



BUSINESS INFORMATION KIT

Western Australia / Sydney & Country NSW / Northern Territory

www.jimspestcontrol.com.au



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Start a new business

Jim's Termite & Pest Control offers you a great opportunity to be trained up and licensed as a Pest technician and provide you with all the necessary steps to kick start a new Franchise Business with Australia's most recognised and successful franchise brand that offers you independence, flexibility, financial reward and all the support you need to succeed.



Business in a Box

With our assistance, and in a matter of months, we assist with all the steps required to set you up to run a business

Guaranteed work availability

We guarantee \$2000 worth of work per week to get you started

Be Your Own boss

You decide, where and when you work and what services you provide

Develop a client database

Most clients would require the same service over and over, providing you with the opportunity to build up a regular client base

ABOUT US

Jim's Termite & Pest Control offers you a great opportunity to be trained up and licensed as a Pest technician and provide you with all the necessary steps to kick start a new Franchise Business with Australia's most recognised and successful franchise brand that offers you independence, flexibility, financial reward and all the support you need to succeed. All you need is commitment, passion, quality of work mindset and remember, make sure you satisfy every customer.

Our motto is ...

100% Customer Satisfaction



Types of Services

- Ant control/treatment
- Bed Bugs
- Bee or wasps
- Cockroach control
- Commercial Pest Control
- Dead animal removal
- End of lease treatments
- Flea treatment
- Fly / maggot treatments
- General Pest Treatments
- Mosquito
- Bird proofing
- Bird control
- Cat enclosures / proofing
- Termite inspections
- Termite control
- Termite baiting
- Possums
- Rodents
- Silverfish
- Spider control
- Tick control

Most importantly you are not restricted to the residential pest control requirements market. You may deliver any pest control service for which you are licensed and insured. Your clients may range from individuals through to governments departments, body corporates, public and commercial enterprises and property managers.



HOW IT WORKS

Franchisees are granted a designated territory of approximately 8,000 dwellings, ideally located near their residence. While this territory serves as a foundation for business growth, it does not restrict operations. Our comprehensive training program will provide insights into the broader business model.

During the initial startup phase, franchisees may request work and leads from areas outside their territory. This approach facilitates a smooth transition and helps establish a customer base. It's essential to remember that every customer represents a potential source of repeat business. Therefore, from the outset, focus on building a business model that maximizes customer retention. Additionally, franchisees have the flexibility to accept referral work from any location.

Your franchisor acts as a support framework and business coach, assisting in the identification of potential opportunities within your designated territory.

Regional Franchisors are responsible for

- Recruit, interview, select and train new prospects and ensure the region grows with likeminded positive business-focused franchisees
- Infield training prior commencing the Franchise
- Ongoing in-field coaching and support to Franchisees
- Regular Franchisee meetings
- Social media brand awareness marketing with the Franchisees brand awareness marketing contribution fee
- One on One Business reviews and monthly proactive contacts with each Franchisee
- On-call service: technical support

- FSO is ultimately responsible for FSE compliance with contracts
- Managing customer complaints

Franchisees are responsible for

- Business development – generating local business
- Networking and face to face contact with people that can refer you such as Business owners, real estate agents, property managers etc.
- Network with other Jim's services such as Jim's Cleaning, Jim's mowing, Jim's Building Inspections that can refer your work.
- Join events and Network activities such as BNI, District 32 or others.
- Respond to leads and referrals as quick as possible and preferably within two hours. The quicker the response, the more likely you will convert the job.
- Manage your own schedule
- Ensure you focus on services that are required all year round such as termite inspections, termite management or commercial rodent stations.
- Quoting, invoicing and day to day financial business activities
- Relevant paperwork and reports associated with the services provided
- Actively participate in training and regional activities such as meetings, professional development, conferences, and day to day business improvement
- Equipment management
- HSE requirements
- Business compliance regarding the Franchise agreement and local legislation
- Positive contributor to the growth of the Regional Business



TRAINING & LICENSING

Joining Jim's Termite & Pest Control division sets you up with the advantage of being trained and ready to start making money from day one. When you join, you will participate in an extensive training program that involves the following:

1. Attend Jim's Generic Induction Training in Melbourne for three days
2. (Sydney & Country NSW) Start your Online training for General Pest License
3. (Northern Territory) Start your Online training for General Pest License
4. (WA) Start online Training to get your provisional license
5. Applicable to all states – up to 4 weeks of practical training with an online portal to track and record your progress.
6. Customer retention and communication training
7. Basics of small business management including business plan and annual reviews
8. Report writing
9. Sales & marketing

Your Franchisor also provides extensive ongoing support within business hours. You will never be alone starting up your business.

