



YourLocal

NZ's Trusted Home Services

Welcome
and congratulations
on receiving this
Information pack.

We have kept it brief and to the point, if you are interested in finding out more after reading this you will have the opportunity to get in touch and set up an interview.



YourLocal

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**HOUSE
WASHING**

**PEST
CONTROL**

**GUTTER
CLEANING**

**ROOF
CLEANING**

Can you say YES to the following?

- You want to get into your own business?
- You are motivated to be the driving force of the business?
- You want an opportunity to earn \$100.00 per hour?

Did you answer yes to the above?

Great, you can read on!

Contents of information pack

- YourLocal: How did we come about?
- How you will benefit from buying a YourLocal franchise.
- You will benefit from multiple income streams.
- Your great opportunity to make a good return on your investment.
- Your opportunity to get paid what you are worth.
- What you get for your bucks.
- Do you have what it takes?
- Your opportunity to be in business at hugely discounted prices
- Let's do this.



How did we come about?

YourLocal Director Dave Brewer started his first business at the age of 26 while he was gaining business experience managing multimillion dollar supermarkets in the Waikato. His entrepreneurship was passed onto him from his parents who were self-employed for as long as he can remember.

Dave has started or bought and built up nine businesses in the retail and service industry (one of these ventures was a franchise so he knows what the down falls can be if you do not do your due diligence). These business ventures have given Dave the insight into what it takes to start a business from scratch, grow it through good marketing procedures, make it profitable and then how to get to a point that you can either have a team working for you or sell it on and make a good profit.

Dave's passion for small business and a desire to grow them is what drives him.

The new goal is to build the YourLocal brand to become a household name throughout New Zealand.



How you will benefit from buying a YourLocal franchise

When you buy a good franchise, you are buying a turn key operation. This means you can start earning from day one. Not just that, you should expect every aspect of the business will be 100% set up for you.

There are plenty of surveys floating around giving you statistics about how many new businesses fall over within the first year and it is so true. The success rate for franchise models is approximately 30% higher. That's because a good franchise will have many advantages over an independent business operator.

A YourLocal franchise gives you these start up advantages : think of a bridge - there are 12 pillars holding it up. Each pillar plays a very important part in making sure it doesn't fall over either when things get shaky or super busy.



Now imagine yourself starting a business and compare how your pillars would look. Would they be 100% ready to go on day one?

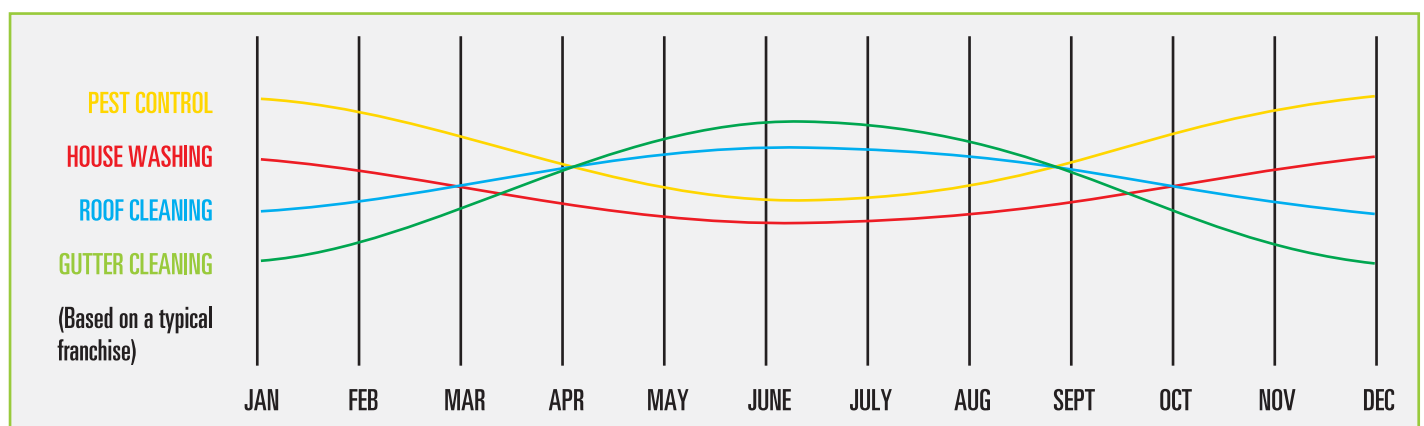
When you buy a franchise from YourLocal each of these pillars is 100% sorted for you. That's a pretty good benefit!

You will benefit from multiple income streams

If you ask any small business owner this same question: How is business this month?, I guarantee you will hear plenty of them saying "it's dead", "it's quiet", "it's a quiet time of the year", etc.

That won't be the reply for just one month of the year either. It's no myth that running a small business is hard. One of the main goals for a small business is to have a steady income all year round. Imagine if you owned a ski shop you would be flat out coming into and during winter, but what happens over summer? Creating a steady year-round income takes much planning.

Multiple income streams are exactly what small businesses need and YourLocal will support you with this. Firstly, look at your business, break it down to as many services as possible. Then market these services at different times of the year, look at any seasonal changes. Add to that multiple marketing methods such as Facebook, flyers, email marketing, signage etc. Then take advantage of the YourLocal database available from all of the other brands of YourLocal.



