



Jim's
Your Local
Expert

**The Key To Owning
Your Own Business**

In Control of your income and in charge of your lifestyle



P: 131 546
www.jims.net

Meet Jim

Jim Penman started Jim's Mowing as a part-time gardening business in Melbourne, Australia while he completed his PhD in History. He went full-time in 1982 and started franchising in 1989. Through this business model they are established in four countries with more than 3,800 Franchisees and growing at a rate of around 200 per year.

There are no company-owned businesses and all work is done by suitably qualified Franchisees. Franchisor rights are also privately held, with most Divisional Franchisors individuals or businesses experienced in those industries.

Jim is still the owner and full-time CEO of Jim's Group. He is happily married with 10 children, loves his work and has no plans to retire – ever!

For all the business success he has enjoyed over the years, Jim Penman remains remarkably unassuming. At the start of one interview with Wealth Creator (magazine) he was asked to confirm his correct business title, he had no idea. He had to pull out his business card which stated he was a 'Director'.

"It's funny though when you own a business", he said. "You don't ever introduce yourself as a Director, or CEO or Founder or anything like that. I just say I'm Jim and that is usually enough."



Customer Service



All Divisions for Jim's Group have a passion for customer service -and for this we need the best people. Our selection system rejects hundreds of potential Franchisees every year.

We look for people with high standards who take pride in their work. Our Franchisees decide exactly what services they want to offer, in which areas and on which days.

We never give Franchisees work they do not want. So, when we send out a lead, we expect it to be followed up promptly. We expect our Franchisees to turn up on time, wearing a full uniform, and to at least satisfy the customer.

Ideally, we aim to amaze our customers with the quality of our service.

Joining Jim's Group



Here are just 3 of our many happy divisions

The Brand

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 the Southern Hemisphere. 94 out of 100 people in Australia know our name or logo and in most cases, what to expect. Higher brand awareness attracts more enquiries for work. While each division has incorporated its own variation of the logo and colour scheme, the trademark is reinforced every time any division advertises. Recognition and familiarity is a comfort zone for consumers.

Our research shows that a Jim's brand attracts more enquiries for work because it is known and respected within the community for high quality work and value for money.

Advertising is normally carried out within each region by the Franchisor. The Divisional Manager manages digital marketing activities nationally such as our website and social media platforms. There is a range of high quality promotional products and leaflets, introduction packs and site signage available for local self-marketing.

Your Earning Potential

The commitment that each individual Franchisee is prepared to make in promoting and running their own business will often determine their annual outcome. By investing in a Jim's franchise, you will become your own boss. Your choice of lifestyle and amount of self-marketing will affect your financial performance.

Key Benefits of a Jim's Group Franchise

Jim's have developed an in-house computer platform which sends work leads to Franchisees based on a predetermined selection criterion. This platform cannot be compromised to favour any particular franchisee over another. Whilst this system allows for a high degree of flexibility, all franchisees are responsible for their own schedules, working hours and services. Franchisees have password access to this platform which allows them to determine the type of work they want, what suburbs they want, and what times they want to work. This can be updated as frequently as they like.

Why Join Jim's

1. Amazing branding and marketing tools.
2. We generate customer leads and work opportunities for you
3. Proven business support and training
4. Largest To-Home Service Franchise Group in the Southern Hemisphere
5. We don't take a percentage of your turnover from sales of goods and services – flat rate fees
6. Local Perception
7. High Visibility/Brand Recognition
8. Local Call Centre

Lead the race in the market with your own Franchise

Whether you are starting a new business or simply want to create that competitive edge by converting your existing business to a 'Jim's' Franchise we offer you the complete package as a "A Business-in-a-Box".

- For those who are just starting out in business, we'll provide the expertise, systems, business tools, support and assistance on your journey to owning and operating a successful and profitable business.
- If you have an existing business, we have a franchise system that can improve your profitability, add value and build good will into a future asset.

Our primary function is to provide business structures to deliver 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. We help our franchise owners reach their business goals by providing well-documented systems, excellent training, support and coaching.



Why a Franchise?

- || Flexible hours
- || Work where you choose
- || Ongoing support
- || Buying power
- || Brand awareness
- || Reduced setup cost
- || In business for yourself, not by yourself

As an owner of a business, you will be in control of your own job scheduling, work hours and holidays.

Is a Jim's Franchise for you?

