

Jim's Mowing

General Information Central Coast / Newcastle Region

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Jim's Message

I started Jim's in 1982 with a secondhand lawn mower and a trailer. Today we have almost 5000 Franchisees in 3 countries and are one of the largest home service Franchises in the world.

I believe in service. Franchisees must look after their customers, and Franchisor's their Franchisees. I am never satisfied with our standard of service, and always looking for ways to improve.

I believe in opportunity. Franchisees may work where they wish, and take on any number of employees. Many have become Franchisors, and some run national and even international businesses.

I still head Jim's Group, am in daily contact with my Franchisees, and need good people to join our team. I invite you to read my book online, check out our more than fifty divisions, and talk to our Franchisors and Franchisees.

Customers are also invited to check out our services. We'll do everything possible to make your experience with us a good one!

regards,

Jim Penman



Disclaimer

The following information is provided to you, the Prospective Franchisee, by a Jim's Group Franchisor to provide you with general information about the Jim's franchise system. The information may include financial projections or other financial information relating to the Franchise Business or Franchise System which the Franchisor may also discuss with you.

Any written or oral statement or representation regarding financial projections or other financial information made to you by the Franchisor is merely an opinion based on the Franchisor's business experience. The Franchisor's opinion on such matters is only intended to provide you with a guide and should not be relied upon as the Franchisor has no formal financial training or expertise.

The Franchisor and Jim's Group make no express or implied claims, promises, warranties, or guarantees about the accuracy, currency or adequacy of any statement or representation regarding financial projections or other financial information, relating to the Franchise Business or Franchise System, contained in the following information or made to you by the Franchisor.

The Franchisor and Jim's Group accept no liability for any direct, indirect, or consequential damage or loss incurred because of your reliance on a statement or representation regarding financial projections or other financial information, relating to the Franchise Business or Franchise System, contained in the following information or made to you by the Franchisor.

We strongly recommend that you seek independent legal, accounting, and other business advice in relation to the following information.

Please contact the Franchisor if you have any questions or concerns.

The Jim Penman story



Jim Penman started Jim's Mowing in Melbourne, Australia in 1982 with just \$24 and an urgent need to pay his rent!

With Jim's personal commitment to providing the best, most reliable service to customers, he soon had more work than he could handle.

He took on subcontractors, then began selling lawn mowing runs to people who wanted to start up their own businesses.

A commitment to customer service and excellence saw this business grow rapidly with more customers than one person could effectively manage, leading Jim to begin franchising in 1989.

By offering secure territories and a generous work guarantee, Jim's Mowing was able to attract and keep quality Franchisees.

As the number of Franchisees grew and the need for quality control increased, regions were offered for sale to the most experienced Franchisees. Purchasers of these regions became "Regional Franchisors" who took over responsibility for providing local attention to Franchisees; thereby ensuring company standards were effectively maintained.

Since 1989, Jim has launched a plethora of new divisions, all with an eye to the core business of "home services": however, the Mowing division remains the cornerstone of the entire Jim's group.

Jim's Mowing is currently the largest lawn mowing franchise in the world.

Introduction

The information in this document is an introduction to the success that is, “Jim’s Mowing”.

The Jim’s “system” is designed to provide a secure and worry-free entry into your own business. Jim’s operates a safety-first culture, with systems and processes provided to the franchise owner to assist them in operating their business safely. Jim’s Mowing Franchise Owners can consistently earn 20-40% (often more) than independent operators. A gradual improvement in efficiency achieves this, a reduction in travelling time (by compacting the “round” into a single suburb) and the constant support of the franchise system.

As an independent operator, starting a business of your own can be challenging. You could do some adverts, print some leaflets and some business cards. But there’s no guarantee that customers will call. You might be the nicest person in the world, but if customers don’t know you, they won’t call you. Jim’s Mowing Franchise Owners don’t have this problem. We have spent hundreds of thousands of dollars over many years building the Jim’s Mowing reputation throughout Australia, our reputation means we get more work & earn more than an independent operator can.

Our team is made up of Hundreds of Amazing People

Franchise owners in the Jim’s Mowing Group come from all parts of society and every past career, from bank managers to cleaners to bus drivers to accountants.

Many franchisees work solo, but some take on employees and some even in teams with their husbands and wife.

It’s often a great bonus that you can help your children, nieces, and nephews out with some part-time work every now and again.

All our franchisors have been at the top of whichever field they came from, and many have also been successful franchisees before taking on regions.

The diversity in our group means that the sheer number of ideas, skills and experience is an asset to all.

Each team member is an integral part of the group, and we have closed regional Facebook groups, social events, training, and franchisee meetings designed to share ideas.

In short, working together, anything is possible.



Regional Franchisors

Jim first put regional franchisors into place to ensure that franchisees received first-class support and guidance, in turn providing excellent customer service and further strengthening the trusted Jim's name.

Most commonly, a regional franchisor is, or has been, a franchisee for the division, meaning they have invaluable experience and real practical advice as you start your new career.

Your regional franchisor is a role model and mentor whose primary role is to support you every step of the way as you build your business.

Franchisors ensure that your business is promoted in the best possible way for your local area, overseeing advertising and marketing in your region, all designed to maintain and grow your business and Jim's brand for you.

Local History

The Central Coast & Newcastle Region of Jim's Mowing covers the area between just south of Kariong on the Central Coast, thru to Hawks Nest in Port Stephens and out thru to Scone in the Hunter. It is owned and operated by Paul King & Lisa Richards. Originally established as part of greater Sydney, it was split off as Jim's Mowing (Central Coast & Newcastle Region in 2013) to give better support to the local Franchise Owners.

