

FRANCHISE OPPORTUNITY



A TRANSPARENT APPROACH
TO FRANCHISING



FLEXIBILITY

A Jim's Glass franchise allows you to choose the hours you want to work, leaving you more time to do the things that you love doing.

WELCOME FROM JIM

“I am passionate about customer service and support of our franchisees, who are key to making the Jim’s Group the largest home service franchise in the world!”



With more than 3,200 franchisees and growing, we are the largest franchise group in Australia – aside from Australia Post.

As you will see on the following pages or by trying us out, our commitment to service – whether to clients or franchisees – is absolute.

This is an opportunity to join one of Australia’s best-known brands and use its power to grow or start your own business in a way you would have not thought possible.

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

It is about creating wealth, and building goodwill for your efforts and adding financial value to what you do.

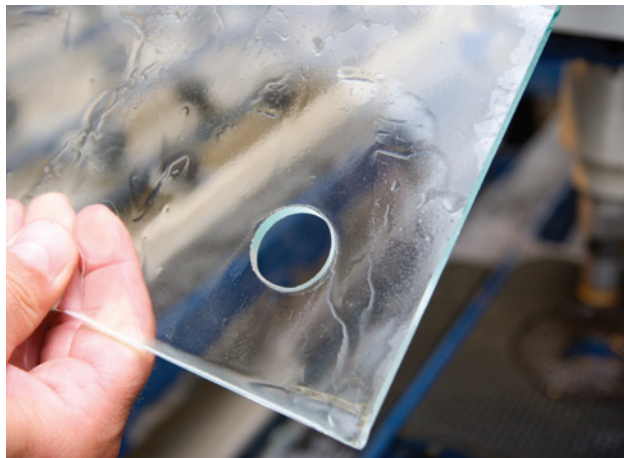
The following pages give an overview of the Jim’s Glass system. The system provides a secure entry into a lucrative business, using the methods that have made Jim’s Mowing the largest lawn-mowing business in Australia.

Becoming a part of Jim’s Glass provides you with an instantly recognisable brand that consumers like, know and trust.

When you combine the Jim’s franchise model with your desire to succeed, you will have a business that can thrive and grow and provide you with the lifestyle and income you desire.

We hope you can become part of our success.

JIM PENMAN





LIFESTYLE

Owning a Jim's Glass franchise presents you with a vast array of opportunities and a great earning capacity.

OUR HISTORY

“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, the UK and Canada.”

Jim's Mowing, formerly “Balwyn Gardening” was started by Jim Penman in December 1982.

Originally aimed only at taking on sub-contractors, it gradually began to specialise in the building up and selling of lawn-mowing rounds – more than one hundred over several years.

Over time, an increasing number of services were offered to contractors including replacement of lost jobs, training, brochures, seminars, better deals on equipment and insurance, caretaking 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, the UK and Canada. Jim's Cleaning was launched in 1994. Then, in 1997, came Handyman, Dog Wash, Fencing, Car Cleaning, Trees... and now Glass!

We believe the key to success has been a consistent concern for the welfare of both franchisees and clients. Most franchisees are in direct phone contact with the office on a daily basis and Jim is still actively involved in the running of the business.





CHOICE

You can choose the type of work you wish to do, and the times you wish to work. It enables you to have complete control of your lifestyle and income.

WHY BECOME A PART OF JIM'S GLASS?

Increased income

Own and build a very valuable asset

Pay For Work Guarantee

Go on holidays when you want to

Gain a much bigger market share

Choose your own lifestyle

Have you ever thought about being your own boss and not sure how to start? Worried about getting enough work to survive?

Or maybe you have an existing glass business that you are looking to improve and have more success?

Are you looking for a complete, proven system with all the resources, training and support you need?

Do you want your advertising in the Yellow Pages, local paper and online done for you?

Would a \$2000 per week minimum work guarantee show you that we are serious about finding good qualified tradespeople?

Are you getting lots of work enquiries but are being frustrated by "Price cutting and under qualified competition"?

Want a business where you don't have to stop and take all the calls or hire someone to do it for you?

WHAT ELSE CAN JIM'S GLASS OFFER?

A brand that is already well-known, respected and established.

It is your own business and you choose to grow as you wish.

Keep your existing client base.

Own an asset that you can sell in the future for your own profit and gain.