Do you have the ability to be a successful Franchisee? If you are self-motivated and disciplined read on.

Jim's can help with.

- || Product knowledge
- || The ability to sell to our market
- || The ability to manage your business

We have an intensive training programme that all Franchisees must undertake. On completion of the training, Franchisors are available to help get you started and to ensure you continue to reach your goals in the short, medium and long term. Ongoing training is provided to ensure your business stays ahead of the rest and that you can help us to remain the first choice for customers.

Studies show the 77% of businesses fail
in their first year.

Not with Jim's.

Almost 92% of Jim's Franchisees make it through
their first year and go on to build a profitable and
successful business.

The Difference?

Selection, Training and Support.



How does the Franchise System deliver success?

We provide a long-term franchise agreement and full disclosure document in accordance with the Franchising Code of Conduct. We are fundamentally a co-operative organisation of similar businesses and objectives. The more successful Franchise owners are, the more valuable all franchise assets become.

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

You should be:

- Highly motivated and willing to invest time building and managing your own business.
- Willing to learn new skills.
- Committed to great, responsive customer service.
- Willing to adhere to a proven system.
- Willing to participate in a supportive and fun peer environment.
- An ethical person who is respectful and able to get on with others.



Owning your own business is all about freedom and independence, basing your working life around things that matter most to you.

At Jim's, we have a strict code of ethics, which values exceptional service above all else; to our customers and equally to our Franchisees.

Franchisees are the lifeline of the Jim's Group. Each one of the 5,100 plus Jim's business owners worldwide are ambassadors for the Jim's name, a responsibility we take very seriously. It is for this reason that the Jim's group motto is "find and keep the best people." If you are happy and successful, with a lifestyle that suits you and your family, we know that you will be the best possible advocate to others.

**If you have any new ideas for starting a new Division,
please email: national@jims.net**

Our Franchisees are our partner and Jim's highest priority.

Jim's genuinely wants his Franchisees to succeed. Franchisee success is inseparable from the ultimate success of the Jim's Group.

Despite the size and strength of the Jim's Group now, it grew from a single successful small business - Jim's own mowing round. This point remains at the heart of our corporate culture and effects every decision made.

Therefore, Jim's Group franchisees have unparalleled access to Jim's Group National (direct phone and email including Jim himself!) and have unprecedented power to shape the policies and direction of their Division via referendum.

User Pays Monthly Fees for Franchisees

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 turnover. All fees are a cost to earning income and the tax deductible, this means the real cost of your fees reduced by your payment tax rate.

Our franchise fees consist of the following;

- A fixed monthly base fee,
- A fixed monthly advertising fee
- And lead fees.

The Lead Fee is charged for each new client sent out to the franchisee. When you're building your business, paid leads are a great way to get started. As you generate your own work, you'll rely less on leads which means you'll pay less fees.

We do not charge a percentage of your income and we reward personal endeavour by not charging lead fees for personal referrals, return clientele or for work the franchisees find themselves.

This encourages franchisees to build their business by providing exemplary customer service that generates referrals and extra work for themselves rather than simply relying on leads.

Unlimited unrestricted potential for Franchisees

When the possibilities seem limited – come and discover the unlimited possibilities with Jim's Group



Territories are non-exclusive,

Which means if a Franchisee is not requesting work in their own territory, our Franchise Management System (FMS) will automatically allocate leads to another Franchisee who wants the work. This improves overall customer service and assists in satisfying work requirements of all Franchisees. Franchisors can also allocate leads directly to Franchisees should the lead go un-serviced.

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.

Support

Jim's Group offers ongoing support and training in both structured and informal formats, over and above the franchise structure and peer support that is inherent in the system.

Regular reviews assist in tracking the progress of your franchise, helping to identify problems and identifying ways to help you develop your business further.

In addition, you can expect to speak with your Regional Franchisor, Area Manager, or Training Manager often, as well regular Franchisee meeting, newsletters and a national conference each year.



Advertising

Smart, cost-effective advertising and marketing has helped make Jim's the success it is today. We use a number of different mediums in our marketing campaigns from some forms of print media, exhibiting at Expos as well as online media.

Online advertising is our main form of lead generation and therefore is the largest part of our advertising mix. Clients search and find us via a number of platforms; Pay-Per-Click campaigns (PPC), Online Directories, Search Engine Optimisation (SEO) as well as regular updating of our website. All of Jim's Divisions also have Facebook pages and use Facebook as a form of Social Media Advertising.

