



A REAL BUSINESS WITH A REAL INCOME

Do you want to own a real business - one that earns you money while you sleep? Becoming a master franchisee with V.I.P. Home Services Fencing & Home Maintenance (V.I.P. F&HM) can set you and your family up for life, with the opportunity to build a real business with a real income ongoing.

National Franchisors Warren Smith and Veal Johnston collectively have over 30 years' experience within the franchising sector and drawing upon their previous experience, they are steadily building a team of niche operators to become the best in the industry, rather than just the biggest.

Franchisees are sought to service Melbourne and Perth's ever-present customer work requests, and due to their large population size V.I.P. F&HM are also keen to recruit Regional Master franchisees in Sydney, Brisbane and Adelaide – at relative low-cost entry levels.

With four tiers of income available to Master Franchisees, V.I.P. F&HM take people that have never run a business before and turn them into successful franchise owners.

INCOME: Tier One – Operate your own franchise

V.I.P. F&HM franchisees offer a range of services, encompassing fencing, home maintenance or both! From paling, picket and Colorbond® fences through to automatic gates and modular wall systems, the fencing services available are extensive. Added to this, are popular home maintenance services including carpentry, painting, plastering, tiling plus many more.

With this in mind a Master Franchisee will be assisted by us to operate their own franchise just like any regular franchise owner does and of course derive an income from that which usually entails a six-figure income from doing so.

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“This opens up a huge growth opportunity for somebody within a city such as Sydney or Brisbane, where there are multiple regions,” says Warren. “RMF’s have a very large paddock to play in for a very modest investment upfront and with the ability to expand beyond, this multiplies their earning potential.”

Bryan and Karen Buckley are doing this, as Regional Master Franchisees in Perth. Bryan says, “I have always wanted to work in a business which I felt was fool proof and stable. I have seen lots of new businesses in Perth and Fremantle come and go and didn’t want to be a statistic. We chose to go down the franchise path as there is a support structure with systems and support set in place.

“We are currently building up our franchise business here in the Fremantle area but eventually we will sell this and focus specifically on helping others succeed here in Perth via our Regional Master Franchise Business.”

INCOME: Tier Three – Ongoing Fees and Royalties

Following the allocation of territories to newly recruited franchisees, residual income is earned from ongoing fees, royalties, and training fees if applicable.

All incoming franchisees receive up to eight weeks’ intensive training, paid. This is either completed by the Franchise Training Manager or the RMF, meaning an additional income is received to cover training fees, adding to this third tier of income available.

Training at the highest standard is of utmost importance to Warren and Vea. Ange Sercia, franchise owner in Melbourne confirms this. “Training is something these guys are big

on, it’s very intense to say the least but you learn a lot during the initial 8-week training package about not only building a variety of fences but just as importantly how to run a business.”

INCOME: Tier Four – Capital gain on the region’s value

As each new franchisee is recruited, the RMF benefits from the capital gain growth within the region they have developed. Warren says, “The master franchise is a real business, which I define as something that earns you money while you sleep or are on holiday. Everything else – in my eyes – is self-employment, which is fine if that’s what you want only.”

NEW and INNOVATIVE WAY to help you build your region to its full potential!

Traditionally, franchising has relied upon new franchisees being home owners to finance their purchase. But, the truth of the matter is home ownership is at an all-time low, and coupled with non-existent wage growth, it’s a ‘Catch 22’ for young (and older) Australians. If you don’t own a home, it’s difficult to borrow money.

Cementing their position as pioneers within the sector, V.I.P. F&HM recognised this, and after a lengthy consultation process with a finance group, and in recognition of the quality training, ongoing support and subsequent franchisees’ success and profitability, they can now offer new franchisees – subject to conditions- up to 100 per cent deposit-free finance.

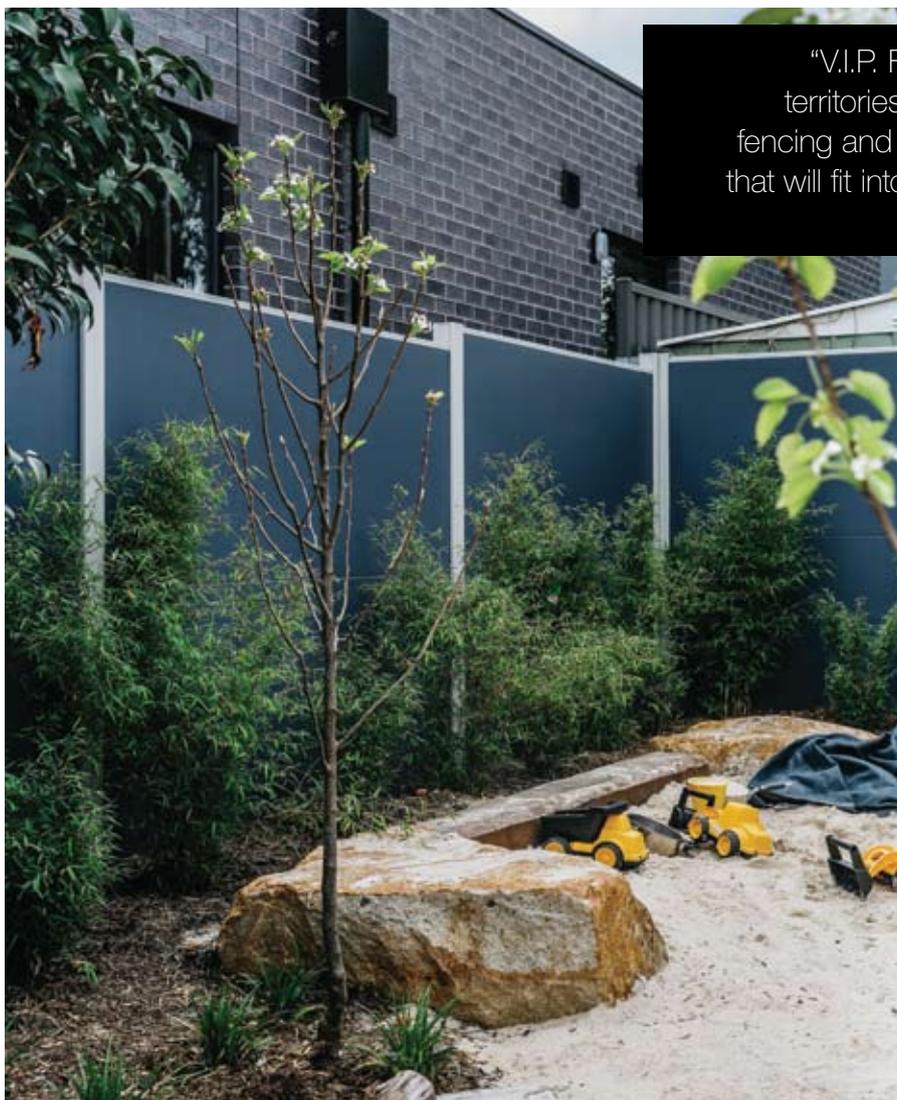
National Franchisor Warren Smith says, “This means a non-home owning individual, who wants to get ahead by owning a franchise now has the means to do so.