On taking over in 2013 Paul & Lisa renamed the area Jim's Mowing (Central Coast & Newcastle Region) to reflect the focus of the business more accurately on the Central Coast and Newcastle Areas. Paul's background in Sales and Marketing along with being a Franchisee mean that the Central Coast & Newcastle Region Franchise Owners receive dedicated professional support coupled with a drive to increase efficiency and deliver the outstanding support and service that turns clients into raving lunatic fans. With this as the standard the business virtually grows itself and to date Franchisee numbers have nearly doubled in the region.

The Jims Mowing Logo

One of the biggest reasons people join a franchise group rather than risking it alone is that you can use an iconic identity to promote yourself.

Based on a simple line drawing of Jim Penman's face, the Jim's Mowing logo is now one of the most recognised pictures in Australian existence.

Jim has since shaved his trademark beard [for a charity event] but the face remains, and members of the public know that Jim stands for quality, reliability, and trustworthiness.

When you invest in a Jim's Mowing franchise, you represent a great name that customers already trust, and this means that you are halfway to winning every job before you even call.

As our presence grows, so does brand awareness – this brings in more work, and the demand for our franchisees increases.

Jim's Mowing Fact:

The Jim's Mowing logo has 98% recoil with customers when thinking of someone to mow their lawn.



Joining Jim's

After an initial interview, you will be invited to spend 2 full days as an observation day with an experienced Franchise Owner. This assists both of us when deciding whether this is a suitable business for you. If we are both satisfied, you will be invited to choose a Territory and purchase a Franchise.

This territory is a block of streets in an agreed suburb and depending on the availability, it may include several regular clients that have been purchased on your behalf from neighbouring territories and surrounding areas. However, from the first day, you gain the “right of first refusal” on any lawnmowing, gardening, rubbish removal or similar jobs received through the Call Centre for your Territory. This “right of first refusal” can only be lost if you lose the Franchise or have indicated that you are too busy to continue taking work from your own Territory. This allows you to continue building your business without limit, extra work from other suburbs may be offered to you if required, as available.

If you choose against employing assistants as your business grows, you may split and sell off part of your Territory. This would usually enable you to recoup much of your initial capital outlay as a reward for developing a strong business.

Before you take over your selected territory, you will be required to go through the Jims training system which will include a total of six days induction training or online equivalent and time on the job with other Mowing Franchise Owners. This ensures you have the knowledge to run your business.

The Business

A Jim's Mowing business is a franchise, which means that while you own your own business, you will also receive the support of the Jim's Group to show you how to do things. You will be joining a 'team' of like-minded people with who you can learn from and share ideas.

Test Drive a Franchise

After your initial interview, you will generally be invited to spend a day or two on the road with one of our experienced franchisees. This is your first taste of what it is like to own a Jim's Mowing Franchise, you see how the work is performed, and you experience the customer interaction.

You also get to speak with an experienced franchisee, on a one-to-one basis, about the business, income, support, and the franchise in general so that you are well informed before buying a franchise.

This also allows us to make sure you are going to be the right fit for Jim's Mowing.

If the trial day goes well, you will be invited to purchase a franchise and to choose a territory.

Why Jim's Mowing?

- ✓ Jim's is Australia's Number One Home Services Brand
- ✓ We are a tried, trusted and proven brand.
- ✓ We believe in providing opportunities of a better lifestyle, financial reward and the satisfaction of being your own boss.
- ✓ We have Minimum Pay for Work Guarantee for every franchisee.
- ✓ We offer the opportunity to access as much work as you wish to accept.
- ✓ We provide ongoing support to every franchisee.
- ✓ We provide a system that is simple to use and second to none.

The Jim's Recipe for Success



Initial Outlay

Jim's Mowing has built a reputation for quality workmanship and presentation in all areas, below is our suggestion for the capital you may be required to outlay when you decide to become a Jim's Mowing Franchise Owner. The costs are only a guide as there are a variety of options that are available for you to select from.

Firstly, you need a tidy vehicle either capable of towing a Jim's Mowing trailer or operating the business from it. You are free to choose your preference of vehicle. The suggested minimum is rear wheel drive, two litre or larger engine - many guys use diesel 4WD - and then you will potentially need the following (approximate values only);

Paperwork / Admin Costs	\$ 580
Stationary / Uniform / Safety Kit / Other	\$ 2410
Training Costs 1 person (ex-Airfare)	\$ 1990
Chemical Pack	\$ 480
Franchise – ranges from	\$ 17,000 (new) to \$45,000+ (v large)

Total – from around \$22000

Options

Jim's Mowing Trailer (basic) Approx \$10000 plus

- Rent to Buy available
- Rental Trailers available as well

Toro Commercial 21 Mower (if required) \$ 2250

Equipment Pack inc (if required) \$ 3450

- Snipper
- Multi Tools x 1
- Attachments inc
 - Hedger
 - Pole Saw
 - Metal Edger
 - Snipper Heads
- Blower
- Sprayer
- Oils / Cord / Fuel Cans / Grass Bags

Notes:

- New businesses start from \$17,500, established businesses sell based on merit \$25k - \$45k+
- All purchasers are required to attend our induction course (6 days Melb or online)
- Equipment brands and prices are subject to variations, availability, and personal preference
- First aid /safety kit must include a WHS kit, extinguisher, first aid kit, earmuffs & safety glasses
- All the above is inclusive of GST
- Insurance is not included and MUST be taken prior to commencement.
- Remember GST is refunded in your first return if you are registered for GST.