Ongoing Professional Development

To maintain a high level of professional development, franchisees are required to accumulate specified training points annually. This includes participation in industry conferences and supplier training courses. Additionally, as our business expands with new services, ongoing training will be necessary to ensure competency in delivering these offerings.

During the initial year of operation, franchisees are mandated to employ a Field Support Officer (FSO) as a mentor. This requirement is stipulated by some Local Health Departments such as Western Australia and essential for any new Technician anywhere in Australia. In WA for example your FSO will serve as a mentor until the franchisee obtains their full license. This mentorship is essential for registering the business with the WA Health Department. These requirements are different in each state.

The following list of licenses and registrations will be done when you start your business:

- Franchisee training certificate – need this to purchase a franchise
- Provisional license (WA)
- General Pest License (NSW & Northern Territory)
- ABN (Sole Trader or Company or Trust) – Get advice from your accountant
- ASIC Registration (Jim's Group)
- (WA specific) Health department Business Registration
- Vehicle Inspection Certificate
- Formitize or Business application registrations
- RSA Report writing certification
- Business Insurance
- Cert III Urban Pest Management



**Best practical
training in the
industry**

BUSINESS SYSTEMS

Included in your Franchise setup you get assistance setting up a Customer Relationship Management (CRM) system that assist you with quoting, invoicing, reporting and all the relevant documentation you need for various services, such as:

- ◆ Quoting
- ◆ Invoicing
- ◆ Pre-inspection agreements
- ◆ Pre-installation of termite barriers agreements
- ◆ Inspection reports
- ◆ The application can be run on an iPad and computer at home.
- ◆ You can email the clients directly from the application
- ◆ Keep client records, scheduling, invoicing and expenses
- ◆ Seamless track leads you receive from the call centre
- ◆ Interact tools with other Franchisees via secure social media pages not visible to the public.



YOUR INVESTMENT

Franchise Territory Purchase

- Rights to the territory of your choice
- Rights to the \$2000 per week work guarantee
- Business name registration
- Business cards
- Promotional materials
- Uniforms
- Branded canopy or trailer
- Email address
- Software, templates & resources
- Jim's generic training package including all training materials, transfers, accommodation & meals (excluding airfare)

Pay for work guarantee

Your mortgage and other financial commitments don't go away while you are starting a new business.

For your financial security, we guarantee that \$2000 per week of work will be available. This reduces the risks, and the income lag often experienced in starting a new business.

If your earnings don't reach \$2000 per week we will top it up, conditional on you undertaking promotional activities in your local area.

We do not

- Take a percentage of your profits, whatever effort you put into building your business is yours to keep
- Charge you for repeat work from clients we send your way
- Charge you for clients who are referred by others or who directly approach you
- Restrict the area you work in as long as you don't advertise in another franchisees territory
- Treat you like a sub-contractor or an employee - you are a small business owner free to grow your own business and take on employees and vehicles at no extra cost

Ongoing Fees

FIXED MONTHLY MANAGEMENT FEE

- Regional advertising
- Franchisor support
- Access to all updated resources & software
- Call centre fees
- Administration
- Data Back-up

Variable Lead Fee

- Per lead fee, invoiced monthly

Additional items you will need to consider

- Approved vehicle to tow trailer or suitable ute to fit canopy
- Pest control consumables
- Insurance - you need public liability & professional indemnity insurance
- WA licensing requirements
- Compulsory professional development activities (e.g. conference & training attendance)
- Whatever additional investment in local advertising and promotion you may wish to undertake



HOW TO MAKE IT HAPPEN

Prior experience in pest control is not required. We provide comprehensive training to equip you with the knowledge and skills needed to start your business. We also assist with obtaining necessary local authority registrations.

To proceed, please submit a business plan and cash flow demonstrating your commitment and strategies for success.

If you're considering starting your own business to increase earnings, improve quality of life, manage your time, and be your own boss, and you're a dedicated individual focused on quality service, then take action!

To ensure consistent quality, our call center conducts random customer surveys. Franchisees are required to maintain a minimum 4.6-star rating. As stated on the first page, our motto is "100% customer satisfaction guaranteed." For better success, you should aim for a 5 star customer satisfaction rating.



