Prepared By:

Paul King
Regional Franchisor
Central Coast, Newcastle & Hunter Region
PO Box 211
The Entrance NSW 2261

Jim’s Mowing (New Lambton) Newcastle NSW

Business Sale Overview

Updated 20201113

Basic Facts about the proposed Business Location:

We are reselling a business opportunity for a Franchise in the area around New Lambton, Newcaslte, NSW

The Area that we see the Franchise working has

- ✓ A Population catchment of 131438 which is slightly female based
- ✓ A Family Household catchment of 33501 Dwellings
- ✓ Occupied Private Dwellings of 50756
- ✓ A Medium Family Income of $1826 per week

*Source Maptitude Software and Census 2016 data

We see the Franchise building a customer base that is predominantly a residential mix with the client base being sourced from

- ✓ The Jim's Advertising & Lead Generation System
- ✓ Contract Work from both Jim's Contracts and the regional Franchisor
- ✓ Self-Generation of works from
    - Referrals
    - Friends
    - Local Real Estate Agents
    - Local Strata Agents
    - Local Marketing

Reasons for Franchising this Sale:

This business has come for Resale from a Franchise that has been in the business for around 7 years. It is time for this Franchise to move on in the next stage of his life outside of mowing lawns.

This business is pitched as a RESALE with around 60 regular clients. We see the person initially been able to focus on transitioning the clients into their business and developing the skills to use the equipment. Then if required top up the client base with leads from our system along with works from the contracts area while adding clients via self-marketing generation as well.

This business will keep the right individual busy from day 1. The last 4 BAS statements show this business turn over in excess of $130000

Availability Date:

Now.

Advertising Strategy and Work History for Local Area

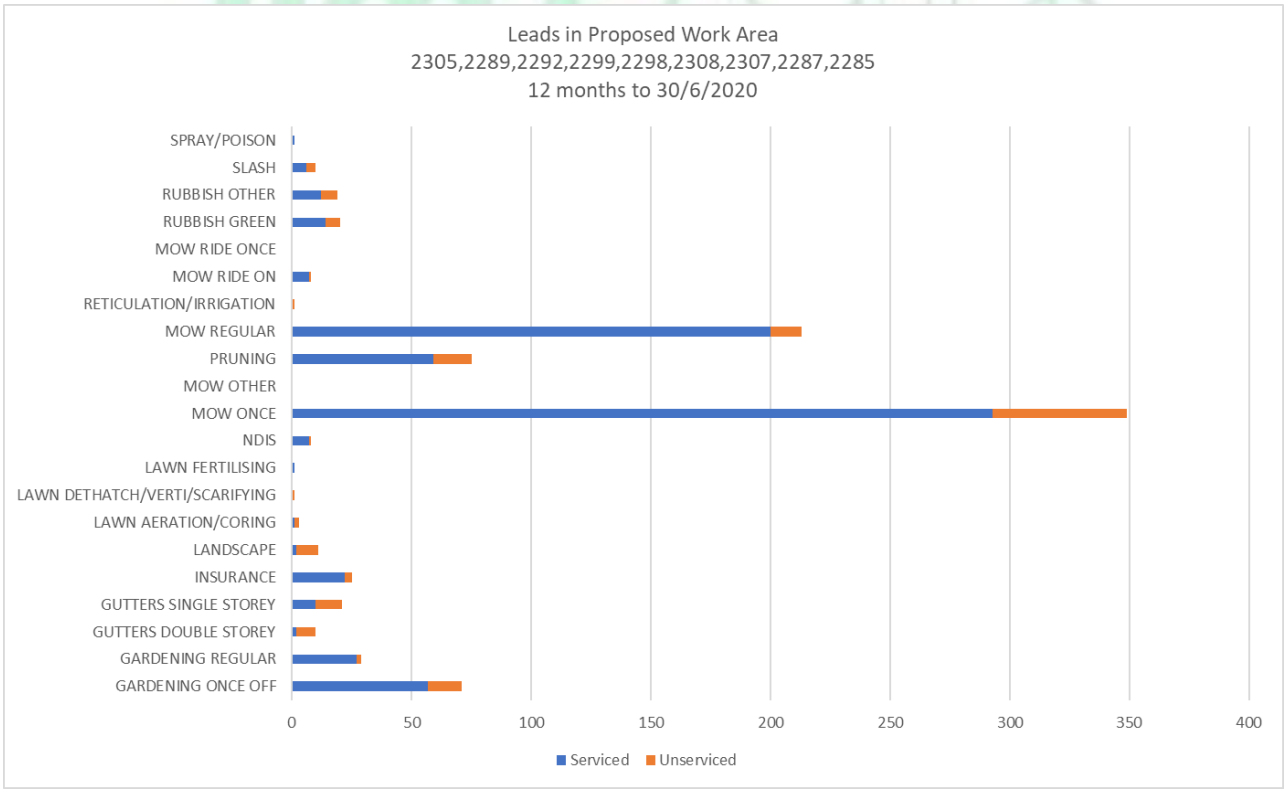
Jim's Mowing monthly franchise fees contain an advertising component (currently approx. $149 Inc. GST (CPI increase Nov 2020) which is collected by the Franchisor and pooled with other franchisees advertising funds within the same region to pay for the most effective advertising to maximize customer responses resulting in leads to the franchisee via the Call Centre. Currently we are collecting and spending approx. $140000 per annum to drive work for our franchise network on the Central Coast, Newcastle & Hunter Area (that is a lot of money spent locally)

