



Franchise Expo Midwest Press Kit

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About RNR Tire Express

RNR Tire Express & Custom Wheels is a national franchise retailer of quality tires and custom wheels offered with convenient, no credit hassle payment plans designed to fit each client's unique budgets. Established in 2000 by rent-to-own veteran, Larry Sutton, RNR has grown to 114 locations in 21 states.

Industry Fast Facts:



\$250 Billion

Annual Tire and Auto Services

Americans annually spend \$250 billion on tires and auto services.



\$38 Billion

Annual Replacement Tire Sales

The value of replacement tire sales alone is approximately \$38 billion annually.

Estimated Initial Investment

DESCRIPTION	LOW	HIGH
Franchise Fee	\$35,000	\$35,000
Leasehold Improvements	\$20,000	\$85,000
Grand Opening Expenses	\$15,000	\$30,000
Additional Funds*	\$195,295	\$339,075
Insurance	\$9,000	\$15,000
Travel & Training	\$5,000	\$10,000
TOTAL	\$279,295	\$514,075

TOP **20** STORES



Total Avg. Revenue

\$2,072,253



Avg. Operating Income

\$467,053*

FOR IMMEDIATE RELEASE



RNR Tire Express Inks 16-Unit Franchise Deal to Drive Southeast Expansion

Local Entrepreneurs to Further Develop National Tire & Custom Wheel Brand Presence in Georgia and Alabama

TAMPA – [RNR Tire Express](#) (RNR), the nation’s fastest-growing tire and custom wheel franchise, has signed a franchise deal to bring 16 new locations to parts of Georgia and Alabama over the next six years. The business partners behind the deal, Mike Hultquist and Grant Wetherill of OzarkGa, LLC, are looking to develop locations in Warner Robins and Columbus, Ga., as well as Auburn-Opelika and Phenix City, Ala., with plans to open their first location in the next 12 months.

Hultquist and Wetherill join RNR with more than 16 years’ experience growing and developing businesses, including 65 Game X Change franchise locations across eight states. Looking to further fuel their entrepreneurial passion, the duo began seeking additional opportunities to utilize their skills toward growing an innovative and unmatched concept, and found the perfect fit with RNR due to its proven business model and dedicated support team.

“RNR continues to fill a void in the marketplace as consumers seek convenient payment options when it comes to quality tires and wheels. As we introduce new RNR locations, Grant and I look forward to bringing the brand’s affordable pay-as-you-go model to communities across Georgia and Alabama,” said Mike Hultquist, Partner of OzarkGa LLC. “This agreement is a representation of the commitment our team has to the business and providing a premium product and service to a growing market.”

Founded in 2000 by rent-to-own veteran Larry Sutton, RNR has carved out a unique niche in the tire and wheel industry with its convenient, no hassle payment plans that fit each customer’s budget. RNR offers and professionally installs high quality tires and custom wheels to a growing underserved market and has established a business model that allows clients to pay off name brand tires and wheels on a weekly or monthly plan that is affordable to them.

“Mike and Grant are a great fit for our brand and we are extremely grateful to have them as part of the RNR family,” said Larry Sutton, founder and president of RNR Tire Express. “The ongoing trust and determination our franchise owners have dedicated to our brand has truly been the cornerstone to our brand’s mission of being the best tire and wheel concept in America.”

For more information regarding the RNR franchise opportunity, please visit www.RNRfranchise.com.

About RNR Tire Express:

RNR Tire Express & Custom Wheels is a national franchise retailer of quality tires and custom wheels offered with convenient, no credit hassle payment plans designed to fit each client’s unique budgets. Established in 2000 by rent-to-own veteran, Larry Sutton, RNR has grown to over 100 locations in 21 states. For the third year in a row, the brand was listed as the No. 1 in category for

wheels and tires in Entrepreneur Magazine's 2018 Franchise 500 list and also took home the No. 202 spot on the annual ranking. For the third time, RNR ranked on the Inc. 5000 list, a prestigious ranking of America's fastest-growing private companies. The brand owns two spots on Tire Business' 2017 Annual Report coming in at No. 15 for total revenue and No. 18 for total locations. RNR Tire Express & Custom Wheels is seeking qualified multi-unit franchisees to expand even further nationally with prime markets available throughout the country. For more information about RNR, or to inquire about franchise opportunities, visit www.RNRfranchise.com.