Finance Available on selected businesses

We may be able to assist with Finance on a New Business Option as well – you will need to be able to cover your fixed startup costs (Stationary, Training, Uniforms etc – Approx \$6000) plus a Small down payment on the Franchise (\$4500) and we can then look at finance options on the balance a Zero Interest and payable over 3 years

Fast and Flexible Rent to Own Solutions

Get going also with Rent to Own Finance with Ezy Rental on

- Trailers
- Mowers
- Snippers
- Blowers
- And all your other equipment



A Quality Service

The Jim's Mowing system requires a total commitment to quality and reliable service. Anyone who fails in this will not be accepted as a Franchise Owner and any Franchise Owner who falls below our standards will be asked to resell their Franchise. No exceptions will be made for any reason. The decision to accept an applicant rests with the training Franchise Owner and the Regional Franchisor after consultation. Franchise Owners have a strong interest in maintaining the quality of the service and thus the value of the business name.

It's a Business built with Recurring Income.

- ✓ A Jim's Mowing business is built on regular clients
- ✓ Regular clients deliver ongoing regular income week in, week out
- ✓ Relationships form with regular clients and regular clients contract you to perform more jobs around their properties, such as:
 - Gardening
 - Hedging & Pruning
 - Gutter Cleaning
 - Mulching
 - Rubbish Removal
 - Other odd jobs
- ✓ Meaning you're not constantly chasing new clients or new work for income, week in, week out.

What Can You Earn ?

It's up to YOU, your earnings become variable, and depend on such things as

- ✓ How good you are at building relationships.
- ✓ How many clients do you have/want.
- ✓ How many clients per day do 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.
- ✓ The amount of add on sales you gain from your clients.
 - ie pruning, spraying, gardening etc
- ✓ 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

*These are provided as guides only – they are based on F. See data and you need to do your own research by asking existing franchisees for their information.

**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.

How does the Jim's System work?

- All Advertising includes the Jim's 131 546 phone number.
- All incoming calls are directed to the National Administration Centre.
- The National Computer Program "FMS4" allocates new work to Franchisees based on the settings that they have set.

Where can I work?

- A Jim's Franchisee can work wherever THEY choose.
- Franchisees nominate the suburbs they would like to work in, listing their Territory and any additional suburbs or towns they will accept work in.
- Franchisees have first-refusal rights to any new lead in their Territory.
- Let's be clear as well - you aren't locked into just taking work in your territory - you can take work around all areas of the Central Coast / Newcastle / Hunter and Port Stephens (you could even take work in Sydney if you want to, not that we would recommend it !)

When can I work?

Franchisees nominate the days they want to receive new work from the National Administration Centre, and the hours of the day they wish to receive new work.

What services can I perform?

Franchisees nominate which services THEY wish to provide.

Franchisees may choose to provide services such as mowing, hedging, gardening, pruning, mulching, rubbish removal, landscaping, gutter cleaning and more.

What about lead generation and job allocation?

Jim's Mowing's extensive advertising generates more leads than our Franchisees can handle. This is work you could be getting paid for today!

Enquiries are fielded by expert staff in our National Administration Centre. They pass enquiries to the Franchisee in their area.

You nominate where and when you would like to work, and the National Administration Centre will send you an equal share of those leads. This gives you control over where and when you work.

Income Guarantee - \$1500* Per Week

The Jim's Group knows how hard it can be to decide to go into business for yourself. BUT we also know that our business works if you follow the system, are committed to looking after your customers, and deliver first-class service every time.

And so we stand behind this by guaranteeing that every new franchisee, buying a new franchise, will receive a minimum value of work every week over a rolling 4 week period.

Unique to the Jim's system, a monthly work guarantee exists to make sure that starting a business does not mean financial stress.

In truth, Jim's Mowing rarely pays out a work guarantee since it is highly uncommon for franchisees to need it, even in their first month; however, it means that you can feel secure that your family income won't be affected by your move to owning a business.

It also provides a measure of security to banks and other financial institutions who might be looking at financing your franchise for you.

*Terms & Conditions apply

How it Works

Naturally, you must be available and ready to take as much work as we send you.

If after this, you still don't receive the guaranteed amount of work per month, let your franchisor know and they will talk to you about a payment for the difference.

In exchange for this payment, you will offer free promotional services to potential customers in your area. This gives you the chance to practice your professional and customer service skills and leads to a solid customer base and plenty of referrals.

There are some other conditions, but these revolve mainly around being ready and able to handle the work and promoting your business as much as possible.

Your franchisor can explain the Pay for Work Guarantee in more detail at your franchise interview.

TRAINING FOR SUCCESS

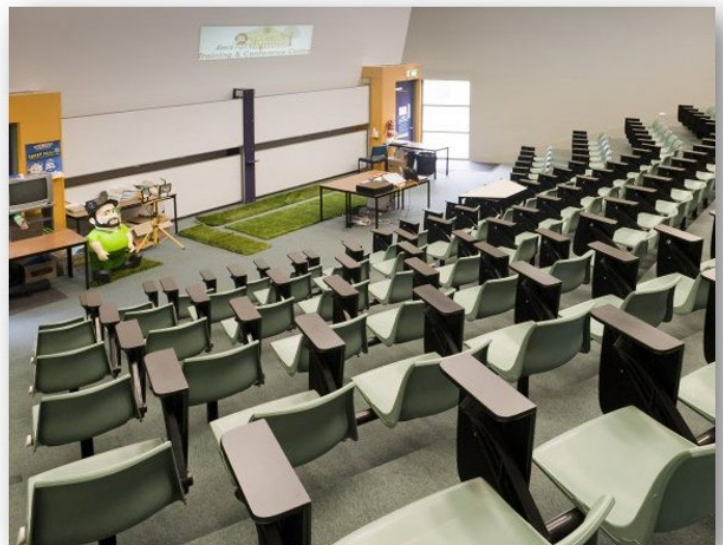
Training is held at Jim's National Head Office in Mooroolbark, Victoria and you will be required to attend a 6-day business training course along with other new Jim's franchisees from all around the world.

