

# *Jim's* **Fencing**



*For more information*

**Call us on:**

**131-546**

Website:

[www.jimsfencing.net](http://www.jimsfencing.net)



*fencing*

# Welcome to Jim's Fencing

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Jim's Fencing congratulates you for taking the steps to potentially becoming a business owner.

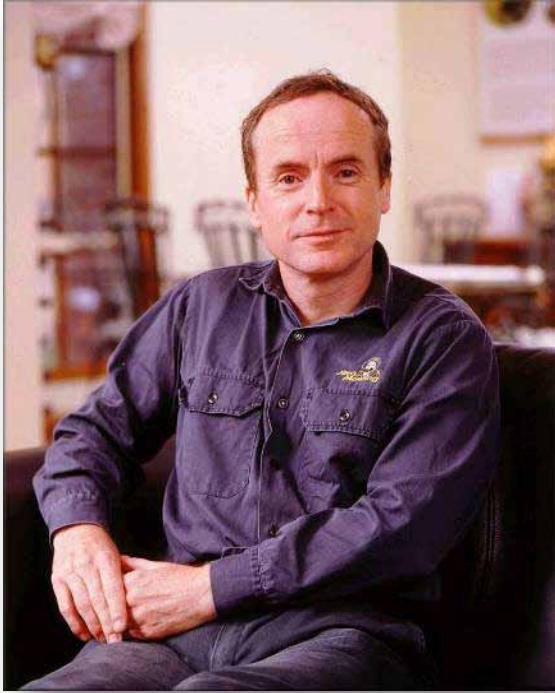
The following pages will give an overview of the Jim's Fencing system. Our system is aimed to provide a secure entry into a Trade Skills Industry, using similar methods that have made Jim's Mowing the world's largest lawn mowing business.



"In business for yourself, not by yourself"  
"In business for yourself, not by yourself"



# An Australian Success Story



Jim's Mowing, originally 'Balwyn Gardening', was started by Jim Penman in December 1982. Originally aimed only at taking on subcontractors, it gradually began to specialise in the building up and selling of lawn mowing rounds. With time increasing numbers of services were offered to contractors, including replacement of lost jobs, training, brochures, seminars, better deals on equipment and insurance, care taking of rounds in case of illness or accident, and so forth. The change to a Franchise in mid 1989 was thus no more than an extension of the existing business.

The growth of Jim's Mowing since then has been rapid. From being small and relatively unknown, it has become the largest and best known mowing business in Australia. There are now branches throughout Australia, New Zealand, Canada and the UK. A 'Jim's Cleaning' division was launched in 1994, 'Jim's Dog Wash' in 1996, and 'Jim's Trees' in early 1997. The key to success has been a consistent concern for the welfare of both Franchise Owners and clients. Jim is still actively involved in the running of the business. An account of the history and origin of Jim's Mowing can be found in Jim's book, *'What will they Franchise next?'*.

Jim's Fencing is an exciting extension to the service provided by Jim's Mowing. It commenced in September, 1997. Fencing originally started in Melbourne and Canberra, as of 2003 Fencing expanded into all states of Australia, Fencing has approximately over 180 Franchise Owners including their contractors - hard at work building fences throughout Australia.



In the business of fencing for 15 years...  
In the business of fencing for 15 years...

# How does it all work?



## STEPS AND STAGES

### TELEPHONE INTERVIEW

Call **131-546** and our Call Centre team will send your details to the relevant Regional Franchisor in your area, from there they will contact you to conduct a brief telephone interview and if that goes well for both parties, you will be invited to move onto the next step.

### TRIAL DAY

Your Regional Franchisor will arrange for you to go out on a "Trial Day" with one of their Trainers. Once you have completed the day and you want to become a Jim's Fencer, what is next?

### INFORMATION KIT AND DVD

Assuming the trial day was a success for both parties, you will receive a Jim's Fencing Franchise Prospect Financial Information Pack; you will need to read the information provided and watch the enclosed DVD to give you the full picture of what this opportunity is all about.

You're rearing to go; this is the opportunity for you and you have been accepted!

### ARRANGING FINANCE

At the interview stage it will be recommended that you start seeking finance. Jim's Fencing recommends John Fyfe of Corporate Financial Services, who has assisted a great many of our Jim's Fencers with their finance. You need to get onto this quickly so you know whether you are able to fund the purchase of a Fencing Business!!

### FINANCE APPROVED

Now let's get started....





