

Frequently Asked Questions

The following questions are those most frequently asked by prospective Franchisees & Franchisors, including experienced people already within the industry.

“What if I don’t know a thing about Fencing?”

That’s fine, so long as you have an aptitude for this type of work; you enjoy working outdoors and are in good physical condition, we can teach you how to provide our services. In fact, it may be an advantage that you do not bring with you any bad habits?

(Refer to our section on training!)

“What’s in a name?”

In our experience the Jim’s name attracts more inquiries for work. The Jim’s name is well known & respected within the community for high quality work at value for money prices. The Jim’s Fencing name may always be that comparative quote the consumer is looking for.

“Why call Jim’s?”

Ever waited at home for a tradesman to turn up and just sat there wishing he would call?

The Jim’s System is based on customer service. Our computer system sends work to Franchisees wanting work in that suburb, for that service, at that time. There is a lead fee attached to every lead sent from the office. The benefit of this system means Franchisees not requiring work will not request any, (therefore reducing their fees) leaving the work to Franchisees that are in need. When the Franchisee has paid a lead fee, they are more inclined to call the client and try to convert the lead into a job.

Since we do not charge the Franchisee fees on clients they find for themselves through referrals, Franchisees are likely to provide exemplary customer service in order to generate these referrals.

Jim’s Fencing does **NOT** charge a percentage of turnover, so the harder you work, the more you earn.

“Does Jim’s Fencing fit with my existing business?”

The answer to this question depends on the individual. If you are already in business for yourself & are looking for ways to improve your profitability or hold on to the goodwill you are generating, then the Jim’s Fencing system could be for you.

The best thing you can do is to learn as much as you can about the Jim’s

Fencing system, so that you can make an educated decision.

The Jim's system, originally a lawn mowing Franchise System, has proven that its methods, technique's, procedures, know how & policies, refined by years of experience, work exceptionally well throughout the home service industry.

What is franchising?

Franchising is the cloning of an already successful business. The owner of the business (the National Franchisor) grants another party (the Regional Franchisor) the right to sell Franchises for that particular service, using a specific name or brand.

The National Franchisor allows the Regional Franchisor to use its well-known Business Name, Trademark or Logo. The Franchisor conducts their own businesses in accordance with the marketing business plan of the National Franchisor & provides to the Jim's Fencing Franchisee ongoing marketing, training, business advice & administrative support.

The relationship between a Franchisor & a Franchisee is often compared to a partnership or marriage. The parties depend upon each other, share responsibilities & share the fruits of their collective efforts. But like a partnership or marriage, a Franchise relationship can turn sour & become a bitter experience for all concerned. The Franchisor must find the right Franchisee & therefore has a rigorous selection process to identify the right Franchisee.

Like anything in life, Franchising does not offer a guarantee of success. What it does offer is a formula that is not available to those who go into business alone. Buying a Franchise means you are not starting out by yourself.

Be aware that your new business may not be an overnight success. We do not guarantee your success if you do become a Jim's Fencing Franchisee. Whilst we provide an excellent opportunity for a Franchisee, your success will also depend upon your own efforts & capabilities together with your motivation & enthusiasm to succeed.

Advantages of a Jim's Fencing Franchise.

Being a part of Australia most progressive & professional outdoor home improvement business brings with it many benefits. We take pride in our excellent customer service, marketing & Franchise Systems.

Whether you are a professional tradesman already in the industry or just looking for something completely new, Jim's Fencing offers the following benefits:

Unlimited, unrestricted potential.

As a Jim's Fencing Franchisee you work where you want, when you want to. Take referrals wherever you please, knowing that no other Franchisee can canvas for work (eg, door knocking) in your territory.

If you want to employ people & start a major business, you can. Apart from a set monthly minimum, fees are based on the leads you take. The less leads you take the less you pay. Lead based fees promote good service. The lead fee is not a "catch" for charging Franchisees fees. Franchisees who cannot handle extra work will not ask for it, leaving more jobs for those who really want or need them.

We encourage our Franchisees to become less dependent on the office as they build their business. Your customers will always remain just that, "your" customers. Provide excellent customer service & workmanship above expectations & encourage your customers to give you "word of mouth" referrals directly, without paying lead fees through the office.