This course divided into 3 days generic franchisee training followed by 3 days Jim's Mowing specific training.

While at the training center you will have the chance to meet new franchisees [not uncommon for there to be 40 or more attendees] from all of the divisions and from all around the world. This is a fantastic opportunity to see for the first time the power of the Jim's Group that you are joining.

The franchisee training program is designed to give you all the information and skills you need to become a true business owner, rather than someone simply working for themselves. Topics covered include, the Jim's system, bookkeeping and finance and of course you have the opportunity to hear from and to meet Jim in person.

Most franchisee who know nothing about gardening and lawn mowing before going to training, come away feeling 100% confident knowing they have the full support of their franchisor and the network of franchisee's in the region.



It's not until you go to training that you realise how big the Jim's Group are. You will also get to meet the owner and founder Jim Penman's.

In the same way that we would not expect you to know how to drive a car without lessons, we don't expect you to know how to mow a lawn properly without being shown how.

At the training course you are provided with the basic building blocks of OH&S, how to work safely, business planning and customer service.

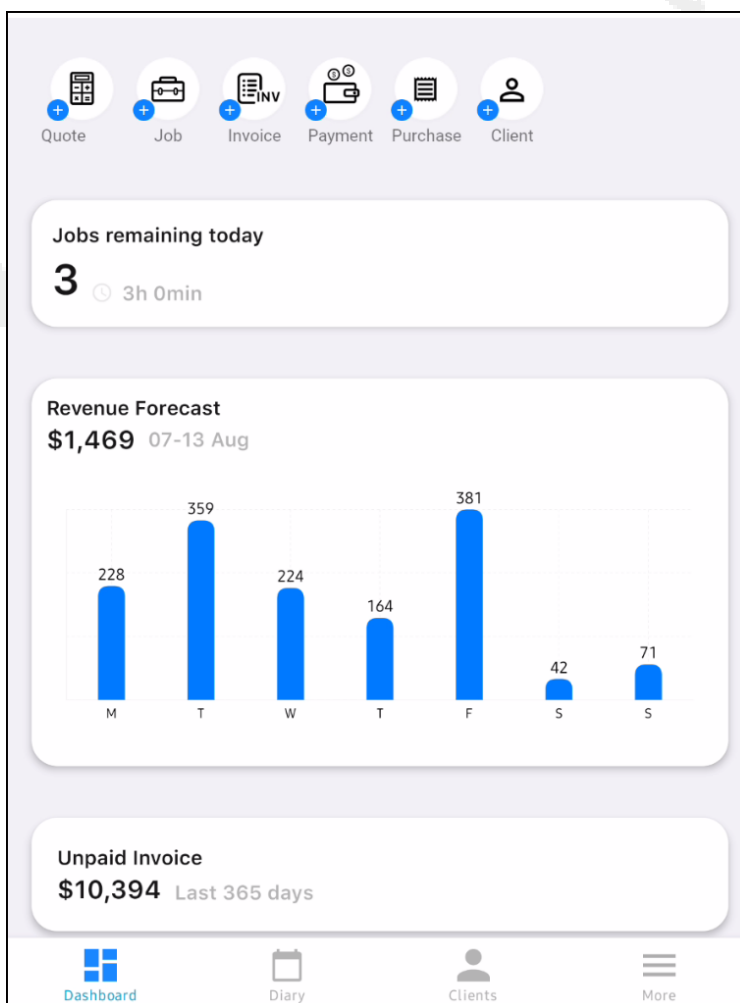
You will also receive extensive on-the-job training from your franchisor when you start in your franchise. This can range from just a couple of days to as many days as you feel that you need to be comfortable and capable of doing most of the advanced jobs.

We make sure that you are trained, prepared and confident from day one.

Software to manage your business

You will gain access to a software platform to run from your phone or PC that enables you to perform all the functions required to run a business

- Scheduling
- Invoicing
- Quoting
- Expense Management
- Client Records
- Automated Reminders for
- Payments
- Appointment Reminders
- Quote Reminders
 - Bulk Marketing
 - Plus so much more.



The job list interface shows a date filter for 'Thu 10 Aug' with 4 jobs totaling \$164.00. Each job entry includes a duration, name, address, and status.

Duration	Job Name	Address	Amount	Status
1h	test 2020 12	ART. TURF, OvenClean	\$44	INVOICED
1h	test, mickey mouse	MAGENTA 2261 Pebble Beach Ave 22	\$70	NOT DONE
1h	Kelly, Chad	FERN BAY 2295 Piper St 12	\$45	NOT DONE
11:15 - 1h	app 2222	THE ENTRANCE NORTH 2261 Mini St 22	\$5	NOT DONE

Fees – What will I pay?

Like all Jim's Franchises, the Central Coast & Newcastle Region mowing region uses Lead Based Fees. Franchisees pay set monthly fees and then a small additional fee for each lead they receive rather than the work they do, which rewards good operators who pick up their own work from repeat clients and referrals. The average Franchisee pays monthly fees, including the advertising contribution, of approx \$190 + GST per week including their advertising levy, tech fees plus their new leads for that month. The fee structure will be explained during an interview.

"My franchise fees are covered by the first 2 or 3 jobs I do on a Monday Morning"

The Franchise Agreement

The following is a summary and explanation of some of the main clauses of the Franchise Agreement. It is imperative you understand this is only a general summary. The Agreement is intended to be fair to both parties; however, it is essential that you seek independent legal advice to understand your legal rights and obligations fully.