# ROAD MAP INTO THE BUSINESS

## PRE-SIGN DOCUMENT DAY

This is one of the most important steps. Your Regional Franchisor will invite you and your wife (or business partner) to attend this crucial stage of the intake process. They will book you in for a “Pre-Sign”, and it is at this stage you will come in and upon payment of deposit you will pick up the following documents:

- Pre-Sign Checklist (Road-Map into Jims Fencing)
- Jim’s Fencing Agreement
- Disclosure Document
- Jim’s Fencing Franchise Operation Manual
- Other necessary documents to enter into your Jim’s Fencing Business

Upon receipt of your “Pre-Sign Pack”, it is advisable to take it to your legal and/or business advisor for perusal of the documents; you CANNOT sign for the business until 14 days after receipt of all of the above.

*Our Franchisor will explain all of the information provided in depth at your meeting.*

*“Decide what you want,  
decide what you are willing to exchange for it.  
Establish your priorities and go to work.”*

**H. L. Hunt**



# *Training at Jim's*

## **2 DAY JIM'S GROUP BUSINESS INDUCTION**

It is mandatory that you attend the Jims Group 2 day Business Induction prior Signing Up or 8 week training. The training held at the Foothills Conference Centre in Mooroolbark, Victoria.

Established over more than 25 years, the Jim's Induction program is designed to ensure you are fully aware of the Jim's group expectations and ethos, but in addition assists you to become a confident business owner

This 2 day course is structured, practical training that relates to the day to day management and operation of a small business. It covers various administration functions including booking, job allocation, customer service, complaint handling and general office procedures of the Jim's Group Head Office.



*Give a man a fish and you feed him for a day;  
teach a man how to fish and you  
feed him for a lifetime.*

# *Jim's Fencing* 8 Week's Paid for Training

## **100% Training and Support - that is the Jim's Fencing System**

Warren Smith the Divisional Franchisor understood only too well the importance of training support so in 2006 introduced Australia wide an intensive 8 week training program. This ensures you not only receive on-site training in the technique of building fences but also receive Bookkeeping assistance for 3 months and Quoting and Sales assistance whilst receiving income during your training period.

Jim's Fencing have the following program to assist new Fencing Franchise Owners into the business.

- Train for 7 weeks (35 days) continuous & 1 week (5 days) on special projects
- Trainees are paid for training for 7 weeks (35 days) - \$1,000.00 inclusive per week as per \*conditions
- Trainees are paid for the 8<sup>th</sup> week or 5 day specialist training @ \$200.00 inclusive per day as per \*conditions
- Trainees will start taking leads at the commencement of the 5<sup>th</sup> week of training.
- Surveys conducted on this training rate have seen it rated at an average of 8/10.

\* Conditions available in Disclosure Document and Operations Manual.\*\* Conditions available in Disclosure Document and Operations Manual. NB Additional working partners of any Franchise sold must complete standard training at own cost.

Licensed States – refer to the Financial Franchise Information

*“My wife and I found the system, above and beyond expectations. The information provided sold the business to us prior to all training. We have never looked back since enquiry.”*

Franchise Owner: B. SPARKES

# *Jim's Fencing* **Room for Improvement**

## **Divisional Introduction**

In 2010 Warren Smith the Divisional Franchisor of Jim's Fencing Australia introduced a new system to welcome our new franchise owners.

You will receive a "Promotional Pack" along with a letter from Warren introducing himself along with the "12 Rules" of running a successful Jim's Fencing business.

A few weeks later around the time you start taking lead's, Warren will phone you for your feedback on our training system, along with quoting advice and if there is anything you are uncertain of or may need assistance with.

To date all of the feedback has been extremely positive.

However we do pride ourselves on constant improvement, so part of this program is to seek out idea's on where we can develop our training program to better assist our franchise owners.

*From day one of the franchise development I got the highest possible support from the franchisor of North East Victoria, Nick Drake, and his wife Sharon.*

*I had no familiarity with the fencing industry and had my doubts at the start but as I went through the training and the first few weeks of being in this business I adapted easily.*

*The provided training, assurance and leads at the start of the business have assisted me in building my business up but also having the freedom to work for myself.*

**Dragan Baljkovic – Dandenong (Franchise Owner)**

# *Jim's Fencing* Starting your business...

## **Fee's**

### **FAIR FEES – MAKING SURE YOU KEEP WHAT YOU EARN**

The reason why Jim's has grown so fast is that the fees system ensures that more money stays with the franchisees.

### **WHY WE CHARGE FEES**

All franchise systems charge a regular fee in return for support.

These fees generally cover all the work the Regional Franchisor does for you, advertising, training, and implementation of new products, meetings, advice and support.

Your Regional Franchisor(s) works hard to ensure you are successful and more importantly happy and successful because at the end of the day we see it as your responsibility to ensure "happy customers" and so be it for the franchisor to have a "happy customer" being you the franchise owner. *Win, Win!*

In saying that, not every franchise owner will be successful or happy; generally this will be due to unfortunate situations in family life, or in most cases of failure just not following the system and support provided to you or putting in a "positive effort" in running the business. This is where you have to ask yourself "Can I follow a tried and proven system?" If not then we urge you not to proceed any further.

