



**Franchise Information Kit**

### ***Jim's Group Values***

*Our first priority is to the welfare of our Franchisees.*

*We are passionate about customer service.*

*We work constantly to improve our service and lower our costs.*

*We are open and honest with prospective Franchisees.*

*We sign only Franchisees and franchisors we are convinced will succeed.*

*We treat staff well but require them to perform superbly.*

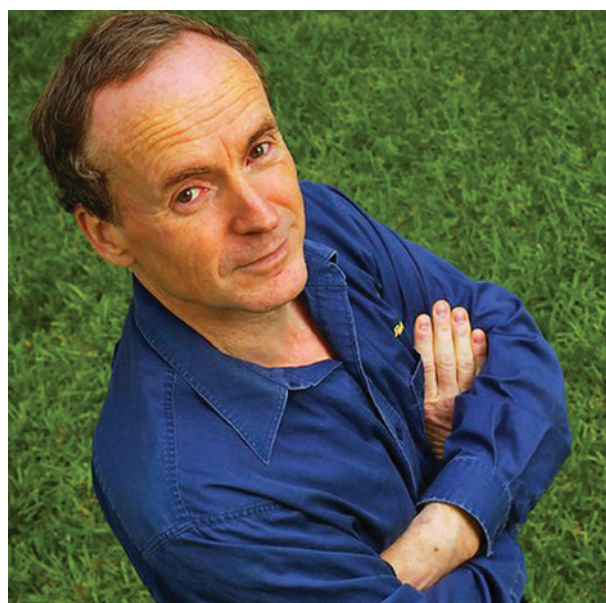
*As far as practical, we treat people as equals.*

# Welcome to a Unique Opportunity

## Jim Penman

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With more than 3000 Franchisees and growing, we are the largest Franchise group in Australia, aside from Australia Post. As you will see on these pages or by trying us out, our commitment to service – whether to clients or Franchisees – is absolute. We hope you can become part of our success.



## Group Divisions

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Jim's Mowing	Jim's Carpet Cleaning	Jim's Pest Control
Jim's Cleaning	Jim's Computer Services	Jim's Plumbing
Jim's Antennas	Jim's Dingos	Jim's Pool Care
Jim's Fencing	Jim's Dog Wash	Jim's Pressure Cleaning
Jim's Test & Tag	Jim's Electrical	Jim's Roofing
Jim's Bath Resurfacing	Jim's Finance Professionals	Jim's Security Doors
Jim's Bin Cleaning	Jim's Floors	Jim's Skip Bins
Jim's Blind Cleaning	Jim's Glass	Jim's Solar
Jim's Bookkeeping	Jim's Painting	Jim's Trees
Jim's Building Maintenance	Jim's Paving	Jim's Window Cleaning
Jim's Car Cleaning	Jim's Pergolas	Foothills CC







# Jim's Tree & Stump Removal

## Jim's Franchisees

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Since the start of Jim's Tree & Stump Removal, we now have Franchisees in VIC, NSW, QLD, WA, SA and NZ as a direct result of the hard work and ongoing commitment by our team to develop systems associated with our business model.



## Why a Franchise?

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### Ongoing Support

We have support networks such as Regional and Divisional Franchisors who will help you with advice and support of your business.

### Buying Power

At Jim's we have a network of preferred suppliers with mobile phone plans, insurance, equipment and more, ensuring you get great value.

### Brand Awareness

With Jim's nationwide recognition, your marketing efforts are given a massive boost being accepted by over 90% of the public.

### Reduced Set Up Cost

We do our best to guide you with the best possible set up to suite your budget.

### In Business For Yourself, Not By Yourself

Apart from having a support network of Jim's Franchisors – you would also be a part of a group of Franchisees who support each other.

Studies show that 50% of businesses fail in their first year. Not with us. Most Jim's Trees Franchisees make it through their first year and go on to build a profitable and successful business. We think it's all about the training and support.

# Is a Jim's Franchise For You?

## The Benefits of Joining Jim's Tree & Stump Removal

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### Flexible Hours

Many of our Franchisees have purchased a franchise for a lifestyle change. Whether its wanting to spend more time with the family or simply build a better future for their family.

### Work When You Choose

You will be responsible for your own scheduling, working hours and holidays, putting yourself in control.

### Jim's Online

Each Franchisee has access to Jim's Online where they are able to enter the days and hours you wish to receive leads as well as areas.

Franchisees are also able to enter all their client base. If a call is received by the call centre for a listed client, no lead fee is charged.

### Incentive Based Fees

Franchise fees consist of a base monthly fee, plus a lead fee. The lead fee is charged only once on each new customer, requested by you and sent to you.

This is a user pays system, with those taking more leads paying higher fees. This encourages all operators to contact the clients, take the time to quote and complete the job as soon as possible.

Jim's do not charge a percentage of your income or a fee on referrals or walk up clients.

### Jim's Territories

You have your own exclusive Territory and non exclusive Territory to extract work from. You may also attract personal referrals in areas – these do not attract fees.

Each new Franchisee nominates a Territory. The owner of a Territory has the right of first refusal of all new leads arising in their Territory - providing they are able to service. No other Franchisee may market in your Territory.

## Work Availability Guarantee (PWAG)

A Pay For Work Availability Guarantee of \$1,500 per week inc. GST, net of stock is available to all new Jim's Tree & Stump Removal Franchisees.

Should you request and not receive work to this value, your Regional Franchisor will make up the difference in work to this value by providing free promotional services designed to promote and build your business. Although there is a guarantee of \$1,500 pay for work availability guarantee – many of our Franchisees earn well in excess of this. Please refer to our franchise agreement.

## Jim's Business Software

The Jim's Group has developed a complete mobile software solution which helps you run your business day to day.

## Support Network

Jim's Tree & Stump Removal offers you support and training to effectively run your business.

Regular business reviews assist in tracking the progress of your franchise, identifying problems of your franchise and develop strategies. Expect also to speak to your Regional Franchisor often as well as regular franchise meetings.



## Advertising

As Franchisors for Jim's Tree & Stump Removal, our role is to get that phone ringing to consistently bring in new leads. The main way we achieve this is through effective advertising and marketing to raise our brand awareness out in the wider community.

Jim's Tree & Stump Removal understands that online advertising is a very important advertising medium right now and will be even more so in the future. Therefore we use the internet as a major part of our marketing mix.

# Advertising Practice

## Advertising Practice

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Because the Jim's logo is so well recognised and accepted, we believe that a full page colour advertisement of an unknown brand will not get anywhere near the response that a much smaller black and white advertisement that clearly features the Jim's 'floppy hat and beard' logo.

People trust it and have a level of comfort with the Jim's brand. That trust cannot be bought with expensive advertising campaigns...it can only be earned over many years of excellent service. Many other businesses have attempted to franchise their operation but did not have a publicly known name and so were no better than any business starting out. Many have failed... even with good service, they still were not known.

Franchisors are responsible for running advertising campaigns in their region. These mostly consist of various forms of classified advertising such as local Yellow Pages and local papers. Divisional Franchisors and Marketing at Jim's National head office can provide ideas and templates.





# Where To From Here?

## Steps To Follow

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1. Interview
2. Assessment Day
3. National Induction Training
4. Sign Up
5. Practical and Theoretical Training
6. Start Running Your Own Franchise



## Preferred Suppliers



**STIHL®**



 **Husqvarna**



***Bandit***

**STUMP HUMPER**

by Rhyscorp

# Notes

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