A Draft Agreement will be made available if requested after "passing" the initial training day.

1. The Regional Franchisor is obliged to provide meeting & training seminars, and to assist, if possible, to get other franchisees to look after your clients in the event of sickness, accident etc.
2. The Regional Franchisor is bound by contract to spend the regular advertising contribution on advertising and related expenses to gain new clients.
3. All leads generated in a specific area will first be offered to the territory owner. The aim is to build an ultra-dense business, which minimises travel time. This "Territory" is the key to the value of the business.
4. The key requirement of the Franchise Owner is to maintain the clients in the round. The Franchise Owner must endeavour to add as many (or more) regular clients as he/she is losing. This is normally easy for a good operator, as a quality service encourages referrals.
5. The Franchise Owner is self-managed, quoting, working, and invoicing their own customers. There is no day-to-day manager or supervisor – rather a franchisor and team available to give advice and assistance, teaching and helping the Franchise Owner to build their own great little business.

New Franchise Owners will be asked to undertake Police checks.

Benefits of Being a Jim

There are numerous advantages in purchasing a Jim's Mowing Franchise. Listed below are some of them;

1. **CHOICE!! +LIFESTYLE AND CONTROL.** You are the business owner, and ***you have choice.*** If you wish to take an afternoon off for fishing or to attend your child's school function – you can. The unquenchable demand for our services (over 45,000 unserved requests in 2021) means we choose our customers – and we keep only the best. Then your success is directly related to your effectiveness in the business, not turning up each day for 8 hours. Your Regional Franchisor supports you, but ***you control your life and your business.*** Our aim is to grow and develop businesses and business people, to provide you with all the support (within reason) you require to allow you to be the best you can be and allow your business to be the best it can be.
2. **FAIRNESS OF FEES.** Monthly Fees are based not on your turnover but are fixed per month. You can even put a second trailer on the road, and they stay the same.
3. **FAIRNESS OF WORK ALLOCATION.** Our computerised new lead allocation system and lead fee system ensures those who want more work can get it. We have the incentive to find and supply you with work on top of your regular clients. You have the security to know that our commitment to you continues beyond the advertised income level – if you choose.
4. **QUOTE YOUR OWN WORK.** Jim's Mowing believe you should quote the price for your own work. It takes a little more time, but this places the responsibility for the job with you and more importantly starts to build rapport with the client. This will undoubtedly turn into extra work from those clients in the long term. Often you can complete the job on the spot – that's the way to get off to a good start with the client!
5. **A CO-OPERATIVE SYSTEM.** The Jim's Mowing system is fundamentally a co-operative. The more successful each Franchise Owner becomes, so the value of all Jim's Franchises will grow. Newcomers to the business are usually impressed by the willingness of more ***experienced operators to give you help and advice.*** Through attending the regular meetings this co-operative spirit is strengthened.
6. **TRAINING.** Regular seminars are held that benefit Franchise Owners. These sessions are not only aimed at improving your gardening skills but to assist your business in reaching its full potential. Subjects could be pruning workshops in Autumn or accounts near the end of the financial year.
7. **ADVERTISING.** Jim's Mowing takes care of your general advertising needs including at times; Television, Radio, Selected Newspapers, Google Adwords, Google My Business, Social Media. Jim's actively invest to maintain the exposure that make Jim's ***one of the most recognisable organisations in Australia.***
8. **HIGHER RETURNS.** From a client's point of view, gardening is no different to most things in life, ***you get what you pay for!*** We believe in a quality service at a quality price. Our advertising emphasises the fact that we provide a quality service with the right back-up. Clients are happy to pay slightly more because they perceive Jim's Mowing as a professional service. For a relatively small investment you can create a business that generates 200%, 300% (or higher) returns on the investment. Full use of our system can produce an effective hourly rate twice that of independent operators.
9. **REDUCED TRAVEL.** You will find that while your business is new you may be travelling large distances from client to client. As your business matures the Jim's Franchise system enables you to "compact" your territory by selling or swapping your clients with other Franchise Owners. This minimises your travelling time between jobs and increases efficiency. For this reason, many established Franchise Owners earn well over \$2500 (incl GST) per week (by themselves).

10. **INCREASED BUSINESS.** As a new Franchise Owner in a new Territory you are guaranteed work to earn at least \$1500 incl GST per week. Most earn much more. Eventually you will have as many clients as you are able to maintain. A well organised Franchise Owner should be able to take on new clients indefinitely by employing or growing & splitting. We have a 'Job Management' package to keep track of your customers.
11. **REDUCED COSTS.** Jim's Mowing is the largest organisation of its kind in the world. This gives us the benefit of *group purchasing power* with suppliers lining up to give us a better deal. Discounts on vehicles, phones, insurance, trailers and equipment make a big difference when establishing a business and are a huge advantage in keeping running costs as low as possible. Central resources for creating and updating safety manuals ensure access to the best systems and advice. These discounts are passed on to you.
12. **SICKNESS, ACCIDENT AND HOLIDAYS.** A serious injury or prolonged absence can spell disaster to a small business owner. As a Jim's Mowing Franchise Owner, it is merely a matter of one phone call. It is in our interest as much as yours to ensure that your clients are well serviced. In the event of illness, injury or holiday a fellow "Jim" will ensure your clients are well cared for until your return.
13. **CASH FOR SURPLUS CLIENTS.** At some time, you may wish to sell those clients that are hindering you developing your round. Excess regular clients may be sold to another willing Franchise Owner, or to the Regional Franchisor if he requires clients to build a new Franchise Territory. Alternatively, you may wish to swap clients with a neighbouring Franchise Owner, either way it can be very lucrative for an operator who is good at picking up clients.
14. **WORK DISTRIBUTION.** You have the *"right of first refusal"* to any work in your Territory. So how do we allocate work? The Call Centre and online booking system are fully computer automated, at the touch of a button we are able to see if you require work for any given day and area. You log into the online system at least once per week to advise how much work you require for that week. When a client contacts us requiring work in their garden the system will allocate the work to the Territory owner unless previously advised that they cannot handle any more work that day. If the Territory owner cannot handle the work the job will be assigned to another Franchise Owner who can service the client, this is where you can pick up work in other territories.