The NEXT STEPS YOU NEED TO TAKE "TO MAKE IT HAPPEN"

- Request an interview with the Franchisor in your region
- Ensure you have finances in place – Talk to us if you need Finance assistance
- Complete a Franchise application form
- Complete a Business plan & Cash flow
- You will get a proposal to invest
- Accept the proposal
- Prepare contracts
- Book Generic Training
- Signing of contracts



FAQ'S

How does the territory work?

As a franchisee, you acquire the rights to operate within a specific territory. However, your business activities are not limited to this designated area. Our franchise system encourages you to pursue leads from all regions, provided they do not infringe upon the territory of other franchisees. This approach enables you to maximize business opportunities and potential revenue.

What is the pay for work guarantee?

The Pay for Work Guarantee (PFWG) offers financial support to franchisees who fall below a minimum income threshold of \$2,000 per week averaged over a month. However, it's important to note that this program is subject to specific eligibility criteria.

To qualify for the PFWG, franchisees must adhere to all program requirements. Additionally, active participation in local promotional activities is essential to receive the work availability guarantee. These efforts contribute to the growth and success of your business.

What are lead fees?

You pay a fixed monthly management fee and a variable lead fee charged per lead from our national call center. This fee is consistent, regardless of service value or customer retention. All self-generated work is yours, with no fees owed to us. As your business

grows and you attract your own clients, you can reduce your monthly lead fee by decreasing your reliance on our lead referrals.



How much can I earn?

Your earnings are directly influenced by your commitment and effort. Individual earnings vary among franchisees. As an independent business owner, you control your time and financial investment in the business, which directly impacts your earning potential. You also have the flexibility to set your own service prices. While we provide recommended pricing guidelines, you have the option to adjust them as needed.

Will my investment grow?

Your efforts to grow your business directly benefit you. Consider expanding your operations by adding vehicles, hiring staff, acquiring additional territories, or even becoming a regional franchisor. Importantly, you have the flexibility to sell your business at a price you determine.

What type of vehicle do I have to purchase?

Depending on whether you choose a canopy or a trailer, you need either a suitable towing vehicle or a ute suitable to fit the canopy.

FAQ'S

When can I take time off?

Enjoy the flexibility of being your own boss. Set your working hours, manage your schedule, and choose where to operate. When planning time off, simply update your online status to indicate your availability preferences, and we will adjust our workflow accordingly.

Can you help with finance?

Yes, contact your franchisor who can assist with getting finance arranged. Otherwise, contact your usual finance broker service or bank.

How long does it take to start a franchise?

The time frames vary in each state. The greatest factor is the availability of places on the required training program. Generally, the application process for a franchise will vary but is generally up to 12 weeks.






Jim's Termite & Pest Control



FRANCHISE CHECK LIST

A sign of a good franchisee is someone who looks around and knows their options. When considering a franchised Pest Control business, be sure that you ask:

Remember to ask:	Jim's	Option 1	Option 2
Can I speak to all your other franchisees?	YES	??	??
Have you got a proven track record?	YES	??	??
Can I choose my territory?	YES	??	??
Can I promote myself in my territory with my own phone number?	YES	??	??
Can I work outside my territory if I want extra work?	YES	??	??
Can I re-sell my business?	YES	??	??
Do my fees go down if I build up my own regular client base?	YES	??	??
Can I add another van at no charge?	YES	??	??
Can I have as many employees as I want at no extra charge?	YES	??	??
Can I do both domestic and commercial work?	YES	??	??
Can I provide my own clients with any service I want to earn extra income?	YES	??	??
Can I choose my own work hours?	YES	??	??
Will you teach me business skills?	YES	??	??
Do you guarantee me a minimum amount of work each week?	YES	??	??
Do you offer ongoing support and training?	YES	??	??
Can I get discounted business costs like insurance, petrol, equipment, chemicals, mobile phone cost through bulk buying?	YES	??	??
Can I buy my chemicals from anyone I like?	YES	??	??
Do you take a percentage of my profits?	NO	??	??
Do I have to pay fees for referrals I get?	NO	??	??
Will you help me obtain my Urban Pest Management and Timber Pest Management license?	YES	??	??



“When I first started
out, NOTHING stopped
me; not twelve hour days
nor forty degree heat.
NOTHING!”

Jim Fenman

CALL 131 546