



“Building a Better Business & Lifestyle” with



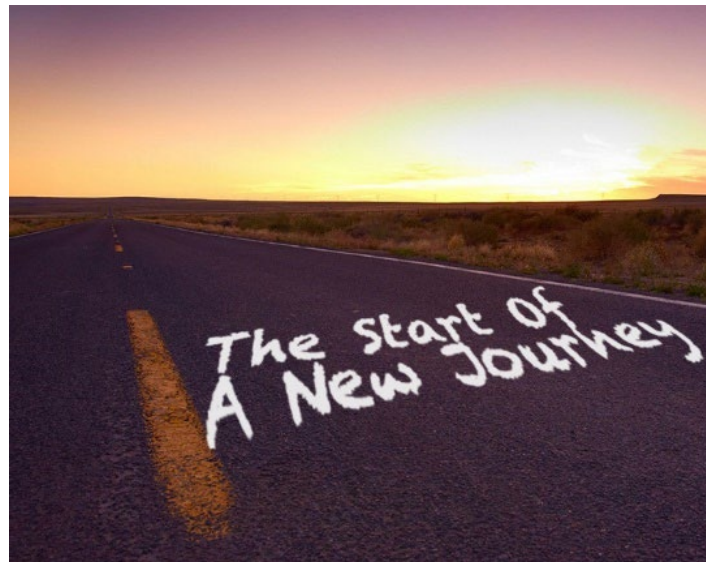
Franchise Information Kit - Central Coast, Newcastle & Hunter Regions



Congratulations on taking the first step in a change for the future.

A future that can deliver

- Work / Life Integration
- Financial Wealth
- Self Employment
- Career Change
- A Healthy, outdoor lifestyle
- Independence
- Plentiful Work
- Taking a hobby into a career
- A business with support



Welcome

Every Jim's Mowing Franchise comes with the same level of opportunity

Whether you want a business to turn over

- \$70000
- \$120000
- \$180000
- Or even \$200000 +

That's really up to the franchise



Guidance on Journey Towards Self Employment (Your Business Coach)

Your Franchisor at a glance

With over 20 years' experience in the corporate world, 10 yrs as a Franchisor in the Jim's System, Paul brings a wealth of Mowing, Sales, Marketing Experience to the Jim's Franchisees. Paul's key priority with the franchisees is developing them into Sales & Business people and help them create the future that they want for themselves and their family.

Key Roles – SBA & PepsiCo

General Manager – Business Development

General Manager Account – Impulse & Vending Channels

Key Responsibilities – SBA & PepsiCo

- Develop & Lead Teams
- Build & Implement Budgets Plans
- Build Relationships with Key contacts within industry
- Build Profitability for business
- Turn consumer lead initiatives into category plans
- Lead Category Reviews with customer base
- Leverage category stories with unique POS solutions
- Create retail brand footprint
- Develop Channel Strategies
- Develop & Implement Business Plans from channel strategies with key customer base focusing on insights from category initiatives
- Trade Spend & Selling Expense Management
- Take Channel & National Account Plans and Implement at state level
- Trade Spend & Selling Expense Management.

Career Highlights

- Development of Central Coast / Newcastle Region with Jim's Mowing
- Growing my Jim's Mowing franchise business from \$2400 to \$7000 cut in 4 mths
- PepsiCo Ring of Honour Award
- PepsiCo Asia Tiger Award

Strengths

- Customer Relations
- People / Team Development
- Knowing the Business
- Drive For Results
- Developing Effective Strategies
- Negotiating
- Account & Selling Skills
- Thinking Outside the Box
- Influencing Others
- Leadership
- Attention to Detail



Life's too short, make a change !



The Time is now

Buying a franchise for most people does make sense !

- Yes—you do you do purchase a franchise
- Yes—you do pay fees

But look at what you get !