Our computerised system will text new leads and messages transferred directly to your mobile ph, usually within seconds of receiving the enquiry. This gives you an edge over any competition. Fast response to customer calls, keeping in touch with clients when you are running late etc can mean the difference in getting more work and sets you apart from the crowd.

15. **'GOLDBLOCKS' BUSINESSES WITH UNLIMITED POTENTIAL.** Most lawnmowing contractors remain just that; lawnmowing contractors – desperate for each new job. Our Franchise Owners are business owners, who create the business that is "just right for them". Some employ staff, and *have built a substantial business*, others earn great money for limited time input - Jim's Mowing suits both. Even if you want to only work 15 hours per week you are still better off using Jim's systems. We will, at every opportunity, assist you in becoming a successful Franchise Owner; after all, when you succeed.... so, do we.
16. **HIGH RESALE VALUE.** One of the major benefits of Jim's Mowing is that established rounds may be readily re-sold. Each new regular customer adds value to your Territory.
17. **INTERNATIONAL MARKET LEADERS.** With Jim's Mowing you are part of an international franchise system. Our focus in continuing to be market leaders ensures your future with leading systems and software to help you make more money and save time. To protect your investment, we have strict uniform and work standards.

Jim's Mowing franchisees have a better work life balance, spending more time with their family, because they decide their work schedule.



Summary

The purpose of this document is to provide you with as much general information as possible, however, it is difficult to cover all areas of the business here.

We encourage you to consider all your options before deciding. Look carefully at the system and determine for yourself that it is indeed the best around and offers you the best opportunity. We encourage you to make an appointment to meet with your Regional Franchisor for a general discussion. This will enable us to answer any questions you may have and gives you the opportunity to see firsthand how our system operates. Bear in mind also, that we will be looking at you to determine if you meet our standards to be a quality "Jim". You are advised to seek independent legal and financial advice before entering any contract.

Next Steps

You've decided that you wish to look further into owning a Jim's Mowing Franchise. Here are the steps that you need to take.

- We get together for an informal interview / discussion (with your partner too is ideal)
- We setup a observation day for you with an experienced Franchise Owner. You see firsthand what is involved in owning a Franchise, and we assess your suitability for the business
- We then met again to discuss your options and next steps
 - A Proposed Territory
 - Training Dates for Melbourne
 - Police Check
 - ABN Details
 - Document Generation
- We send you the Franchise Agreement ensuring you have at least 14 days for due diligence
- Register you to attend the 6-day Jim's Group Training course in Melbourne.
- Complete your Business Plan.
- We sign the legal documentation and set a starting date
- Take over the business – with help from the selling franchise owner to mow ALL of the regular clients
- Start trading as a "Jim" and enjoying your new lifestyle.

Contact:

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Discussion Points

- What is the key reason for you to looking to change your career path?
 -
- What are the things am I looking for in a business?
 -
 -
- What income level would I like / need to reach in
 - 6 months
 - 12 months
 - 2 years
- How sort of effort are you prepared to put into this business?
- What three things could be challenging about a mowing business?
 -
 -
 -
- How do I really feel about owning a service-based business?
- Oher Questions you may have?
 -
 -
 -

Why join Jims Mowing?

To get ahead!

- ✓ To earn more than you do now
- ✓ To earn more (MUCH more) than if you were an independent contractor
- ✓ To run a business from home
- ✓ To gain new skills in a supportive, lower risk business
- ✓ To build a large business
- ✓ To learn how to run a business
- ✓ To get rewarded directly for your own efforts
- ✓ To challenge yourself
- ✓ To use your ideas for your benefit
- ✓ To learn from already implemented systems
- ✓ To be part of the biggest and best lawnmowing franchise in the world

To regain a lifestyle!

- ✓ To spend time outside, get fit and strong
- ✓ To have time with family, hobbies and interests
- ✓ To work in the garden
- ✓ To sack the boss
- ✓ To sack your staff
- ✓ To get paid to do handyman projects
- ✓ To be able to talk with real people
- ✓ To spend less time on paperwork
- ✓ To lose weight
- ✓ To help people
- ✓ To work with your hands
- ✓ To be appreciated for your efforts
- ✓ To get out of the morning and evening rush hour

To be part of a fair and ethical well supported team!

Does this describe you?

- ✓ You want to minimize your risk when going into business.
- ✓ You want a proven system and don't want to re-invent the wheel
- ✓ You want opportunities to learn from others – working for yourself, but not by yourself
- ✓ You are keen to work hard
- ✓ You want to build client relationships

What would you like to be earning next year?

How do I make money in a Jim's Mowing business?

As a Franchise you fill out your day with work which will be a mixture of predominantly lawn mowing, lawn mowing with gardening and gardening type jobs.

There will be other jobs that you may do such as

- ✓ Gutter Cleaning
- ✓ Turf Installations
- ✓ Ride on Mowing
- ✓ Pruning
- ✓ Rubbish Removal
- ✓ Fertilising
- ✓ Spraying Services
- ✓ Irrigation Installs
- ✓ Pressure Washing
- ✓ Window Cleaning
- ✓ Other odd jobs

The average lawn will take approx. 40 minutes to complete and generate \$55 on average, you set your own pricing model for all services.

