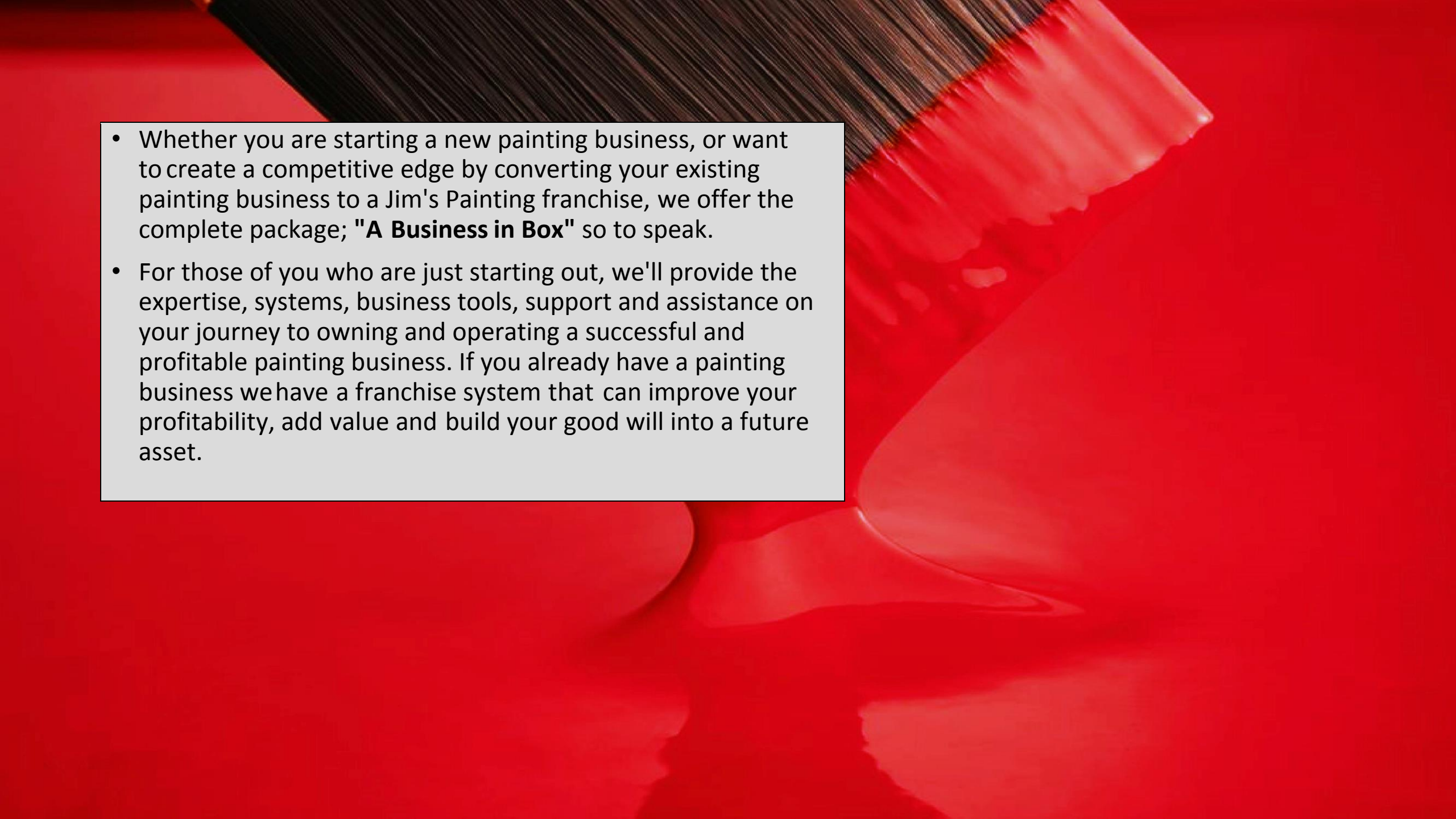




# Your Project Our Profession

FRANCHISE INFORMATION, 2016

- 
- Whether you are starting a new painting business, or want to create a competitive edge by converting your existing painting business to a Jim's Painting franchise, we offer the complete package; **"A Business in Box"** so to speak.
  - For those of you who are just starting out, we'll provide the expertise, systems, business tools, support and assistance on your journey to owning and operating a successful and profitable painting business. If you already have a painting business we have a franchise system that can improve your profitability, add value and build your good will into a future asset.



# Our History

- Jim Penman started Jim's Mowing in December 1980 and began franchising by mid-1989. He developed Jim's Mowing from a small and relatively unknown business into the largest and best-known mowing business in Australia.
- The business began to diversify into other services in 1994; the first division was Jim's Cleaning, many others have followed since with Jim's Professional Painting arriving in early 2005.
- We are one of the largest, oldest, and most experienced service franchise's in the world and pride ourselves on innovation, and personalised customer satisfaction and service. Today we have in excess of 35 divisions and 3000 franchisees across Australia, New Zealand, Canada and UK.