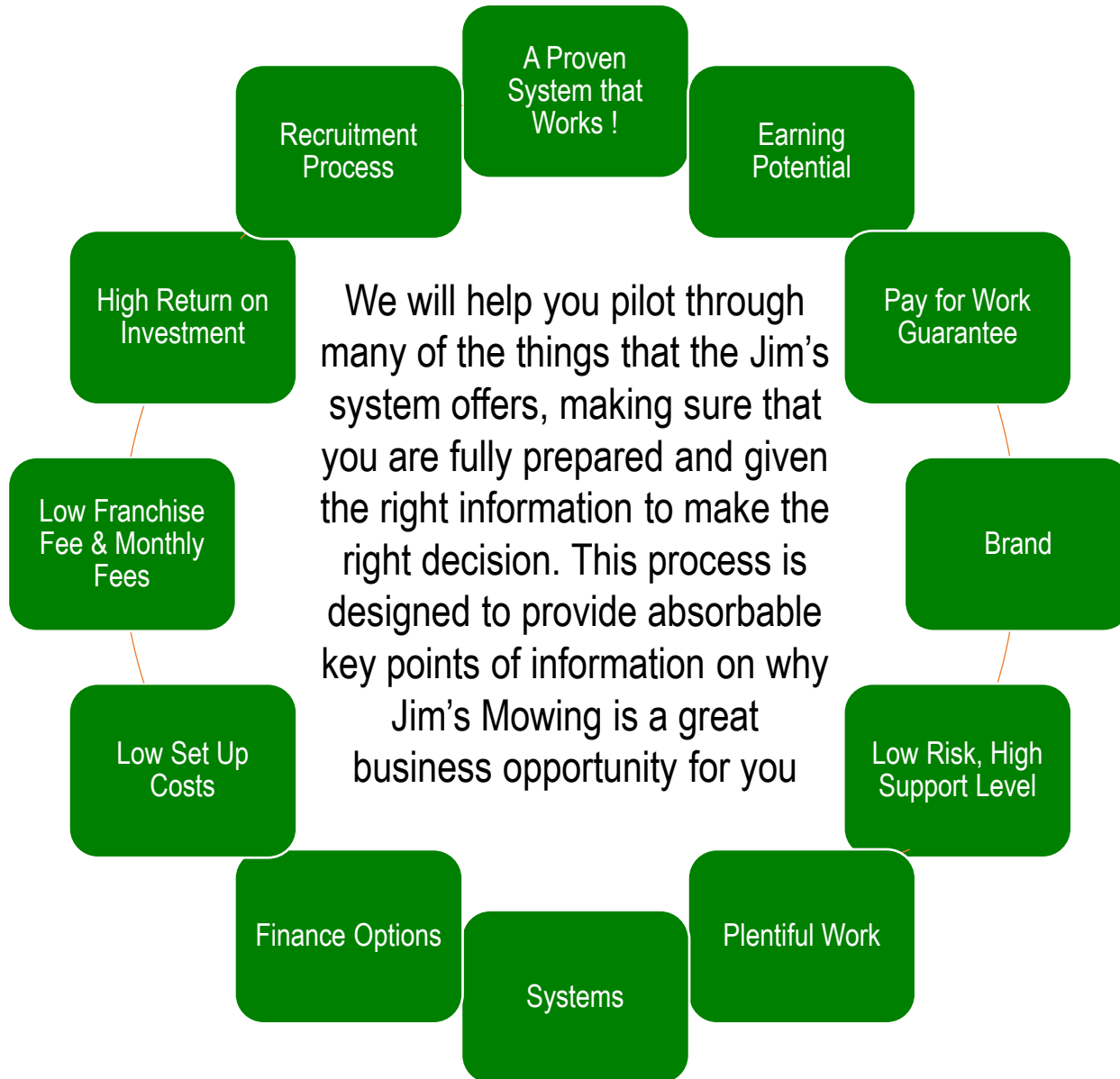
- Use of the biggest lawn mowing Brand to build your business
- Protection of your Investment
- Advertising
- Work
- System to manage your work needs
- Computer program to schedule, invoice and manage expenses
- Training
- Support Material
- Support Network
- Franchisor with business background
- Turn Key Businesses
- Financing Options
- Preferred Supplier Deals
- High Return on Investment
- Plus so much more

- ✓ We make it Easy !
- ✓ We minimize your risks !
- ✓ The system is tried and tested !
- ✓ Ongoing business support !
- ✓ Personal Mentoring !
- ✓ Assistance with Growth !