Advanced computer systems designed specifically for running your franchised glass business.

Marketing and advertising abilities far beyond the capability of an independent operator, with a greater response to advertising and a higher conversion rate from enquiries.

Have that well-earned holiday with the family with peace of mind because your clients are looked after by equally qualified and experienced Jim's Glass franchisees.

Business and franchise training with ongoing coaching and mentoring to help your business be successful.

Ability to choose the type of work you want to do, when you want to do it.

Have the opportunity to take advantage of our bulk purchasing power which provides huge discounts on materials, mobile phones and call rates (for family, friends and employees), work vehicles, trade insurance and more.



STRENGTH

The strength and reach of the Jim's brand can bring in far more work than a lesser known brand, with much greater response to advertising and a much higher conversion rate from enquiries.

INDUSTRY PROFILE

The Glazing Industry in Australia generates \$2.0bn* in revenue per annum, with the Glass Replacement market alone representing \$300,000,000* pa.

In this lucrative market segment, where the need for high profile in the market is paramount, the benefit of the brand recognition behind your Jim's Glass franchise means your initial investment is bound to pay dividends.

Emergency contract work is largely generated by brand recognition and good advertising, with consumers making their ultimate choice on the reputation of the glazier.

The domestic glazing market is dominated by only a few key players, who command the lion's share of this market. 96% of glazing business in Australia are either sole-traders or businesses that employ less than 20 people. The Jim's Glass opportunity is a unique way of leveraging the brand awareness, while still owning your own small business.

With the Jim's brand being a household name – a massive 94% household recognition in Australian homes – your Jim's Glass franchised business immediately taps into the market share enjoyed by the select few dominant glazing companies.

From the moment you launch your Jim's Glass franchise, you'll enjoy powerful brand recognition.

Before Jim's Glass started in Adelaide, a survey was conducted asking people to choose the glazier they would call to fix a broken window. They could pick from the biggest existing business in Adelaide, Jim's Glass (didn't exist yet) and one other. The result placed Jim's Glass as the preferred glazier... that is called brand power.



* Source: IBIS World Industry Report E4245 – Glazing Services in Australia, Sept 2012.



SUIT YOURSELF

As a franchisee you nominate which services you wish to provide with tasks ranging from small repair work to major shop fronts.

SERVICES WE PROVIDE

Franchisees nominate which services they wish to provide with tasks ranging from small repair work to major shop fronts. They can even specialise in shower screens or splashbacks!

JIM'S GLASS SERVICES INCLUDE:

DOMESTIC GLASS REPAIRS

Glass replacement, glass door repairs, safety glass, broken mirror/s or shower screen panel repairs.

COMMERCIAL GLASS REPAIRS

Shopfront, factory and office glass replacement.

PET DOORS

Installation of a wide range of quality pet doors fitted into glass windows or doors.

ENERGY-EFFICIENT GLASS REFIT

Refitting homes with energy-efficient glass.

MIRRORS

Supply and fit all types of mirrors – home, shop, office or gymnasium. Bathroom mirrors, large wall mirrors and wardrobe mirrors.

TABLE TOPS

Customised glass table-tops, repair or replace glass table-tops.

SHOP FRONTS

New glass shop fronts.

FRAMELESS GLASS SYSTEMS

Office partitions and internal glass partitions.

SHOWER SCREENS

Frameless, semi-frameless or fully frameless.

SPLASHBACKS

Kitchens, bathrooms or as a decorative panels.





TRAINING

Jim's training provides you with the skills to run your own business, even if you haven't done so in the past.

THE OPPORTUNITY

“Owning a Jim’s franchise presents you with a vast array of opportunities, control of your lifestyle and a great earning capacity.”

The opportunity for you is to grow your existing glazing business or launch your own glazing business with the backing and support of the Jim’s Group. With the ability to instantly have a business with 94% household brand recognition ensures that you can maximise your earning potential.

You can choose the type of work you wish to do, and the times you wish to work. It enables you to have complete control of your lifestyle and income. When you own a Jim’s Glass franchise, you have the potential to grow beyond yourself, with the ability to employ additional glaziers and generate passive income.



There is also the option to tap into the lucrative splashback or frameless shower screen market by branding exclusively as Jim’s Shower Screens or Jim’s Splashbacks.