Traditionally our Franchisees enjoy the benefit of many self-generated leads, repeat clients & referrals. There are no fees charged on self-generated work. A Jim's Franchisee does **not** pay a set percentage of their turnover like some Franchise Systems. There is no additional Franchise fee charged if you wish to put on more trailers or employees.

Major Suppliers

As a Jim's Fencing Franchisee we will assist you by establishing a direct account with our preferred suppliers. (Subject to completion of a credit application).

There is no obligation on Jim's Fencing Franchisees to deal with the preferred suppliers.

Be your own boss.

The two main reasons why people buy a Jim's Fencing Franchise are better lifestyle & being their own boss. Work where you want, when you want to. Our excellent customer service & workmanship standards mean we can charge higher prices & in turn enable the Franchisee the opportunity to earn better income.

A Jim's Fencing Franchise has good potential for capital growth.

Better lifestyle.

Our particular Franchise operation allows you to spend time in the great outdoors, whilst working the hours that suit your lifestyle.

Professional Franchise System.

Jim's Fencing provides a long term Franchise Agreement & full Disclosure Document in accordance with the Franchising Code of Conduct. We are fundamentally a Co-operative organisation. The more Franchisees who are successful, the more valuable all Franchises become.

New Franchisees are impressed by the willingness of more experienced Franchisee's to give help & advice. Franchise owners are given a voice in the system through structured meetings, via their representative committee & through easy direct access to the Franchisor.

Ease of payment terms for your customers.

Jim's Fencing offer assistance, by way of training, in implementing & processing interest free contracts to approved customers. This allows customers time to save for their project without delaying commencement & ensures you receive payment on completion of the job.

A national facility for accepting payments by credit card is also available to approved Franchisees.

Sickness, Accident & Holidays.

No problems with losing customers due to sickness, accident or holidays. Customers can be attended to during your absence. Jobs are ready for you on your return to work.

Franchise Term

The Franchise term is for ten years with a further right of renewal of ten years, provided you are not in breach of the Franchise Agreement at the time of notice or time of commencement of the renewal. To renew, the Franchisee executes the then current & standard Agreement. Unlike some Franchises there is no renewal fee; however some minor government charges may be incurred.

Other Features & Benefits of a Jim's Fencing Franchise

- You are a part of a successful business system.

- Use of established business name & trademark.
- Professional training & ongoing business & technical support.
- Fully documented system provided in the Operations Manual & Installation Technique's Manual.
- If you choose to do work pre-sold by your Franchisor there is no unpaid time quoting or arranging materials on site. The Franchisor handles this responsibility.
- Insurance premiums at a corporate rate (ask your Franchisor).
- Access to new technology & equipment.
- Field support.
- Advertising & promotional campaigns.
- Problem solving & expert advice.
- Regular meetings & newsletters.
- Permanent "open line" policy - ring us for anything at all.
- Access to trainee-ships (ask your Franchisor).
- Access to finance through an independent third party Financial Broker (ask your Franchisor).

A Jim's Fencing Franchise brings together all the skills & the resources of an experienced business & combines them with your driving ambition & dedication to be a success.

"Why should an experienced tradesperson or established business join Jim's Fencing?"

Many would not even consider it. They may be concerned about paying fees, or that someone else will want to tell them how to run their business. Of those who do consider Jim's Fencing, not all will be considered suitable as a Franchisee.

Jim's Fencing is attractive to existing Tradespeople because it allows for greater profitability, even after fees, through the systems & training available. (Refer to our income projections in this booklet.)

A Jim's Fencing Franchisee has assistance in expanding his or her business. There are no restrictions, you can be as large or small as you wish & you have unlimited potential. Jim's Fencing may be extra business to your existing business and add value to the bottom line?

Jim's Fencing Franchisees have territorial rights & the Jim's system allows them to receive the benefit of the goodwill they have built in their business on selling their business.

Opportunities exist for exceptional Franchisees who wish to move upwards within the infrastructure of the Division.

- A Franchisee may become a **Franchise Trainer**, whilst still continuing to run his or her own Franchise. Training Fee Reimbursements are paid under certain conditions to these Trainers by the Franchisor.