It makes sense

The Jim's Recipe for Success



Recipe For Success

Protection of your Investment

Jim's would agree with you, that Investing money into buying any type of business can and would be risky especially if even thinking to go it alone. In deciding to purchase a Jim's Mowing Franchise, you are not on your own. You are joining a group of like-minded people (franchisee's) in a local area that have made the same investment that you are considering. In addition, you also get a (franchisor) to assist you in this venture that has also personally invested and committed like his franchisees have.

One cohesive team, all working together to DEVELOP, NURTURE, PROTECT and GROW THE BRAND in the local community where they live, which in turn adds value to everybody's investment in a Jim's Franchised business

Brand

- √The Jim's Brand is foremost in the public mind
- √This lends itself to give your business instant recognition and will help build it quickly
- √Do yourself a favour and do a quick straw poll – ask 5 of your friends if they were going to get some lawn mowing or gardening work completed – who would they call ?

Jim himself pioneered the mowing business that started back in 1982. The mowing division now extends over 4 countries being Australia, New Zealand, Canada and The United Kingdom with over 2000 franchisee's.

Australia is truly the home of the Jim's Mowing brand, with over 1800 Mowing Franchisees.

This brand is top of mind with the public, this lends itself to give your business instant recognition and will help you build it quickly. This is a unique opportunity that presents itself to potential franchisees

On the back of the mowing success, the Jim's Franchisee system now extends to over 50+ different divisions with over 5000 franchisees operating.



The Advertising to help you earn more money !

Advertising

Locally driven for the region, totally focused on generating work, focused on the new advertising mediums, whilst maintaining a presence in traditional formats

- PPC Programs (Adwords)
- SEO Programs (SEO)
- Google my Business
- Social Media
- TVC
- Trailers
- Flyers



- The advertising each year delivers
 - Approx 9000 new jobs for the Franchisees
 - Worth Approx \$8M in new business each year

A screenshot of a Google search for "jims mowing the entrance". The search results include several listings for "Jim's The Entrance Mowing - JimsMowing.net", "Lawn Mowing Franchise - allhomeservices.com.au", and "Jims Lawn Mowing The Entrance North - 1300 769 392". There is also a map showing results for "Jim's Mowing" in Bateau Bay NSW, Berkeley Vale NSW, and Tuggerah NSW. The search results are displayed in a list format with icons for each listing. A "Map for jims" button is visible on the right side of the map. The search results are for "jims mowing the entrance" and include various services like lawn mowing, hedge trimming, and garden maintenance.

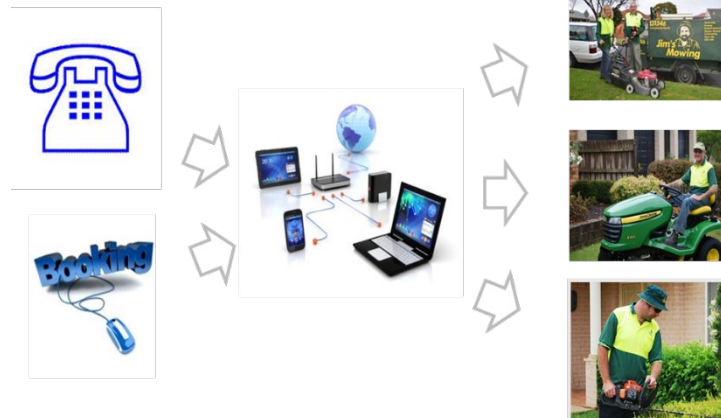
Systems / Work

You tell the system

- When you want to take work
- Where you want to take work
- How much work you want to take
- What services you want to provide
- If you are prepared to offer same day service



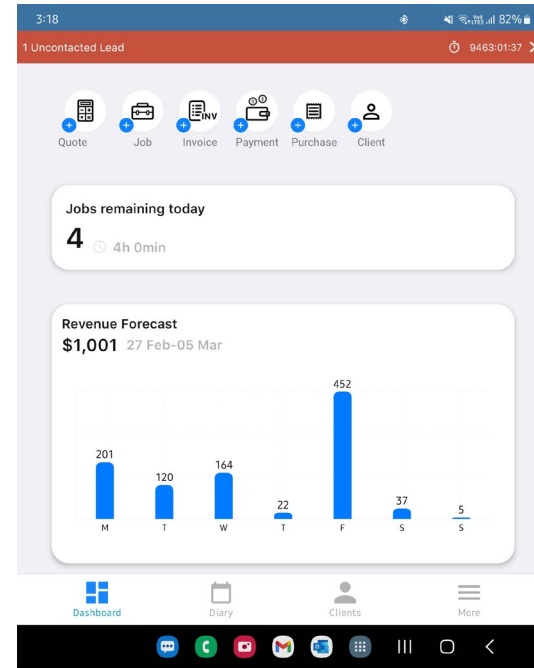
Then when a client makes a booking, the System ensures you get the work that you have nominated that suits your needs



Systems

We even provide a system desktop and mobile to completely manage your day to day operations, with easy to follow tutorial videos.