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FOR IMMEDIATE RELEASE



RNR Tire Express Hits Major Growth Milestone with Opening of 100th Store

National Tire & Custom Wheel Franchise Takes Popular Pay-As-You-Go Model to New Heights

TAMPA – After opening one new location every month for the past 30 months, [RNR Tire Express](http://www.RNRfranchise.com) (RNR), the fastest-growing tire and custom wheel franchise in the nation, announced today the opening of its 100th location. Responding to consumer's demands for a flexible pay-as-you-go model, the announcement signifies a new company milestone for the fast-growing quality tires and custom wheels concept. The landmark 100th location will be in Sarasota, Florida.

Founded in 2000, RNR has experienced significant organic growth with just 20 franchisees operating 100 locations. Capitalizing on the brand's unique niche directed toward a growing and underserved market, RNR offers a business model that allows customers to pay off name brand tires and wheels on a weekly or monthly plan that fits each customer's budget.

"This is a really exciting time in our brand's history, as we are entering new markets and opening stores at a record pace," said RNR Tire Express Founder and President Larry Sutton. "RNR continues to succeed and grow as people seek more affordable options when it comes to quality tires and wheels; due to the demand for our pay-as-you-go model we plan to add an additional 16 stores to our roster before the end of the year."

To celebrate the 100th opening and to thank customers for their support throughout the Southeast, RNR will host a grand opening celebration in Sarasota slated for November 18th.

Fueled by passion, with over 45 years' of rent-to-own experience and extensive knowledge of the tire and custom wheel industry, RNR looks to continue its expansion across the country. With a corporate culture that allows franchisees to have a high degree of entrepreneurial freedom and a proven record of same-store revenue growth of 20 percent for three consecutive years, the brand is seeking additional qualified multi-unit franchisees in New York, Pennsylvania, West Virginia, Utah, Oregon and Idaho, among other states.

For more information about RNR and its franchise opportunities, visit www.RNRfranchise.com.

About RNR Tire Express & Custom Wheels:

RNR Tire Express & Custom Wheels is a national franchise retailer of quality tires and custom wheels offered with convenient, no credit hassle payment plans designed to fit each client's unique budgets. Established in 2000 by rent-to-own veteran, Larry Sutton, RNR has grown to 100 locations in 22 states. The brand recently ranked as the No. 1 category leader for miscellaneous auto products in Entrepreneur Magazine's 2017 Franchise 500 list and also took home the No. 126 spot on the annual ranking—the highest in company history. RNR was also ranked on the magazine's Best of the Best list – coming in at No. 1 in the Automotive – Wheel and Tire Category. The brand was also recently ranked as the 14th largest tire dealership in the U.S. by Tire Business. RNR Tire Express & Custom Wheels is seeking qualified multi-unit franchisees to expand even further nationally with prime markets available throughout the country. For more information about RNR, or to inquire about franchise opportunities, visit www.RNRfranchise.com.

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FOR IMMEDIATE RELEASE



RNR Tire Express Honors Three Deserving Moms with Mother's Day Car Giveaway

Neighborhood Tire & Custom Wheel Franchise Awards Mothers from Across the Nation with the Ultimate Gift

TAMPA – Every year, [RNR Tire Express](http://www.RNRfranchise.com) (RNR), the nation's fastest-growing tire and custom wheel franchise, puts out a nationwide call for extraordinary and selfless mothers to receive the surprise of a lifetime for Mother's Day– a free vehicle. Selected from thousands of entries, three hardworking and single moms Angela Gonzalez of Fayetteville, Ark., Crystal Thompson of Muskogee, Okla. and Vicky Crider of Tampa, Fla., were unanimously chosen as a result of their devotion to motherhood and resilience overcoming adversity.