A Franchisee may become a **Franchisor**, responsible for administering, supervising & supporting any number of Franchisees. A Franchisor also advertises for ongoing work & appoints new Franchisees. You do not necessarily require industry experience to be considered as a Franchisor, but certain business skills & experience are required. **These options may be appealing to those tradespeople who are sometime in the future, looking to take a less physical approach to their business.**

How does it work?

All Advertising includes the **131 546-phone number**. Incoming calls are directed to the local Administration Centre. The computer program "FMS4" is used to allocate new work to Franchisees.

Where can I work? Franchisees nominate the suburbs they would like to work in, listing the Territory, Local areas and a list of ALL suburbs they will accept work in. A Jim's Franchisee can work wherever THEY choose.

When can I work? Franchisees nominate the days they want work on, and the hours of the day they wish to receive new work. A Jim's Franchisee can work whenever THEY choose.

What services? Franchisees nominate which services they wish to provide, for instance, you can choose from services such as paling, colorbond, chainwire, pool gates, repairs, pickets etc.

As new work comes into the office, the Administration staff take the clients details; the computer then allocates the Lead. If the client has called before, first preference will be given to the Franchisee that previously serviced that client. The computer looks for the Franchisee that owns that territory, if that Franchisee is asking for work; the lead will automatically go to them. If no territory holder exists, or the territory holder is not asking for work, then the computer searches for a Franchisee that is asking for work on that day, in that suburb, for that service. If there is more than one, then the computer selects the Franchisee that has had the least number of leads over the past few days.

The lead is sent via **SMS** from the computer to the Franchisees mobile phone. From there, it's up to the Franchisee. The Franchisee calls the client, arranges the quote and all going well, does the job and collects the money.

The Franchisor monitors the work requirements of the Franchisees, and checks the suburbs serviced, etc, as well as other reports such as unserved leads. The Franchisor monitors advertising requirements for the Franchisees within the region.

I.T. developments We are currently developing software for hand held palm top computers. These palms may include an inbuilt mobile phone. Leads will be sent directly to the palm via SMS, this will then load up the client details on a Quote Form, which can be filled in and printed on a mobile printer. The information inserted during the course of the day, can be synchronised at the end of the day onto the desktop computer, and merged into MYOB, a business accounting package.

Networking As a Jim's Franchisee, you can network in with other Jim's Franchisees. The Fencing Franchisees often work in with the Mowing and Paving Franchisees; Paving Franchisees work in with the Fencing, Irrigation, Mowing, Tree Franchisees on a regular basis.

All Franchisees are encouraged to use a Bookkeeper. Jim's Bookkeeping or other offers a service to our Franchisees, known as a "Business Roadworthy." You are able to, but not obliged to use the services of a Jim's Franchisee or Franchisor.

Jim's have over 2600 Franchisees from a number of Divisions, including Pergolas; Building Maintenance, Mowing, Trees, Antenna's, Paving, Irrigation, Dog Wash, Cleaning, Window Cleaning, Car Cleaning, Appliance Repairs, Floor Sanding, & Blinds.

Is a Jim's Fencing Franchise for you?

A Jim's Fencing Franchisee should possess the following attributes:

- Easy going, pleasant to deal with, trustworthy & having initiative.
- Physically fit, or at least in good physical condition. If you have a bad back or a knee complaint we recommend you visit your doctor & present a medical clearance certificate to your Franchisor.
- Practical, clever, creative & have a good common sense approach to working with their hands (i.e., the home handy man type).
- Good communications skills. The ability to listen without interrupting or talking over people. The ability to talk clearly & pleasantly without strong language & without dominating others. Ability to write messages neatly & clearly.
- Positive outlook on life. You must not be a "whinger" & constant complainer.

- Decisive as opposed to a procrastinator. From experience a decision-maker will do far better than a "fence sitter".
- Self-motivated & ambitious. You must be prepared to start low & aim high, looking to succeed in business. You must lead by example.
- Mentally alert & looking to learn. You must have the ability to strictly follow directions & procedures.
- Disciplined, reliable, clean & tidy & well groomed.
- Stable personal life. If you have a partner, then your partner is considered & assessed at interview stage just as you are & should share your positive outlook on life.

Fine eye for detail, committed to quality & professional service. The job must be done well the first time. It will be your responsibility to safeguard the Jim's image & use it with propriety