# A Message from the Divisional Manager

- Like any mature market today, any painting business is required to innovate, drive improved processes, and connect with the consumer. This is crucial to remain competitive.
- Our primary function is to provide proven business structures to deliver painting services locally with the strength of a national brand and the processes behind them. We combine the drive and ambition of a group of independent business owners with the experience and expertise of a larger corporate company.
- Archie Hood took control on Jim's behalf of the Painting Division in February 2016 and has been in the building industry for almost 20 years. Archie's role involves the overall development of the Division which includes National marketing, group buying and the day to day support of group Franchisees and Regional Franchisors. Archie is very active in quality customer service and business growth.





- We provide; “A painting start up pack”, we help our franchise owners reach their business goals by providing proven systems, excellent training, unique industry leading business tools, support and assistance.
- Franchising offers you a business model that assists you to develop your own business together with other similar businesses; A road previously travelled by others and all with the added benefit of economies of scale.
- Like anything in life, franchising does not offer a guarantee of success, but what it does offer is a proven formula that works. Whilst we provide an excellent opportunity for a franchisee, your level of success will ultimately depend upon your own efforts, capabilities, motivation and enthusiasm to succeed.



# Key Benefits of our Franchise

- We nurture individual relationships to work with others in pursuing collective goals; encouraging franchisee participation, combining collective skills and experience, to innovate and drive our proven business model.
- Branding drives today's consumers; brands create perceptions, and value which can significantly affect your business performance. *"Jim's Brand recognition is one of the most powerful in Australia; 94 out of 100 people know our logo"*.
- Customers call our easy 131 546 number and our national call centre will answer quickly, and take down their details and work requirements in a timely and professional manner.
- Jim's franchises are independently owned and operated businesses; each principal has a commitment to high professional standards with direct personal control over their businesses and profits.



# Key Benefits of our Franchise

- Jim's have developed an **in house state of the art computer system**, which sends work leads directly to franchisees which cannot be compromised to favour any particular franchisee over another. Franchisees access the online system to select and manage work requirements.
- **There are no unreasonable fees**; you won't be charged for growing your business, employing staff, renewing your franchise agreement, or forced to pay a percentage of your turnover.
- Territories are **non-exclusive**, which means if a franchisee is not requesting work in their own territory, our computer system will automatically allocate leads to another franchisee who wants the work
- A Jim's Professional Painting and Decorating franchise comes with a **pay for work guarantee** of a minimum \$1500.00 per week (including GST), provided contractual conditions are met.

# Key Benefits of our Franchise

- Training is provided ongoing, it is tailored dependent upon the franchisees need and experience. Basic training covers operational aspects of the Jim's business, client sales, quoting process, and customer service standard
- With over 3500 Franchisees, Jim's has massive purchasing power. We have negotiated very competitive national contracts for paint and supplementary services.
- A non-refundable warranty fund was introduced to support our commitment to customer service and peace of mind guarantee for all Jim's Professional Painting Franchisees and clientele
- Jim's Professional Painting and Decorating provides a long term Franchise Agreement and full Disclosure Document in accordance with the Franchising Code of Conduct
- **Customer Happiness Guarantee** - "Our national network delivers peace of mind with superior workmanship, finishes and service – we guarantee it."





# Monthly Fees for a Painting Franchise

- Firstly, we do not charge a percentage of your income and reward personal endeavour. There are 3 monthly fees in Jims, these are set for the term of the contract and limited to CPI yearly price increases;
- 1. Monthly Base Fee
- This is a standard management and administration fee paid to your Regional Franchisor
- 2. Monthly Advertising Fee
- This fee is made up of a small payment to the National Franchisor for the promotion of the Jim's Brand nationwide, with the majority going to your franchisor advertising fund.
- The Franchisor Advertising Fund; all expenditure in this fund is for the sole purpose of work generation. You are provided a detailed copy of all annual expenditure yearly.
- 3. Lead fee
- The lead fee is charged for **each new client** sent out to the Franchisee for that month. There is NO charge for previous leads, existing customers or referral work that is obtained privately.
- You are charged for **80%** of all new leads taken for that month

# Three Steps to Joining?

- **1.** Our Regional Franchisor will meet with you, any questions or concerns you may have can be discussed in more detail. At this meeting we can also demonstrate our online quote system, marketing initiatives, discuss the type of Franchise that best suits you and territory availability.
- **2.** Conduct your due diligence, once you are satisfied to proceed further; call the Regional Franchisor to arrange a Franchise Agreement and supporting documentation. Take our Franchise Agreement to your solicitor, accountant or business adviser and have them go through it with you. Within excess of 3500 Franchisees, our model has been very successful and we welcome feedback and scrutiny!
- **3.** Pay a deposit to your franchisor and amend Jim's Group induction training. Once this is completed and you are happy to proceed and provided we have agreed on the territory and start dates we can arrange the signing of contracts. Sign Up and you will be operating your own Franchise in no time.



# Contact

**Call 131 546**

<http://www.jimspainting.com.au/>



<https://www.facebook.com/JimsProfessionalPaintingAU>



<https://plus.google.com/u/0/112305352732797403690/>



<https://www.linkedin.com/company/jim's-professional-painting>

# Where to next!

- Call the franchisor that sent you this information
- Call 131 546 and ask to be put in contact with a franchisor who can provide more information
- Go to [www.jimspainting.com.au](http://www.jimspainting.com.au) and fill out the franchise information form