- Scheduling
- Customer Records
- Invoicing / Quoting
- Expense Management
- Reports



Desktop dashboard interface for 'Jim's Jobs Web'. The left sidebar contains navigation options: Dashboard, Diary, Leads, Clients, Quotes, Invoices, Purchases, Financial, Reports, Functions, and Settings. The main content area shows a date filter for 'Wed, Mar 1, 2023' with 4 jobs totaling \$164.00. Below is a search bar and a table of jobs.

Date	Client	Address	Phone	Job Status	Invoice	Payment	Total
Wed, 01/03/2023 Description: MOW REG	test 24			TE Not Done	-	-	\$33.00
Wed, 01/03/2023 Description: GARDENREG	zoom meeeting		0405470660	TE Not Done	-	-	\$5.00
02:00 AM Wed, 01/03/2023 Description: GARDENREG	PAUL KING	TUGGERAH 2259 Reliance Dr 10 / 19	0405470660	TE Not Done	-	-	\$60.00
10:00 AM Wed, 01/03/2023 Description: MOW REG	test message interview	THE ENTRANCE NORTH 2261 Bondi Rd 13	0405470660	TE Not Done	-	-	\$66.00

System

Training

Our training program is designed for business readiness, then ongoing support

Before you commence operating your business, you will attend a 6 day training course in Melbourne, where you will meet Jim himself and cover all the basics of how to run a small business.

You will then be invited to do a further week with 1 of our trainers, where you will learn to fine tune all your skills and learn to use all the equipment properly.

On the commencement of your business, you will get a first class hand over from the franchisee that is selling his business to ensure you know all the ins and outs of the business that you have purchased.

Your franchisor then will work with you to set goals for

- First 3 mths,
- Months 3-6,
- Months 6-12
- then ongoing plans



Training Course—Melbourne

Generic Day 1-3

- Jims Ethos & Service Philosophy
- Customer Service
- Your Franchisor as a business partner
- Systems Overview
- FMS & Jims Online
- Workplace Health & Safety
- Managing your franchisee business
- Planning to succeed
- Marketing Strategies
- Financial Management
- Strategies to improve your income

Mowing Day 4-6

- Operating your franchise
- Quoting
- OH&S
- Product Demonstration
- First Aid Manual & Assessment
- Intro to Horticulture & demo
- Mower Servicing
- Jimbo
- Practical Quoting
- Scheduling

13 Week Plan



In Week 11, I wish you to read and complete the following tasks

Read the attached file in WK 11

1. '5 Ways to Grow during Slow Times'
2. Selling during slow

You are nearly there, 11 weeks into the '5 week program', so close, everything has been about creating regular habits for you to get into, reading information on Sales Techniques and Completing Tasks Week in Week out, that you need to do establish a successful business.

If you have chosen to follow the steps congratulations, if you haven't, I strongly suggest you get back to the start and start again, while you may be in a great position to date, longer term the franchisees that follow the program will end up earning alot more money

Tasks for Week 11

1. Complete your daily tasks sheet
2. Listen the Drop Zone 5 of your territory, while you did this in Week 5, listen how deep need to be consistent in establishing yourself in an area
3. Do Mail leads you have had from the Jim's System
 1. Touch base with clients that you did a 1 off job for and see if they require any additional works completed
 2. Print out your leads to date - determine your success rate of conversion, with the ones you didn't get, call the clients and ask for feedback as to why - consider taking the line - Hi its ... from Jim's following, I was wondering if you could give me some feed back as to why you didn't proceed with work with me as I'm constantly looking for ways to improve! - don't always assume its price!
4. watch the video from a meeting in August 2016 about relationship marketing, draw up a plan of how you will adopt this into your business and share this with your franchisee
5. [Click on the survey results button and complete a few other questions for us](#)