Whatever business you purchase - will it offer you sales 12 months of the year?

Your great opportunity to make a good return on your investment

You will be trained to the point of competence while using a tried and tested system. Add to that a strong marketing plan which has many approaches. All it will take is your dedication.

If you are willing to put the hours in initially you will make a good return on your investment.

As you will see the pricing YourLocal achieves is designed to give you a **minimum average** Gross hourly rate of \$100.00 plus GST. It needs to be to ensure you are earning a good income.

Your monthly goal will be broken down to daily targets and these will increase as the weeks go on. The Weekly goal after a year's trading should be grossing \$700 per day over 5 days there is a tidy \$3500.00 per week gross. How quickly it gets there is up to the dedication you are willing to put in.



I'm sure any accountant would be happy if you were averaging \$100.00 per hour.

www.yourlocal.nz

 **YourLocal**
NZ's Trusted Home Services

Grow Your Business
Grow Your Team

Your opportunity to get paid what you are worth

These jobs have been taken randomly from the Hamilton Franchise directly from the Xero accounting system. They cover each of the four main services and if you come onboard I can show you these actual job invoices.

Let's take a look

Gutter clearing

Clear and rinse gutterings. - Time involved 1.5 hours- Charged \$170.00 plus GST

Gutter clearing

Clear gutter on 3 x 2 bedroom dwellings -Time involved 3 x 1 hour - Charged \$450.00 plus GST

Roof treatment

Treat roof for lichen - Time 1.5 hours - Charged \$240.00 plus GST

Roof treatment

Treat roof for lichen - Time 2 Hours - Charged \$300.00 plus GST

Pest control

Supply Rodent bait stations interior and exterior - Time 1 hour Charged \$169.00 plus GST

Pest control

Treat lunch room for cockroaches - Time 1 hour - Charged \$180.00 plus GST

Exterior house wash etc

Water blast roof - Remove rose bush from roof of garage - Gutter clean - Exterior house wash

Sales - \$920.00 plus GST - Time 8 hours Charged \$920.00 plus GST

Exterior house wash etc

Clear guttering - Wash house - Treat roof for lichen - Time 5 hours Charged \$530.00 plus GST

What you get for your bucks

This includes the following:

- A tried and tested product. Our services have been trialled successfully in three separate businesses.
- Support setting up your legal requirements including your own H & S system requirements.
- Your own accounting system, including invoicing, budget and quoting set up in Xero. This will include training on xero accounting
- You get support in writing your own Business plan. This is a document that will give you a road map to follow, it also helps you focus on the important things.
- A reputation. Your local has been built on offering it's clients excellent service, value for money and this shows with the way it has grown to date. You receive all branding requirements, including business cards, flyers, etc.
- A marketing plan which will be designed with you and will offer many different approaches. This will make you hit the ground running and earning from day one.
- Your Training plan. This starts from the day you confirm your purchase. There is a detailed training plan which is designed not to overwhelm you but to give you the information in a detailed manor.
- A plan for on-going support including setting goals for continual growth of the business. This is held in high regard. YourLocal rely on having their team being competent in what they do which in turn gives them the opportunity to grow their business.
- CRM Customer management system (for re-selling to clients). This is something not all businesses do well. You will be set up from day one to use a data base and trained in reselling to your clients
- Product and equipment, everything you need so you can perform all of the services of the YourLocal franchise you have purchased.

Do you have what it takes?

Is this for you?

YES?

This is where you need to start thinking seriously whether you are suited to running your own business. YourLocal have it in their best interests that each franchisee will be successful in building a business which is profitable and meets the goals of the franchisees.

YourLocal will not sell a franchise to just anyone, it is not in the interests of the company to do so. However, that does not mean that you are guaranteed success. Even though the system is tried and tested, at the end of the day, to get it off the ground you will need to be ready for some challenging work ahead.

You will have a robust business plan with fortnightly marketing tasks to help get the franchise working for you. However, to be sure you may want to check yourself against this checklist:

- **You can commit to learning and applying the systems of YourLocal franchise;**
- **You are reasonably fit and able to do some physical work;**
- **There is a desire within you to grow a successful business; and**
- **You have good customer relation skills.**



There is comfort knowing it is in the best interests of YourLocal that you are successful.

Your opportunity to be in business at hugely discounted prices

First five sold are HALF price!

YourLocal have two franchise opportunities:

YourLocal
Pest Control

~~\$19,990~~

~~+ \$3000 for
product, equipment &
training~~

NOW ONLY

\$9,995

**+ \$3000 for
product, equipment &
training**

YourLocal Housewash, Roof
& Pests

~~\$29,990~~

~~+ \$9000 for
product, equipment &
training~~

NOW ONLY

\$14,995

**+ \$9000 for
product, equipment &
training**

Prices exclude G.S.T.



Let's do this

Have your initial questions been answered?

- **Yes, it is a profitable business.**
- **There are benefits of buying a franchise rather than starting your own.**
- **You would like this type of work.**
- **YourLocal have what it takes to support me in my business venture.**

Your next step is to call Dave Brewer to arrange a telephone interview. From there you will be sent an application form and you will need to sign a confidentiality agreement. An interview will be arranged and who knows you may be in business before you know it!



If you like what you have seen and you have what it takes, give Dave Brewer a call on 021 222 8601 or dave@yourlocal.nz.