To honor the special mothers, RNR recognized each woman at a surprise reveal event at their local RNR where nominating families of Gonzalez and Thompson presented their moms with a brand

new 2017 Buick Encore and Crider with a Limited Edition Gold Ford Taurus. In addition, the brand covered the sales tax and licensing fees of each vehicle and enough oil changes for the moms to enjoy over the next two years.

“This vehicle is a blessing that will finally allow me reliable transportation to visit my family,” said Crider. “I can use it to see my grandson. I don't have to worry about going places and breaking down, or putting leak stop until I can afford to fix it. It's going to make a huge change and I am forever grateful.”

As a tribute to his own mother, David Harrison owner of RNR in Fayetteville, Ark. and Muskogee, Okla., created the Mother's Day car giveaway in remembrance of his own mother's hardship. As a single mom raising four children, Harrison witnessed firsthand the sacrifice his mom made just so Harrison and his siblings could experience a normal childhood. Eventually Harrison was able to repay his mom by purchasing her a car in his 20's and her overwhelming appreciation was the catalyst to starting the annual giveaway.

“At RNR, we are in the business of positively impacting the lives in our community and our Annual Mother's Day Car Giveaway is a natural extension of those core values and will continue to stay at the forefront of our company as we continue to grow,” said Larry Sutton, founder and president of RNR. “No mother should ever have to drive an old truck that requires a jug of antifreeze and water just to get to work. It is an honor to provide help and support to three deserving moms and a true blessing for all those who played a role in making this giveaway possible.”

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BLUE COLLAR MILLIONAIRES

Meet Larry Sutton

4:36 PM ET Wed, 15 Feb 2017



After 20 years in the rent-to-own industry, Larry Sutton, decided to retire and relax, but after getting bored of retirement, he decided to open his own business. RNR Tire Express and Custom Wheels, is one of the largest tire companies in the industry. Larry discusses what it takes to make it as an entrepreneur and the importance of being passionate about what you do. All-new Blue Collar Millionaires Wednesdays 10P ET/PT

Forbes

How A Humble Culture And Self-Deprecating CEO Fuels This \$130M Tire Company

[Blake Moman](#), CONTRIBUTOR



Listen to RNR Tire Express Founder and CEO Larry Sutton, on the Modern Customer Podcast.

Most CEOs don't clean bathrooms, report to entry-level employees, or stop by stores just to chat with customers. Then again, Larry Sutton isn't most CEOs.

Franchise Times®

Pray, work, repeat for RNR operator

Staying even is not OK for Shannon Strunk, who with his wife, Cynthia, operates more than 60 units of three brands in the Gulf Coast. He believes in owning real estate, too, because 'cash disappears quick.'

What is your motto for growth?

If you're not growing you're dying. Staying even is not OK. That applies to each individual store, that applies to each company, the entire enterprise. When you're growing and making these things happen, all the employees in that branch feel it and capitalize on it.

You've recently signed a 58-store development deal to more than quadruple your RNR business. How has the brand changed over the years?

We really believe in that franchise. It's strong, our internal same-store sales growth is 20 percent the last two years in a row, so to us, it's just huge. When we first started, the focus was on wheels. That model changed completely. So 75 percent of revenue might come from wheels and 25 percent from tires, that's been flipped on its head. It's about 80 percent tires and 20 percent wheels, which means the audience is much, much larger now.

You were hit hard by Hurricane Katrina in 2005. How did you bounce back?

We had 40 percent of our locations in the hurricane zone, so when Katrina hit, it was bad. We're in a daily cash flow business. We put product out and we collect on a weekly basis. So 40 percent of our businesses closed for two weeks, and that was not recoverable. So you either forgive it and move forward, or lose the customer and go further backward. At the time, we thought a hurricane that large would be the one that undid us, but we didn't think it would ever happen. But it happened and it didn't undo us, so we're better for it.