Notes:

This is an example only

- ✓ times / prices vary depending on size of lawns and equipment used
- ✓ prices inc GST
- ✓ businesses vary widely
- ✓ you can seek clarification from Franchisees on trial days.

		Mon	Tues	Wed	Thur	Fri	Sat	Sun
	7 00 am							
	7 10 am	Lawn Mow	Lawn Mow					
	7 20 am							
	7 30 am							
	7 40 am							
	7 50 am	Lawn Mow & Gardening	Lawn Mow	Gardening				
	8 00 am							
	8 10 am							
	8 20 am							
	8 30 am		Lawn Mow					
	8 40 am							
	8 50 am							
	9 00 am	Lawn Mow	Lawn Mow	Lawn Mow				
	9 10 am							
	9 20 am							
	9 30 am							
	9 40 am	Lawn Mow	Lawn Mow	Lawn Mow				
	9 50 am							
	10 00 am							
	10 10 am							
	10 20 am	Lawn Mow & Gardening	Lawn Mow	Lawn Mow & Gardening				
	10 30 am							
	10 40 am							
	10 50 am							
	11 00 am		Lawn Mow					
	11 10 am							
	11 20 am	Lawn Mow						
	11 30 am							
	11 40 am							
	11 50 am		Lawn Mow	Lawn Mow & Gardening				
	12 00 noon							
	12 10 pm	Lawn Mow & Gardening	Lawn Mow					
	12 20 pm							
	12 30 pm							
	12 40 pm							
	12 50 pm			Lawn Mow				
	1 00 pm		Lawn Mow					
	1 10 pm							
	1 20 pm	Lawn Mow & Gardening	Lawn Mow					
	1 30 pm							
	1 40 pm							
	1 50 pm		Lawn Mow					
	2 00 pm							
	2 10 pm							
	2 20 pm			Gardening				
	2 30 pm	Lawn Mow	Lawn Mow					
	2 40 pm							
	2 50 pm							
	3 00 pm							
	3 10 pm	Lawn Mow	Lawn Mow					
	3 20 pm							
	3 30 pm			Lawn Mow				
	3 40 pm							
	3 50 pm	Lawn Mow						
	4 00 pm							
	4 10 pm							
	4 20 pm							
	4 30 pm							
	4 40 pm							
	4 50 pm							
	5 00 pm							
Lawn Mow		7	13	4				
Lawn Mow & Gardening		4	0	2				
Gardening		0	0	2				
\$ for Lawn Mow Average		\$55	\$55	\$55	\$55	\$55	\$55	\$55
\$ for Lawn Mow & Garden Average		\$88	\$88	\$88	\$88	\$88	\$88	\$88
\$ for Gardening (2 hrs)		\$132	\$132	\$132	\$132	\$132	\$132	\$132
\$		\$385	\$715	\$220				
\$		\$352	\$0	\$176				
\$		\$0	\$0	\$264				
Total		\$737	\$715	\$660				

What industry, trade or profession did you leave to become a lawn care professional and why?

Jims Mowing – Blackwall - Sales Manager / Sales Trainer in consumer electronics. Left as it became a nasty, high stress environment plus I was away from home on average 7 nights per month.

Jims Mowing – Boat Harbour - Hotel Licensee After 30 years of dealing with drunks, druggies, and violent customers and 70-hour weeks I thought it was time for a change 😊👍

Jims Mowing - Cessnock - Butcher job became monotonous

Jims Mowing – Narara South - High school, needed a job so started as an offsider, 17yrs later

Jims Mowing Cameron Park – Chef - Hospitality industry is Tuff! Shit hours, working weekend's and night-time, and never time for myself or got to spend with family. BEST decision I ever made! Specially now Covid has hit!

Jims Mowing - Adamstown - Graphic Designer for over 20 years, needed to get away from 10-hour days in front of computer screen and spend more time with my family, should have done it 10 years ago.

Jims Mowing – Umina North - Printer

Jims Mowing – Buff Point - Plumbing store manager after 14 yrs on call 24/7 12 hr days needed to get my life back. Should have done it a long time ago

Jim's Mowing – Mardi - 16 years of corporate life looking after franchisees & product management for Australia's largest BBQ company, commuting to Homebush every day (4hr round trip on a very good day), needed a new life before I lost the family. Same as others, just wished I had done it a decade before I did!

Jim's Mowing – Elmore Vale - Under paid/overworked/unappreciated greenkeeper.

Jim's Mowing – Tuggerah - Green keeper sick of travelling f3 6 days a week to Sydney

Jim's Mowing – Gwandalan - Importer of spare parts for an Audio-Visual company/Musician. Still active as a musician, well, when the big crook ends that is...

Jim's Mowing – Blue Haven South - registered nurse of 24 years cardiology trained in cardiac robotics, no longer needed as I trained each hospital how to do the surgery, putting myself out of work. lol sick of the F3 travel and being away from my family.

Jim's Mowing – Bateau Bay West - Pastry chef

Jim's Mowing – East Gosford - A tree looper / accountancy degree/ never knew what I wanted to do but did enjoy the outdoors doing 12 yrs working for a sub contractor for ausgrid maintaining there vegetation around the powerlines. It ended up being plenty of hrs not getting paid for and getting up at 5 and getting home at 5 or 6 and getting paid for 8 hrs a day!! Like everyone has said wish I had started my business earlier but life is so much happier now!! I can go to my kids school carnivals, take days off when my boys are sick etc!! Life's awesome but you still have to work hard being your own boss to benefit from the rewards which I love !