Start & Ongoing

- Return from Melbourne fine tuning your skills – the Edger / Snipper play a key part of this training
- Hand Over of clients from selling F.See
 - Property Visit
 - Meet & Greet if home
 - Works as scheduled in most cases
- Ongoing guidance to help you earn more money
 - Tips
 - Advice
 - Meetings

Support Material

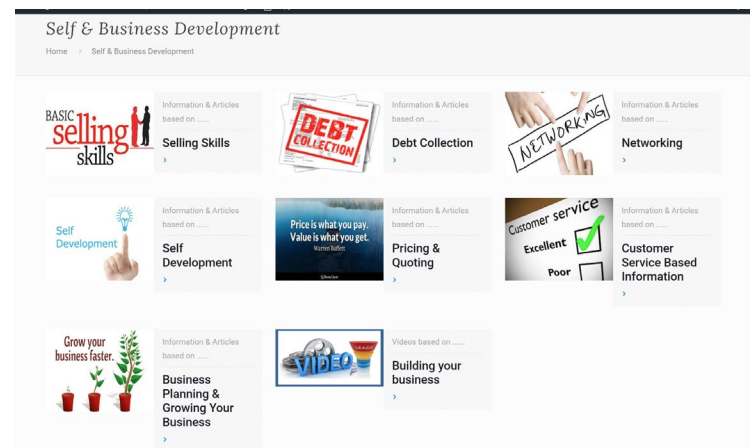
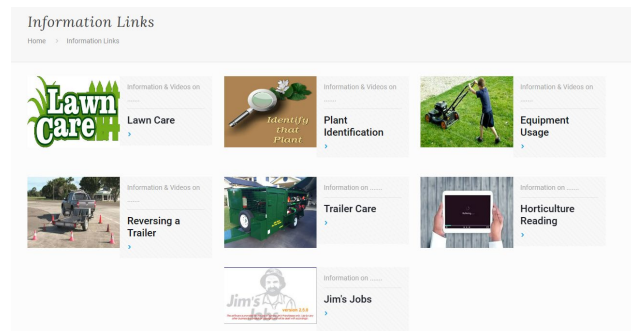
Once you have started it can be quite daunting to get information on “how to” complete certain tasks, that’s where the beauty of the franchise networks come into play.

Besides having in place all the manuals covering

- WHO&S Mowing
- Mowing Operations
- Franchise Operations

There is a local website of information covering all sorts of topics

Examples include



Support Network

You are joining a group of committed, likeminded people in a local network all driven to excel in

- Customer Service
- Developing the Brand
- Protecting the Brand
- Growing the Brand

One cohesive team all working together

Therefore

- Advice
- Help on large jobs
- Help whilst on leave
- Someone just to have a chat to

all a freely available along with your local franchisor as your mentor

Backed by Jim's Head Office Support Centre for

- Customer Service queries
- IT Support



Some of Your New Work Mates



Work Mates



Turnkey Businesses

Optional to start businesses off with all the basic necessary equipment to get you going, from all your paperwork and stationery, thru to quality commercial equipment

- All businesses are priced and come with
 - Franchisee Cost
 - Client Goodwill (Except Vacant Businesses)
 - Stationary Pack
 - Safety Pack—including Spill Kit
 - Uniform Pack
 - Initial F.Fee
 - ASIC Registration & Fee
 - Contract Paperwork
 - Training Melbourne, inc Airport Transfers, Meals & Twin Share Accommodation (not airfare) & First Aid Training
 - Chemicals
 - 50% off Franchisee Fees for first 3 months
 - 50 Free Leads

- **Options on Equipment Packs**
 - Mower
 - Snipper
 - Multi Tool & Attachments
 - Blower
 - Sprayer

- **Trailers**
 - Rent to Buy
 - Buy Outright
 - Rent



Business in a Box

Vehicle Options

You don't necessarily require a Trailer to run a mowing business with Franchises running these days from

- ✓ Vans
- ✓ Utes



Vehicle Options

Financing Options

Congratulations on your decision to consider to start your own business under the iconic Jim's Mowing brand. Building and running your own business can be a satisfying and exciting experience that sets you up for life and hands control of your time back to you.