How did you get through it?

It's called get up, pray, go to work, pray, go to sleep and do it again. It just got tight; you make decisions differently when you're going to run out of cash. So we made different decisions and held on, and it came back with a big bang.

You and your wife, Cynthia, are partners in the business. How does that work?

My wife and I are equal partners; we have a wall between our desks so she can't throw shoes at me, but she knows everything and I know everything. We don't make a single decision without the other. And if one of us doesn't agree we keep hounding the other until we can change their mind or they can change ours.

“FROM OUR VIEW, THE HARD WORK NEVER ENDS.”

SHANNON STRUNK



- Owns and operates 12 RNR Tire Express & Custom Wheels, 50 Baber's Outlets and four Dairy Queens across the Gulf Coast.

- Has three adult children running their own divisions of the family enterprise.
- Credits the close-knit rent-to-own industry for success.

You've said she keeps you rational. How does that interplay work?

There's no doubt about it. I come up with all kinds of ideas, but if she let me do them all we'd be broke. She's closer to the tree; I'm further out on the branch.

Family is the reason behind your ownership-first real estate philosophy as well. Can you describe that?

I believe that wealth is passed through family via real estate only. Cash disappears quick and businesses change through several generations. History says very clear that it won't last through three generations. But the real estate is forever, so we buy everything we can get our hands on.

Aside from family, who has helped you along the way?

The rent-to-own industry really has some big stars in its self-made people that share all the time. We got caught up in that culture of sharing info regardless, even if they're a competitor, we talk all the time. That has kind of changed how we operate because we benefitted from it, from people who grabbed ahold of you and said, "We gotta talk about this." So the credit goes to the industry. ☐

—Nicholas Upton



Staff writer Nicholas Upton asks what makes multi-unit operators tick—and presents their slightly edited answers in this column in each issue. To suggest a subject, email nupton@franchisetimes.com.

BUSINESSES THAT CARE PODCAST

Focus on Serving with Larry Sutton from RNR Tire Express



This is one of the most enjoyable interviews I have been a part of.

Larry Sutton started out with a traditional rent to own business. Once he sold it he took an early retirement to play golf all the time. After a year, Larry got bored. What he was missing was the interaction with people and watching them grow and growing himself.

He kind of fell into the franchising business. Serving has always been at the heart of everything he does. Currently, RNR Tire Express is experiencing organic growth with 24 franchisees operating over 110 locations. Each store averages about \$1.6 million in sales annually, with the top 20 hitting nearly \$2 million. The brand has grown to \$130M since beginning to franchise in 2003.

4 Tips to Implement the Best Company Culture

BY LARRY SUTTON

Business.com / Leadership / Last Modified: March 12, 2018

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Image credit: ASDF_MEDIA/Shutterstock

The CEO of a \$130 million tire company follows these four rules to cultivate an open, supportive and collaborative company culture.

If you ask any CEO what their long-term growth plan is, you will probably get a quick, definitive answer that lays out their BHAGs (Big Hairy Audacious Goals) – increased revenue numbers, expansion plans, etc. It's relatively easy to have a clear vision of where you want to see your brand in the future, but the path might be lined with questions such as "how do I get there?"

Sure, you may have an unmatched business model and the most qualified candidates, but there could be something missing that will halt your growth in its tracks. Your employees may give 100 percent each and every day, but do they enjoy it? If the answer is no, then it's unlikely you will see your company grow and move in the direction you'd like.

Company culture is one of the greatest assets when it comes to the evolution and growth of your brand. Since employees are the heart of your company, it is essential to ensure that each one feels valued and recognized for their hard work. This motivates them to continue pushing the brand to new heights, ultimately achieving your long-term vision and goals.

If you think your company culture could use a little refresh, keep these four simple guidelines in mind:

1. Don't be afraid to be the 'yes' CEO.
2. Make C-suite execs accessible to your employees.
3. Reward handsomely.
4. Reverse the hierarchical pyramid.