The point is, it’s your business and you have choices as to how you may wish to operate. The system and resources are there for you to utilise to achieve your income and lifestyle goals.

The Jim’s Glass opportunity provides you with access to leveraged marketing and increased lead generation. Every Jim’s vehicle on the road – whether it be mowing, antennas, dog wash, plumbing or electrical – is a mobile billboard for YOUR business. The secret to marketing is ensuring you are front and centre of mind when a potential customer has a need.

With Jim’s Glass, the combination of brand recognition and group marketing, means you can be confident that when a potential customer has a need, you are best placed to receive that enquiry.



The trust associated with the Jim’s brand usually results in a higher conversion rate from quote to job than independent contractors. You can generate more inquiries and win a higher percentage of those inquiries than an independent glazier and many franchisees from various Jim’s divisions have given examples of them getting a higher price than the industry average for jobs done. Client trust, quality work and reputation could be just a few of the reasons for this.

Put simply, the Jim’s Glass opportunity can provide you with increased leads and higher quote conversion at a higher price!

Becoming a Jim’s Glass franchisee is about more than having a well-recognised brand to generate more business. It’s about having a business and developing the skills to run it successfully. The Jim’s Glass opportunity provides you with ongoing coaching, training and mentoring.

A large business is a small business that did a lot of things right! It is well known that 9/10 small business fail, whereas 9/10 franchises succeed. It’s the ongoing commitment Jim’s has to its franchisees that provides the optimal environment for you to thrive and achieve your goals.

The Jim’s Glass opportunity really means that you can have control over your lifestyle, your income and your future.



COMPETITIVE EDGE

As part of Jim's Glass you utilise two essential technology platforms which will give you a competitive edge.



THE ADVANTAGES

INITIAL TRAINING

The Jim's Group provides initial training in the introduction to running a Jim's franchise and imparts essential skills for running a successful business. In this training key areas such as book-keeping, goal-setting, customer service and business management are covered. This training is conducted in Melbourne at Jim's Group head office, and upon completion you will be issued with a Certificate IV in Business. It's all a part of the Jim's commitment to ensuring you are successful in running your franchised business.

You will also undertake initial training in the Jim's Glass system. This will teach you the essential skills we believe you need to operate a successful Jim's Glass business and enable you to hit the ground running in your new Jim's Glass franchise.

ONGOING TRAINING

Jim's Glass provides on-going training in areas such as new technologies, system development, refinement and up-skilling of your trade expertise and business growth. The on-going training plays an important part in the success of your business as it can help you be more confident, competent and successful.

COMPUTER SOFTWARE PACKAGES

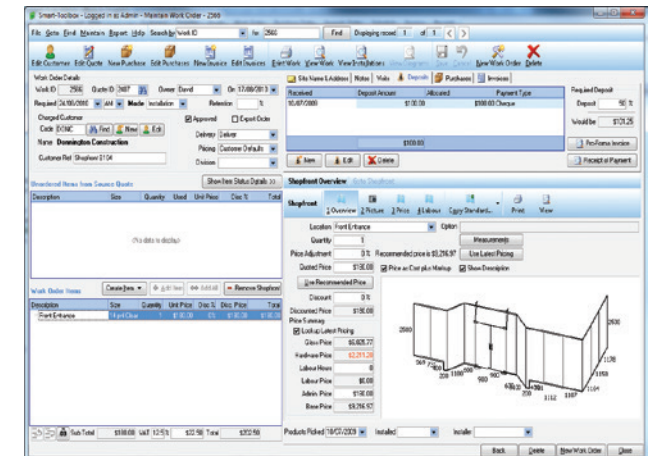
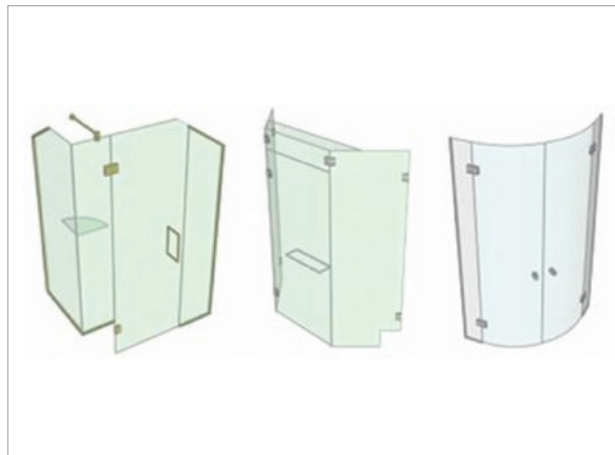
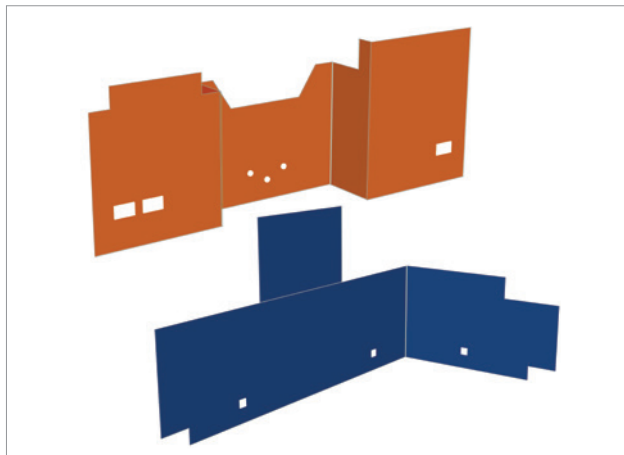
As part of Jim's Glass you utilise two essential technology platforms which will give you a competitive edge. The use of technology is a key element in leveraging your time and allowing you to achieve more with less.