However, **it is vital to get your finances in order** to achieve your goal of running your own business. There are lots of potential potholes in the finance road that can derail your dreams. You need your application to showcase your business proposal to maximise your chances of getting the lender's approval...before you approach any financial lender, make sure you talk to us first to ensure you have all the right information—applying for a business loan can be difficult, you need to do it right in the first instance.

We can put you in touch with providers that are used to dealing with Franchises.

You get the option to either fund your entire purchase or alternately rent / buy some of the equipment



High Return on Investment

Business Growth and Splitting Options

As your client base grows you have lots of various options with no additional fees.

You can

√Add as many employees as you wish

√Add as many additional Trailers and employees as you wish

√Or even like many franchises do, bundle up a portion of their business and have Jim's sell them as a client starter pack and receive between \$10000 to \$20000 for that and rebuild your client base quickly.

Whichever path you take, there are no limits with the Jim's Franchise model.



NO GRASS LIMIT
There is no limit

Return on investment

What can you earn ?

It's the main question we get asked and the honest answer is its really up to the individual—factors include such things as

- ⇒How many clients you have / want
- ⇒How many clients per day you want to service
- ⇒How geographically tight your clients are
- ⇒Lifestyle needs (ie want to be home by 3pm to pick up the kids)
- ⇒The mix of clients - Residential vs Commercial
- ⇒The type of equipment you use
- ⇒How good you are at building Relationships
- ⇒The amount of add on sales you gain from your clients (ie pruning)
- ⇒The amount of leads you take
- ⇒What you want your business to look like
- ⇒How hard you drive your business
- ⇒The services you offer

As a guide only of how things could look – below is a table of typically how things pan out – most franchisees run regular client bases of between 90 to 120

Regular Clients	Typically Aver Reg Client Value Range PA		Expected Income Range	
60	\$1000	\$1600	\$60000	\$96000
80	\$1000	\$1600	\$80000	\$128000
100	\$1000	\$1600	\$100000	\$160000
120	\$1000	\$1600	\$120000	\$192000

There are no guarantees you will reach this turnover.

Your income level is dependent on the time and effort you put into your business and the lifestyle you wish to achieve, and your income may fluctuate with the seasons.

For a more accurate example of income potential, speak directly with established Jim's Franchisees. We'll give you a full contact list when you come in and have a chat with us.

Earnings Example

Examples

Pictured here are 3 examples of a way you could determine what your business could turn over based on some basics

- .I wish to mow **XX** lawns per day
- .The average lawn is worth \$ **XXXXXX** per cut
- .The average client is mowed 20 times per year in this part of the country
- .You are doing some extras (25%of clients) , 4 times per year @ \$60 per job
- .I take 10 leads per month on average, convert at 80% and the average job delivers \$80

Estimate your own income (Mowing Lawns)	Scenario 1	Scenario 2	Scenario 3
Number of Lawns you wish to mow per day ? (Summer)	8	10	12
Days Per Week You Wish to Work	5	5	5
Cut Cycle Assumed (Weekly - Summer)	2	2	2
Total Estimated Client Base	80	100	120
Aver \$ for Each Job	\$ 50.00	\$ 50.00	\$ 50.00
Aver Jobs is done ___ Times Per Year	20	20	20
Total Income From Mowing Lawns	\$ 80,000	\$ 100,000	\$ 120,000
Estimate your own income (Additional Services)			
No of Clients You think will have Extra Work Done	20	25	30
Frequency Per Year	4	4	4
Aver \$ Per Service	\$ 60.00	\$ 60.00	\$ 60.00
Total Income From Additional Services	\$ 4,800	\$ 6,000	\$ 7,200
Estimate your own income (Leads)			
No of Leads Per Month Estimated	10	10	10
Conversion Rate	80%	80%	80%
Jobs Performed	8	8	8
Aver \$ Per Job	\$ 80.00	\$ 80.00	\$ 80.00
Total Income From Leads	\$ 7,680	\$ 7,680	\$ 7,680
Income for Year	\$ 92,480	\$ 113,680	\$ 134,880

These are provided as guides only – they are based on examples only and you need to do your own research by asking existing franchisees for their information
 Income / Earnings are noted as monies Collected inc GST, before Expenses and Tax Payable
 No guarantees. Your income level is dependent on the time and effort you put into your business and the lifestyle you wish to achieve, and your income may fluctuate with the seasons.