*For details of lead, administration and marketing fees, refer to the Jim's Fencing Franchise Prospect Financial Information Booklet.*

*Jim's Fencing does NOT charge you a percentage of your income and does not make you pay for works you have earned by referrals!*

# *Jim's Fencing*

## Potential Problems...

### **Pressure to Perform**

The Jim's system asks for your commitment to quality and reliable service. Anyone who disagrees with this will not be accepted as a Franchise Owner, and any Franchise Owner who has been accepted and falls below this standard will be required to sell out. No exceptions will be made for any reason, and it may be noted that the final decision to accept or reject an applicant rests with the Franchisor.

While most Franchise owners welcome the high standards of the business, some find the pressure to perform excessive. We aim to be clearly better than our competitors, to attract the best people, provide the best service, and in turn earn our Franchise Owners the best income.

### **Work Availability Guarantee**

A guarantee of work availability may sound attractive, but it is not unconditional. A minority of new Franchise Owners may find it impossible to do \$1800 (including GST) worth of work per week, though income does tend to rise with experience. On the other hand, the great majority of Franchises can expect to do far better than this. It is important that a prospective Franchise Owner judge his or her own capacity for work during the trial day/assessment period.

*Your franchisor can explain the Work Availability Guarantee to you in more detail at your Pre-Sign day.*



# Jim's Fencing Advantages...

## As seen on TV

There are MANY advantages to being involved in the Jim's Fencing system.

### Branding

The strength of our name and reputation means that our advertising produces far more work than that of most independents. Even after the business is established, every encouragement and support is given to build it further. *Did you know that the Jim's logos are recognized by more than 94% of the general public?*

In 2003, Jim's Fencing was invited by Channel 7 to participate in "Auction Squad" as their preferred Fence constructors. We have built many fences in Sydney and Melbourne for them, in addition to this; we were also on 9's DIY Rescue building fences. We have also been featured on the Channel 10 "Bright Ideas" program. In 2004, Jim's Fencing constructed Fences for "Auction Squad", "Burkes Backyard", and we were also invited onto Channel 7s "Ground Force".

Channel 9s "Renovation Rescue" invited Jim's Fencing to construct all of the fences required for the show in 2004 and 2005. We developed an excellent relationship with the cast and producers of the show – our two team members that appeared regularly are well loved by nine network. Rod is still a current Franchisor – Grant sold his business in 2008 and went to work with the production company that does these shows. We also appeared in 2006 on a couple of "Better Homes and Gardens" show, which continued into early 2007. In 2009 we appeared on "Domestic Blitz". Some of these shows were repeated on both national Free to air TV and cable networks.

*This is all in conjunction with the tens of thousands spent each year on Newspapers and Yellow Pages.*

## Auction Squad & Renovation Rescue



# Jim's Fencing Advantages...

## Part of the team

Joining the Jim's family means that you are part of a team of over 3,000 franchisees – all working together and sharing ideas.

### Ongoing Support

Regular meetings are available to assist increasing income. Topics include ways to lift performance, reduce down time and build client loyalty along with new products introduced. All Franchise Owners are expected to attend these meetings. Management, outside experts, or qualified and expert Franchise Owners conducts these meetings and courses.

### Higher Prices

We believe in a quality service for a quality price, and our rates reflect this. Part of the training process is to teach you to accurately and profitably quote all jobs.

### The Best Equipment

Our purpose built trailer will allow easy loading and off loading to help you save time with spacious and secure tool storage areas, this unit makes an excellent work station.

We also advise you on which tools best suit this type of trade and even the best places to buy them from, thus saving you valuable time and money.

**Click Here:**  
**To read real testimonies about**  
**Franchise Owners experience**  
**in Jim's Fencing!**



# Jim's Fencing Advantages...

## Your personal mentor

### Regional Franchisors

Your Regional Franchisor is your role model and mentor.

Regional Franchisors were first put in place by Jim to ensure that franchisees were looked after properly. The franchise owners feel more comfortable dealing with someone who is "hands on" and not some "ivory tower" office worker. This also ensured for Jim and the group; the ever important customer service is maintained thus strengthening the trusted Jim's name.

All of our franchisors are fully experienced in fencing techniques, in fact most were Fencing Franchise Owners like yourselves who took the next step up from trainer's to Regional Franchisor. Their knowledge and experience is invaluable to you and is of greatest assistance when you are starting up your own business.