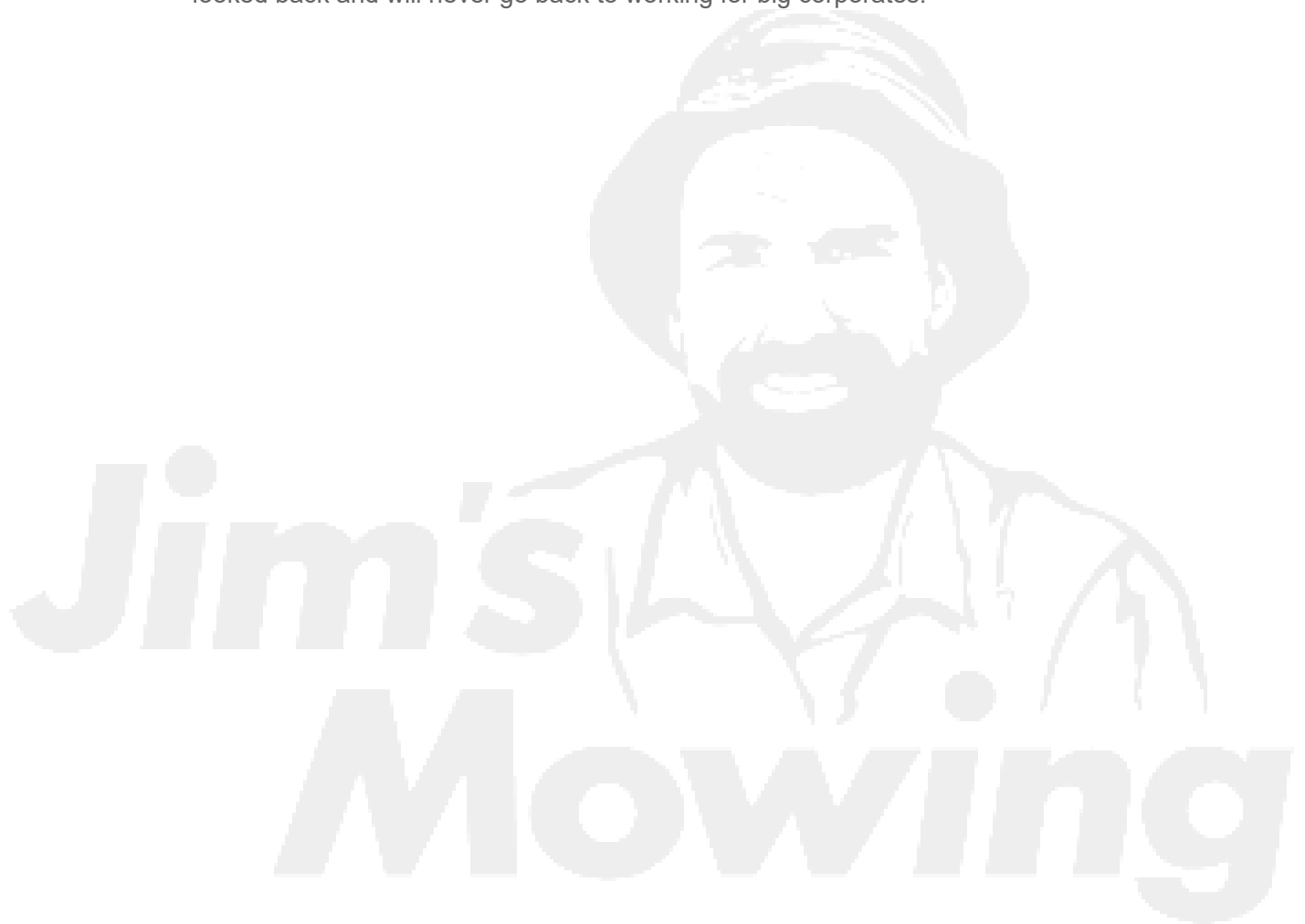
Jim's Mowing – Aberdare - Retail for nearly 20 years and eventually worked my way up to the corporate side of retail working in Sydney while living on the coast. Travelling 1 hour and 50 minutes to work each way, working 12-15-hour days also and the job became frustrating! So here I am. 5 years into Jims mowing and would not change it for the world!!!!!!

Jim's Mowing – Point Clare - Started as an apprentice at age of 17. Telstra really looked after me providing brilliant training and opportunities around Australia. I was lucky enough to design, construct and project manage some of the biggest telco projects, such as the mobile network for the Olympic Games, the NSW Next G transmission network, NSW Dept of education network and many more. I had opportunity to be seconded to Ericsson & Alcatel over the years I was lucky enough to manage a big workforce (700 people) delivering optical

connection to corporate customers. I ended my career with Telstra Wholesale building the networks for the other 104 carriers in Australia. After 30 years the big T provided an out and as I was looking for a change, I took the big step of leaving a great company and a better group of people.

Jim's Mowing – Toronto - Mining and manufacturing doing shift work for 24 years. I needed a change from rotating shift work and more flexibility. Glad I made the change when I did.

Jim's Mowing – Shelly Beach - Sales manager for 15 years travelling to Sydney and all over NSW. Living in motel rooms every 2nd week so family life suffered. Had to get out as just had enough of being away from home and the travel to Sydney. 5 years with Jims and I haven't looked back and will never go back to working for big corporates.



**TAKE
THE
NEXT
STEP...**



Why not come for a Coffee at Tuggerah and fully understand what a tremendous opportunity this business model is to change your circumstances.

We answer your questions, and guide you through how it works, there is no hard sell – at the end of the day, this must be right for you and if we need to chase you to do things, then this isn't the thing for you

Paul