Pay for work guarantee (PFWG)

Jim's Group offer to new Franchisees (who are just starting their business journey) the 'Pay For Work Guarantee'.

It is a system that helps you earn income by allowing you to offer free and promotional work to friends, family and potential clients. It'll help you bridge the gap between work that customers have paid you for and "free" jobs. Your Franchisor may also help organise extra work and promotions which must be completed in order for you to receive the PFWG.

Not only does it help you start your business off by 'working', it also helps you develop potential clients from the first months of your new business. It will give you added peace of mind as you start your new venture by guaranteeing a certain amount of income every month in the crucial first months of your new business. Ask your Franchisor for more details.

Advantage of the Franchise System

There are countless benefits to becoming a Franchise, which is why Franchising is one of the fast-growing sectors of the Australian economy. Here is a list of the 18 advantages of Franchising over stand-alone forms of small business:

- II' The Franchisor provides training.
- II' The Franchisee has the incentive of owning their own business with the additional benefit of continuing assistance from the Franchisor.
- II' The Franchisee benefits from operating under the name and reputation (brand image) of the Franchisor, which is already well established in the mind and eye of the public.
- II' The Franchisee will usually need less capital than they would if they were setting up a business independently because the Franchisor, through their pilot operations and buying power, will have eliminated unnecessary expense.
- II' The Franchisor provides advice and/or help in identifying suitable trading or operating territories for the Franchisee.
- II' The Franchisor helps the Franchisee obtain occupation rights to the trading location, comply with planning (zoning) laws, prepare plans for layouts, shops fitting and refurbishment, and provide general assistance in calculating the correct level and mix of stock for the opening launch of the business.
- II' The Franchisor trains the Franchisee (and very often, the Franchisee's staff as well) in all areas business such as; manufacture, preparation, accounting, business controls, marketing, promotion and merchandising.
- II' The Franchisor may negotiate better a rate of finance, or more favourable conditions, for Franchisees with financial institutions.
- II' The Franchisee receives the benefit on a national scale (if appropriate) of the Franchisor advertising and promotional activities at a lower cost than if they were to attempt such marketing themselves.
- II' The Franchisee taps into the bulk purchasing power and negotiating capacity made available by the Franchisor by reason of the size of the Franchised network
- II' The Franchisee can call on the specialised and highly-skilled knowledge and experience of the Franchisor's head office organisation, while remaining self-employed in their business.
- II' The support and benefits provided by a Franchise system greatly reduce a Franchisee's business risks.
- II' The Franchisee has the services of the field operational staff of the Franchisor who are there to assist with any problems which may arise from time to time in the course of the business.
- II' The Franchisee has access to use of the Franchisor's patents, trademarks, copyrights, trade secrets, and any secret processes or formulae.
- II' The Franchisee has the benefit of the Franchisor's continuous research and development programs, which are designed to improve the business and keep it up-to-date and competitive.
- II' The franchisor provides a knowledge base development from their own experience, as well as that of all Franchisees in the system, which would otherwise be impossible for a non-franchised business to access.
- II' Defined territories of the operation within the Franchise can help protect from competition.
- II' A Franchisee can always speak to their Franchisor or a fellow Franchisee to discuss their business challenges or problems – something a non-franchised business can almost never do.

Jim's Ethos

The Jim's Group Values are:

- Our first priority is the welfare of the Franchisees.
- We are also passionate about customer service.
- We work constantly to improve our services and lower our cost.
- We are open and honest with prospective Franchisees.
- We only sign 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.

Steps to Franchise Ownership

Once you have received your Information Kit:

- ||' Conduct research on our business – talk to our Franchisees, talk to our competitors.
- ||' Attend Franchisee training (3 days) in Melbourne
- ||' Meet Jim
- ||' If you pass our selection process, receive contracts and hold for at least two weeks before signing.
- ||' Obtain independent legal, accounting and/or business advice.
- ||' Sign contracts
- ||' Complete necessary training.



The Jim's Group is recognised as the largest home services Franchise in the Southern Hemisphere.

www.jims.net

Are you ready to take control?

Call Us Now 131 546

- Be your own boss
 - Decide where and when you want to work
 - Spend more time with your family and friends
 - Enjoy a regular income
 - Access ongoing support and training
- Be a part of the best-known Franchise Group in the Southern Hemisphere and use the brand to your advantage



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