In addition to bringing you smoothly into our system and assisting you in your training and business start up, your Regional franchisors also offer ongoing and committed support to you and your business by the following means:

- Regular Meetings
- Training and implementation of new product seminars
- Pro-Active phone calls
- Social Events
- Overseeing Advertising and Marketing opportunities within your region
- Coordinating and or working with other franchisors on joint campaigns



# *Jim's Fencing* 3000<sup>th</sup> Franchisee

Jim's Group is delighted to welcome our 3000th franchisee to our Jim's Family. David Ash was granted a Jim's Fencing franchise at The Deck Restaurant at Southgate on Wednesday night. David's franchisor, Nick Drake is very confident about David's future in Jim's Fencing. "David has all the attributes of a successful franchisee. He is hard working, looks for opportunities and is great with people."

Jim Penman was equally confident. "I am impressed by David's attitude and work ethic and I'm certain he will be successful. Jim's Fencing is a well run division. It has a surplus of work and high customer satisfaction levels. We expect it to boom next year."

David Ash is very excited, not just about being the 3000th franchisee but just by joining Jim's Group. "Right from the minute I first met Nick, I knew I was making the right decision. The level of support he offered me before I signed up has been outstanding. He was very honest and open at all times and certainly hasn't sugar coated the business I am buying into. I know there is lots of hard work ahead of me, but with Nick's assistance and guidance, I look forward to a long and mutually beneficial relationship with Jim's."

David, originally from Scotland, has been working as a greenskeeper at a golf course and while he enjoyed that job, he sees Jim's Fencing as a great opportunity for him to secure a better lifestyle – spending more time with his wife and young family and earn more money for his hard work.

"My Mum visits the Jim's website every day, so I'm glad she'll be able to read this!"

Divisional Franchisor for Jim's Fencing, Warren Smith is looking forward to a prosperous New Year. With nearly 7000 unserviced leads in Jim's Fencing across Australia, the prospects for growth in franchisee numbers in 2010 is massive.

"We'll continue to look for hard working, organised individuals to service our customers. We are very particular as to who we invite to join us, as this is how we can maintain the very high quality of our work."

The ratio of complaints to customers serviced in Jim's Fencing is under 0.5%, a tribute to the way Warren Smith and his partner Vea Johnston run the division. Warren attributes the low complaints ratio to their training. "We try to pick the right people first, but once we have, we also put them through a comprehensive 8 week paid training course, encompassing not only technical skills but all the skills required to operate a successful business. And anything they don't know after that, they've got their franchisor to look to for guidance".

# Jim's Fencing In Conclusion...

## The Opportunity

Choosing to go into business for yourself, with the SUPPORT of an organisation, such as Jim's, should bring you a much more rewarding lifestyle and financial position.

Many things you do today such as running a car, paying for power, telephones, rent or mortgage, computer equipment, etc., can now become partially or fully tax deductible.

You also get the substantial benefit of paying yourself first before you pay anyone else including the taxman, something all financial gurus will tell you to do if possible and in business this is possible.

Basically you are limited only by your efforts;

*"The more you put in the more you will get out"*

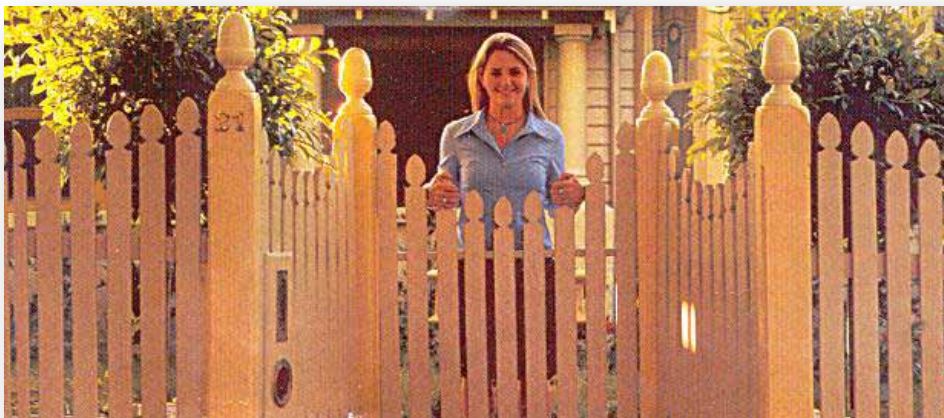
Something that is sadly lacking in most employment opportunities.

The flip side, of course is if you feel you are not self motivated, disciplined and determined to succeed this or any other business is probably not for you and you should probably stay as someone's employee.

But if the earlier parts of these conclusions strike some chords in you then perhaps it is time to take that next step forward to a more rewarding life, one that you are in control of;

*"If you don't control your destiny, somebody else will"*

"If you are not moving forward,  
universal law dictates,  
that you must be moving backwards"  
**"If you are not moving forward,  
universal law dictates,  
that you must be moving backwards"**





CALL

**131-546**

*OR*

**131-JIM**

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