What Expenses are you likely to occur?

These vary depending again on the individual circumstances, as a guide for the very basic average business, below is a summary of what could be expected

There are lots of variables, but as a guide your yearly expenses are likely to run somewhere between \$20000 to \$25000 and covers such things as

- ✓ Mobile Phone
- ✓ Home Internet Connection
- ✓ Basic Repairs & Fuel for Equipment
- ✓ Franchise Fees (Approx \$151 Wk inc GST)
 - ✓ Use of Trademark / Brand / Logo
 - ✓ Use of FMS
 - ✓ Work Areas / Allocation Systems
 - ✓ Admin Fee for Call Centre
 - ✓ Local Support from Franchisor
 - ✓ Meetings
 - ✓ Advice
 - ✓ Coaching
 - ✓ Business Development
 - ✓ Networking Opportunities
 - ✓ Local Training Website
 - ✓ National Garden Shed Website
 - ✓ inc Tech / Email / Branding
- ✓ Advertising (\$35.36 Wk inc GST)
- ✓ Lead Fees (\$10.22 per new lead inc GST)
- ✓ Paging Fee - \$0.15 per paging message from National Office
 - ✓ Leads
 - ✓ Customer Call Back Notifications
- ✓ Public Liability Insurance
- ✓ Equipment Insurance
- ✓ Car Insurances
- ✓ Car Fuel & Repairs
- ✓ Uniforms / Stationery Replacements
- ✓ Region Advertising – (Approx \$36* per week inclusive of GST)
 - ✓ SEO Pages
 - ✓ GMB Pages
 - ✓ Local and National Social Media Pages / Posts / Management
 - ✓ Google AdWords
 - ✓ TVC in some cases
 - ✓ Other
 - ✓ Management of Advertising and Advertising Fund
- ✓ National Branding Fund – (Approx \$3.46* per week inclusive of GST)
 - ✓ Jim’s Group Social Posts
 - ✓ Facebook
 - ✓ LinkedIn
 - ✓ Other
 - ✓ Management of Advertising
- ✓ Technology Fees
- ✓ Jims Jobs Web & App - Approx \$4.54* per week inclusive of GST
 - ✓ Business operating software for scheduling / invoicing etc
 - ✓ Software Development
 - ✓ Infotech Software Support
 - ✓ Software Usage
- ✓ Jims Email Address - Approx \$1.46* per week inclusive of GST
 - ✓ Infotech Email Support
 - ✓ Email Usage

*All Expense figures exc Franchisee Fees and Lead Fees have been supplied by franchisees

*** Franchise Fees and Lead Fees are subject to CPI increases from Oct 1 each year, figures are based on 2022/23 fees.

A Word from Some of the Franchisee's

Watch & Listen



Simply click on the pictures, ensuring you have an internet connection as you will be re directed to you tube

You will buy a Business with us if

- ✓ You want to be part of Australia's largest mowing & garden care business
- ✓ You wish to leverage a brand to build your business
- ✓ You want to minimize your risk in starting a business
- ✓ You want to use a tried and tested system
- ✓ You want to get access to ongoing business support & personal mentoring
- ✓ You want somebody to help plan how you grow your business and make money from it
- ✓ You want to be successful



“Give a man a fish and you feed him for a day”

“Teach a man to fish and you feed him for a lifetime”

A proverbial saying which suggests that the ability to work is of greater benefit than a one-off handout

We teach people how to
“fish”

Where to from here?

This Is A Business We Believe You Will Enjoy

The next step...If you feel tired of your current circumstances, feel like you would like to know more about the Jim's opportunity, take the next step and request an interview.

It's more like an informal chat really. There's no obligation.

But there's also no guarantees of anything. We'll simply have a cup of coffee and talk about what you want and what a Jim's business offers. It may go no further than that at the moment or you may like to talk with some Jim's Franchisees and even spend a day or two in the field finding out what it's really all about.

Whilst this is fresh in your mind, call me now on 0437 799395 and make a time for us to chat.

To prepare yourself, take a few minutes to think about the things you would like to know more about, write them down and bring them along.

Paul King

Regional Franchisor

Jim's Mowing

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