The first system a franchisee uses is jimsonline, which is the Jim's Group software that allows you to manage your franchised operation – choose the type of leads you would like, when you would like them and in what areas.

This is the software that interfaces with the Jim's call centre, giving you complete control over your business and helping to maximise income. This interactive system works to reduce travel and concentrate business in the smallest possible area.

The second system is your day-to-day job management software. This industry-leading platform has been developed exclusively for the glazing industry and customised specially for Jim's Glass. This system allows you to easily design and quote frameless glass systems such as shower screens, splashbacks, shop fronts, balustrades, mirrors and complex shapes.

It manages your day-to-day operational aspects such as work orders, purchase orders and easy drag-and-drop scheduling of measures and installations – plus debtor financials such as invoicing, receipting and statements. It's the complete solution for managing your glazing business from quote through to completion. As part of your initial training you will be taught how to use these two systems efficiently and effectively.



MAXIMISE INCOME, REDUCE TRAVEL

Our continued success depends on our franchisees making the best possible income, more than they could with an independent business. As mentioned above, we allow our franchisees to pick the work they want, where they want it. They can expand their areas to take more work, or reduce them as they get busy to reduce travel.

Franchisees can focus on jobs they are best suited to – jobs that provide the best income and profit.

Each franchisee has a territory where they have exclusive right of first refusal on new leads, which allows them to travel less as time goes by. They can change details at any time by direct online access to jimsonline.

CALL CENTRE

No more missed calls or missed opportunities. The call centre staff answer the initial enquiry, qualify the lead and then, using the Jimsonline computer system, send the lead out to you.

GROUP MARKETING

In addition to the thousands of Jim's badged vehicles promoting and supporting the Jim's brand every day across Australia, Jim's Glass takes care of the big ticket marketing for you. From a fully-supported and optimised website, with fully-integrated online marketing through to press advertising and print media – Jim's Glass takes care of these for you, freeing you up to do what you do best, converting leads and satisfying customers.

LOCAL MARKETING

As a franchisee, you are encouraged to market your business within your territory. This can be developing relationships with real estate agents or shopfitters, canvassing for work within your territory or referral work from your satisfied customers.

Jim's Glass provides local marketing support and advice, plus ongoing resources for you to use to generate extra income for yourself outside of the group marketing.

FEE STRUCTURE

The Jim's Glass monthly fee is not a percentage of your turnover, instead it provides an incentive-based fee structure that has set parameters. This enables you to expand your business as you wish, knowing your fee will not increase because of increased earnings. The fee structure is designed to reward franchisees and encourage you to grow your business.

EXCLUSIVE CALL CENTRE

The Jim's Group experienced call centre staff handle all incoming enquiries promptly and all qualified leads are referred to you to call back as soon as possible. No more missed calls or missed opportunities.