The current advertising strategy for the region includes such things as

- ✓ TV with NBN & WIN TV and at times Foxtel
- ✓ Selected Radio campaigns at certain times
- ✓ Adword Programs
- ✓ SEO Programs
- ✓ GMB pages for all Franchisees
- ✓ Facebook Advertising
- ✓ Flyers for Franchise

In the area we are proposing, the area delivered over 592 new jobs in 2019 which would have delivered over $319000 of new work to the franchisees in the area. Approx 12% of this work was unserviced as we had insufficient Franchisees to complete the requests of the customers

Below is a break down of the works from the area by Job Type



Franchise for Sale Information:

Proposed Location : New Lambton
Size of Territory : Approx 1250 Households
Type of Business : **Resale Business**

- ✓ Approx 60 Regular Clients from current Franchise
- ✓ Approx $4500 Cut Value

Notes : 2nd Hand Trailer Available with Sale for $3000
Ride on will be required for works as well

Selling Price: $38985* including GST

***Correct at publishing, subject to minor change**

Price Includes: Purchase of the Jim's Mowing Franchise Territory and Clients

Franchisee Training Online
Level 1 First Aid Training
Jim's Uniform Pack including

- ✓ Quoting Shirt
- ✓ Polo Shirts x 4
- ✓ Shorts / Pants x 3
- ✓ Jumper x 1
- ✓ Vest x 1
- ✓ Wet Weather Jacket x 1
- ✓ Hats x 2

Franchise Documentation Fees & Initial Franchise Fee
Business Name Registration
Stationary Pack inc

- ✓ 1000 Business Cards
- ✓ 500 Business Card Sized Magnets
- ✓ 20 Personalised Duplicate DL Invoice Pads
- ✓ 5000 Personalised Flyers

3 Month's 50% off Franchise Fees
100 Free Leads
Safety Kit inc

- ✓ 1 x Safety Glasses Tsunami Tinted
- ✓ 1 x Safety Glasses Tsunami Clear
- ✓ 12 x Pro Choice Dust mask with vent
- ✓ 1 x Pro Choice 4 in 1 Hard Hat (includes hard hat, visor, browguard & ear muffs)
- ✓ 1 x JB Rigger gloves
- ✓ 1 x Pro Choice Long Arm PVC Gloves
- ✓ 100 x Pro Choice Ear plugs with cord
- ✓ 1x Pro Choice Sunscreen tube 125ml tube
- ✓ 1 x Ready to Use Exelgard Fire extinguisher car size
- ✓ 6 x Safety cones 450mm
- ✓ 2 x Metal Tripod
- ✓ 2 x Mowing in progress corflute signs
- ✓ 1 x Laddermate Metal ladder clamp
- ✓ 1 x Pair of Chainsaw Chaps (size S, M, L)
- ✓ 1 x Safety Goggles
- ✓ 1 x Viper Ear Muffs
- ✓ 1 x Spill Kit

Chemcert Spraying Course
Chemical Pack

- ✓ 2 x 20kg 2 Spec Fertaliser
- ✓ 1 x 10l Javelin
- ✓ 1 x 5l Clear Up
- ✓ 1 x 1l Bouncer

Options

Equipment Pack - $5060**
**** Approx Cost**

- ✓ Toro 21 inch Commercial Self Propelled Mower
- ✓ Shindaiwa Pack that includes
  - Line Trimmer 243
  - Multi Tool Head 262s with
    - Snipper Head Attachment
    - Pole Pruner Attachment
    - Hedger Attachment
    - Metal Edger
  - Back Pack Sprayer 15l
  - 8l Sprayer
  - Blower 262
  - Hedger DH165ST
  - Accessory Pack
    - Small roll Snipper Cord
    - 1l Bar Oil
    - 1l of 2 stroke oil
    - 2 x 5l fuel cans (red/green)

Trailer Options

- ✓ 2nd Hand Trailer Available for $3000
- ✓ Rental Trailer for $1300 for 6 months
- ✓ Trailer Purchase Outright
  - (Standard 8*5 Trailer - Ramp / Barn Doors) - Portway Trailers $POA*
  - Trailer upgrade addition of front access chemical cage and tool box to road side access plus additional registration $POA*
  - Tandem Trailers are also available POA
- ✓ Rent to Buy Options
  - Trailer Pre Pay $2000 + Rent to Own @ $POA* per week over 4 years - inc Rego Renewals
  -

Note – (*) Pricing is correct at time of publishing this document – It maybe subject to slight alterations from suppliers

Other Vehicle Options

Franchisees also have the option of working from Utes or Vans as well.

Finance Options

We work closely with many finance providers that can look to secure finance for

- ✓ Entire Business Purchase
- ✓ Part Business Purchase
- ✓ Equipment Only Finance
- ✓ Trailer Finance
- ✓ Car Finance

Talk to us about your personal circumstances and we can work on a finance solution tailored to you.

If you require any further information, please contact

Paul King
Regional Franchisor
Central Coast, Newcastle & Hunter Region

(m) 0437 799395
(e) paulking@jimsmowingccn.com
(w) https://jims-mowing-business.com.au/