - Semiahmoo Shopping Centre



# The Crystal Hearing Experience

## THE FIRST STEP

Once you decide that you want to have a Crystal Hearing franchise you should read over the franchise agreement. You may even want to consult legal help to review the document with you. Once you are satisfied with our Crystal Hearing franchise agreement you must submit a non refundable check for \$1000.00. We will now start our search for your location.

## THE SECOND STEP

You must pursue financing for your franchise. The franchise fee is \$160,000.00 including the complete turnkey store including franchise fee, equipment, construction, millwork and everything else. We have teamed up with two major manufacturers that can help you with this fee. We have pre-negotiated this process for you to provide 0% financing if you wish to pursue this route.

## THE THIRD STEP

Once the financing gets approved the hearing company or bank will issue funds to you. These funds must be assigned to Crystal Hearing Centre.

## THE FOURTH STEP

We design and build the location while working with the community to ensure timely permits and licensing. This step can take up to 3 months depending on the communities desire to work with business. During this time we encourage the franchisee to attend Crystal University in downtown Abbotsford for franchisee training and business setup.

## THE FIFTH STEP

We help you develop an opening strategy for your area including initial marketing and doctors programs.

## THE FINAL STEP

We open the doors and welcome you to your new life as both hearing specialist and business owner.



## Financing

### HEARING MANUFACTURER FINANCING

We have negotiated a 0% rate for our franchisees with two major hearing aid manufacturers. They will provide you with \$160,000.00 for your franchise provided you are credit worthy.

### THIS IS HOW IT WORKS

Franchise Fee and Opening Construction. \$160,000.00

This will provide you with a turn-key operation including equipment, computers, software, signage, franchise fees and initial supplies.

We recommend that you have a minimum of \$10,000 as working capital when you open your franchise.

## Marketing Program

### MARKETING CALENDAR

You will receive a marketing calendar of corporate promotions so you know what campaigns will be marketed throughout the year.

### LOCAL ADVERTISING

We will help set you up with local reps to negotiate your advertising in local papers. Each month you will be provided with a complete package of ads for your market. Mailers are also customizable for your store.

### IN-STORE SIGNAGE

Each month you will receive in-store signage to support each promotion that will follow the corporate campaign.

### LOCAL SUPPORT

You can request marketing materials to support community initiatives, such as community events, promotions in your local mall or area. We have an in-house marketing department to design and approve all marketing materials.

### CORPORATE CAMPAIGN

Crystal Hearing Centre also advertises corporately on television and through larger papers such as the Vancouver Sun and Province to support the franchises.

# Starting a Crystal Hearing Centre Franchise

## START UP

- update [www.cvoh.ca](http://www.cvoh.ca) with store information
- Make Google Places account for store - takes 3-4 weeks to finalize account with Google
- add phone # and area codes for region to ring central for toll-free number
- make list of Doctors in region and visit with referral packages to introduce new store
- call to negotiate advertising rates with local newspapers
- send out mailers or inserts to local area with call to action and offer
- have grand opening event at store. Invite local community, doctors, business contacts, family, friends and community Chamber of Commerce
- engage in trade shows in communities
- contact local senior centres to come to do clinics for residents

# Frequently Asked Questions

## **Are there structured territories?**

Yes. We will give you exclusivity in your protected territory of a 5km radius around your location.

## **What if Crystal Hearing Sells their business?**

We have a first right of refusal clause in our contract that will allow you to opt in or out of any corporate sale.

## **What about manufacturers perks?**

All manufacturers perks go directly to the clinic

## **What if we need to sell another manufacturers hearing aids?**

We have relationships with every major manufacturer so this is no problem. We will look at this on a case by case basis

## **Lease hold improvements. Are they our responsibility or yours?**

Leasehold improvements will be completed by us to provide a fully turn-key operation

## **Permits. Are you taking care of the permits?**

We take care of all permits and government regs

## **Business License?**

We will apply for the business license – you may have to sign a document

## **Worksafe. Would that transfer to me? Or would another clinic have to take care of my WCB clients?**

WCB would have to be applied to from that individual location as they do not transfer rights to the hearing specialist. We could make an approved clinic available to any WCB clients for you to service after hours or on Saturdays until your location gets licensed so you would not have to lose anyone.

## Contact Crystal Hearing Centre

### CORPORATE HEAD OFFICE

2644 Montrose Avenue,  
Abbotsford, BC  
V2S 3T6

f: 604-850-5985

f: 604-850-1300

email: [franchise@cvoh.ca](mailto:franchise@cvoh.ca)

website: [www.cvoh.ca](http://www.cvoh.ca)

### CORPORATE LOCATIONS:

Crystal Hearing Centre - SevenOaks Shopping Centre, 333-32900 South Fraser Way, Abbotsford, BC

Crystal Hearing University - Downtown Abbotsford 2644B Montrose Avenue, Abbotsford, BC

Crystal Hearing Centre - Southgate Shopping Centre, #42-45905 Yale Road, Chilliwack, BC

Crystal Vision Centre - Southgate Shopping Centre, #35-45905 Yale Road, Chilliwack, BC

Crystal Vision and Hearing Centre - 101-20611 Fraser Highway, Langley, BC

Crystal Vision and Hearing Centre - 22540 Dewdney Trunk Road, Maple Ridge, BC

Crystal Hearing Centre - Lynn Valley Centre Mall, 114-1199 Lynn Valley Road, North Vancouver, BC

Crystal Hearing Centre - 103-37989 Cleveland Avenue, Squamish, BC

Crystal Hearing Centre - Semiahmoo Shopping Centre, White Rock, BC

Crystal Vision Centre - Semiahmoo Shopping Centre, White Rock, BC





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