Clinton Webster-Hill, Franchise Owner in Essendon, VIC, says, “I chose V.I.P. Home Services due to their size and long history of success in Australia. The added appeal was having Warren Smith and Vea Johnston running the Fencing and Home maintenance division. They both have an extensive and successful history in the franchise world.”

INCOME Tier Two- Operation of Your Master Franchise

Purchasing the Regional Master rights upfront, the first responsibility of a Regional Master Franchisee (RMF) is – after up to 10 weeks’ paid training - to operate a successful franchise themselves. Once the franchise is running successfully and a full understanding of operating a V.I.P. F&HM territory achieved, RMF’s can then move onto the next step.

A RMF seeks to recruit new franchise owners by offering territories within the region and derives an income from that process within their region, although for the more adventurous and top operators there is no geographical restriction, providing that the new franchisees can be trained and supported successfully.



“V.I.P. F&HM do not simply sell franchise territories, but aim to build a team of niche fencing and home maintenance professionals that will fit into the existing culture and this also includes Masters!”

Utilising Facebook and their own website landing pages, franchisees have access to a huge library of images and YouTube content, so that customers can see the quality of work being completed across the brand. This has led to a multitude of five-star reviews and testimonials, all of which are validated by Head Office.

LOOKING FOR THE RIGHT FIT AT EVERY LEVEL

V.I.P. F&HM do not simply sell franchise territories, but aim to build a team of niche fencing and home maintenance professionals that will fit into the existing culture, this of course also includes Masters.

“We’re very honest when people first reach out. We don’t try to sell businesses, we’re trying to find the right people and have rejected quite a few. We’re very fussy about who we bring into the network and franchisees have to be able to fit into our culture. We want to make sure that the culture is right – across the board,” says Veal

“We don’t kid our prospective franchisees or Masters about how hard it is in the early days, you don’t just rock in and immediately have the freedom you crave and a fully-fledged business. In the early days, it’s all sacrifice and hard work.

“We’re honest, direct and firm with the training. When franchisees come out the other side, they understand and ‘get’ why we do it the way we do! The relationship changes because of this ‘lightbulb moment’.”

With franchises, currently on offer in Victoria and Perth and Regional Master availability nationwide, V.I.P. F&HM offer fantastic earning potential for both. Coupled with national and local support, work flexibility and unparalleled value for money, V.I.P. Fencing & Home Maintenance are looking for people to take that next step into becoming a business owner.

To get further information about joining this exciting and innovative franchise system, contact Australian National Franchisor Warren Smith for more information:

**13 26 13
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www.vipfandhm.com.au**

“With an abundance of work opportunities but NOT ENOUGH people to satisfy the high level of demand, this innovative finance opens a new opportunity, not only for us but the public; interested in escaping the trap of a low wage environment.

“To the best of our knowledge, we’re the only franchise system within this sector to offer this, meaning we can now help new franchisees where others cannot!”

FOSTERING THE RIGHT CULTURE

Developing and growing at a steady pace over the last two years, Warren and Veal are consolidating on the great culture that’s been developed with the franchisees.

Veal says, “Our franchisees are engaged with the brand, they love the system and they all work together, creating a really happy team environment. They are so supportive of each other; I’ve never seen anything like it before. I’m staggered at how great the culture is! The meetings that we have are so much fun!”

Catering to the franchisee’s specific needs and requirements and having tweaked the

training provided over the last few years, Warren says, “When the franchisees leave the training environment, all have a full diary of work waiting for them, from four weeks up to three months’ worth.”

Clinton adds, “I received eight weeks paid training that included both practical ‘on the tools’ training and business training. It felt to me like it was six months of training built into eight weeks – it was very comprehensive. I still receive ongoing support whenever I need it.”

All accounting and administration systems including appointment setting and quoting are cloud-based, fully live and mobile friendly, that way franchisees have access wherever they are, via their mobile phone or tablet.

Veal continues, “All franchisees receive ongoing support and assistance, not just from head office but from the other franchisees within the network. After training, franchisees want to be out in their territory building fences and the last thing they want to think about is marketing; so we do that for them initially.”