The call centre staff answer the initial enquiry, qualify the lead and then, using the jimsonline computer system, send the lead out to you.

This means that the calls you receive are qualified leads, based on your criteria of the type of work and times you want to work. This ensures that your time is spent in the most productive manner and you do not lose time managing customer inquiries that are not qualified or suited to your needs.

PAY FOR WORK GUARANTEE

For the first 12 months of operation, Jim's Glass provides a Pay for Work Guarantee of \$2,000 per week (including GST). This is our commitment to you that we are confident in the success of Jim's Glass. This is your safety net to help you get established and assist in giving you the financial foundation to set you up for success.

GROUP SAVINGS

Thanks to the purchasing power of the Jim's Group, as a franchisee you are entitled to many exclusive deals to save you money on Insurance, mobile phones and data plans, printing, promotional supplies, fleet discounts on vehicle purchases, office equipment, mobile EFTPOS and more.

As a part of Jim's Glass we are committed to using the size and strength of the group to ensure our franchisees have access to industry-leading pricing on trade supplies and materials. This buying power will only increase as Jim's Glass becomes bigger and expands to have a national presence.

ENQUIRY CONVERSION RATES

The Jim's brand enjoys an exceptionally high conversion rate from new enquiries. Nationally the average conversion rate from leads is about 80%. That is, from all new leads, including requests for quotes, 8 out of 10 result in work done. On average most businesses would be extremely happy with a 30% new enquiry conversion rate.

Getting the job done well and on time is more important than the cheapest price to many Jim's clients.

Also, Jim's businesses can normally charge a higher rate because of the above. Jim Penman would suggest at least a 10–15% higher rate for services, as he expects a much higher percentage of quality service to be provided.

INDUSTRY EXPERIENCE & KNOWLEDGE

The Divisional Franchisor, Jim's Glass Australia, is owned by a well-established and successful South Australian glazing company with over 57 years' industry experience. The Divisional Franchisor was hand-picked by the Jim's Group to operate the Jim's Glass division.

What this means to you is the development of the Jim's Glass system and the professionals who support you come from within the glazing industry, and have a track record of industry success.

This also means that you have direct access to all the industry technical advice, skills and knowledge you may require. It's the combination of industry and franchising expertise that provides a strong foundation on which to build a solid business.



BUSINESS COACHING & MENTORING

Even the most experienced business owners and CEOs benefit from business coaching. Eric Schmidt, the CEO of Google attributes his success to having a business coach. Business coaching is an environment where the business's goals are identified and then ongoing reviews are conducted to keep the business "on track". The business coaching support provided by Jim's Glass ensures you have the right advice, support and accountability to achieve your goals.

You will be a part of an initial goal-setting strategy session, with monthly follow-ups to ensure you are kept "on track" and an annual review where new goals can be set and strategies planned. This really means you are in business "for yourself" not "by yourself".



COMMITMENT

We view you, our franchisee, as our customer and your satisfaction and the care we take of you is the viewed with the same passion and commitment as we do for all Jim's customers.



A PASSION FOR CUSTOMERS

“One of the core principals of the Jim’s system is a focus on quality and customer service. We follow a careful selection process which rejects hundreds of potential franchisees each year.”

We will only appoint people who are dedicated to consistently delivering the highest work standards and can demonstrate the same commitment to customer service. We select people we believe will be successful, while maintaining and enhancing the reputation of the Jim’s Group.

Likewise, the Jim’s Group commitment to customer care extends to its franchisees. We view you, our franchisee, as our customer and your satisfaction and the care we take of you is the viewed with the same passion and commitment as we do for all Jim’s customers.

It’s the Jim’s passion for customer service that sets us apart from the competition. That’s our customers who call us for services, and our customers, like you – our franchisees.



NEXT STEPS

Becoming a part of Jim's Glass has many more advantages that we can discuss when we meet for a (no-obligation) chat.

During this discussion we will establish if this opportunity is going to be a good fit for you, your personal circumstances and your goals.

We can show you how the model works and key features about the Jim's Glass system.

We are building an Australia-wide network of the very best glaziers. Call us if you wish to own or grow your business in a way you never thought possible.

To register your interest or if you have any questions please contact the Jim's Glass Divisional General Manager, Phillip Mauviel on **08 7111 0000** or email phillip.mauviel@jimsglass.com.au