



ISSUE 03



FRANCHISE INFORMATION

www.jimscleaning.net.au



CONGRATULATIONS,

On making the decision to become a business owner.

By taking the first steps towards joining **Jim's Cleaning**, you have begun the journey towards setting your own hours, deciding your own income and controlling your own life.

MAKING IT SIMPLE

Nothing could be easier than owning your own Jim's Cleaning Business.

In one easy step, we provide you with all the equipment; training and ongoing support you need to ensure your success.

Then, once you get started we will advertise and send you extra work so you have no headaches and can simply get on with enjoying your new life.

FOR YOURSELF NOT BY YOURSELF

Being in business for yourself does not mean that you are in business by yourself because over 3000 franchise business owners are now enjoying the benefits of being part of the biggest services group in Australia. You can now find Jim's Franchises in New Zealand, Canada, and United Kingdom as well as in Australia.

These benefits include access to the best people in the industry to act as business mentors, being part of the best and fairest franchise system and of course being offered the best national deals and prices for a comprehensive range of goods and services.

Franchise owners come from all walks of life and from all parts of the globe but share the common goal of 'turning passion into profits'.

YOUR FUTURE STARTS HERE

When you are your own boss you can choose your own hours and your own lifestyle. With a Jim's Cleaning Franchise, we remove the insecurities associated with setting up your own business, while at the same time giving you the independence to grow as big as you want.

Best Wishes,

HAYDAR HUSSEIN
Founder of Jim's Cleaning Group

DID YOU KNOW...

Jim's Cleaning Group is the largest division after mowing?



From all walks of life, our team is made up of hundreds of amazing people with stories to share.

Franchise owners in the Jim's Cleaning Group come from all parts of the globe and every past career you could think of, from bank managers to cleaners to bus drivers.

Many work in teams with their husband, wife or other friends and relatives.

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

The diversity amongst our group means that the sheer amount of ideas,

skills and experience within our group is an asset to all.

Each team member is an important part of the group and we have monthly newsletters, social events, training and franchisee meetings which are designed to share ideas.

In short—working together, anything is possible.



Haydar Hussein used to work in a bank — as his father had before him. After nearly 10 years there, he started his own cleaning business, The Cleaner Choice.

Far from being satisfied being the 'little cleaner man in his own little van' (albeit making plenty of money), Haydar soon realised that the way to grow his business and maintain great service was through franchising. Haydar bought the franchisor rights for Jim's Cleaning.

"Everyone told me I was crazy to pay money for a logo" he says. I told them "I can see things you can't see."

Nowadays, Haydar owns the rights to 6 specialised cleaning divisions in Australia & New Zealand. He still speaks to franchisees and franchisors every day and enjoys time at home with his wife and four children in his spare time.

Jim Penman sold his first mowing franchise in 1989 and the rest, as they say, is history. Jim was a mowing man not only in the right place at the right time, but passionate enough about customer service to earn his business a reputation that is second to none.



DID YOU KNOW...

The Jim's logos are recognised by more than 96% of the general public?



REGIONAL FRANCHISORS

Regional franchisors were first put into place by Jim to ensure that franchisees received first class support and guidance, in turn ensuring great customer service and further strengthening of 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 of which is designed to maintain and grow your business and the Jim's brand for you.

Your regional franchisors details are included with this brochure.

THE JIM'S LOGO

One of the biggest reasons people join a franchise group rather than risking it on their own is that you are able to use an iconic identity to promote yourself.

Based on a simple line drawing of Jim Penman's face, the Jim's logo is now one of the most recognised pictures in 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 Cleaning franchise you represent a great name which customers already trust and this means that you are half way 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 CLEANING GROUP VISION

We have a clear vision with goals set to take us through the next 5 years and beyond.

With realistic targets and true ongoing support we are confident that we will grow to 1000 franchise business owners nationally – job leads are growing and our brand awareness is getting stronger each day

We are now truly national and have franchisees in every state and territory that can undertake work in most areas of Australia. In addition the growth of alliances with specialist suppliers and corporate customers can only benefit each and every franchisee.

DID YOU KNOW...

You are not limited to your territory and can work anywhere you like?



As a successful franchisee, you are granted the rights to purchase and operate a Jim's Cleaning business in a territory comprising homes and businesses for the provision of cleaning services to domestic, commercial, governmental and industrial markets not limited to homes, businesses, offices, factories and retail shops.

Your territory is non-exclusive which means that you get the first option on all work however if you decline the lead this will be offered to another franchisee. Of course this also works the other way in so much as you are not limited to only working in your own territory.

You can grow your business to any size without purchasing additional territories or franchises and are encouraged to expand your business by employing staff and/or investing in additional vehicles.

Jim's Cleaning are arguably the best known general cleaning company in the cleaning industry. This builds a trust and expectation which means that many larger companies will contact us first for commercial contracts. We also find that the inherent security of using Jim's Cleaning is a welcome relief for childcare centers, schools, kindergartens and medical centers.

Having the Jim's name behind you will take you to a level far above the competition and your work, prices and customers will reflect this.



DID YOU KNOW...

There are always opportunities in the group to step up and become area managers/franchisors?

THE BUSINESS

A Jim's Cleaning 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 who you can learn from and share ideas.

GETTING YOUR FIRST TASTE

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

You also get to speak with an experienced cleaner, on a one to one basis, about the business and the income.

Be comfortable that the business suits you.

ACCEPTANCE

If the trial day goes well, you will be invited to purchase a franchise and to choose a territory. If you need finance for the business at this point, we can assist you to prepare information to your bank and we may be able to offer vendor finance.

TRAINING FOR SUCCESS

The training is held at Jim's Global Head Office in Melbourne, Australia to attend a five day business training course along with other new Jim's franchisees from all around the world. If you have not worked in this industry before, you will also be trained in a range of professional skills.

I knew nothing about the cleaning business before I went to training but I left feeling 100% confident.

START MAKING MONEY

After training your franchisor will work closely with you helping you to understand how to use the Jim's system and where to find everything that you need to start your business.

You can start working straight away, and from Day #1 every new customer from your territory [and surrounding suburbs] is sent to your phone [via SMS] as a lead. A small lead fee is payable for each new customer, irrespective of how much the lead generates in income for you and you only pay once. Your customer is your customer for life. Any work that you generate for yourself does not attract any fees whatsoever.

DECIDING WHERE TO WORK

Before you start, you tell us what areas you would like to work in, and choose your own working hours. You can work where and when you like. Leads will be directed to you to make sure that you have plenty of work and get off to a flying start. If you receive too much work you can reduce the areas that you service.

FUTURE CHOICES

Once you've been running your business for a while you might decide to put employees on, or to sell part of your business off for a profit. Or you may decide to specialise in particular services or sectors to make more money. All this is possible at no extra cost to you.

DID YOU KNOW...

Most franchisees in the group average way above the minimum Pay for Work Guarantee?



PAY FOR WORK GUARANTEE

The Jim's Group knows how hard it can be to make the decision to go into business for yourself. BUT we also know that our business works if you follow the system and are committed to looking after your customers and delivering a 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.

The actual amount of the guarantee is based on your territory and your regional franchisor will confirm this with you.

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

FAMILY SECURITY

In truth, Jim's Cleaning rarely pays out work guarantee since it is extremely 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.

Having the Jim's work guarantee made my wife and me feel a lot better about starting our own business. We knew that we would make enough to pay all our bills and to feed the family from day one.

HOW IT WORKS

Naturally, you need to 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 week simply let your Franchisor know and Jim's will pay 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 as well as leading 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 yourself as much as you can.

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

DID YOU KNOW...

You only pay for NEW leads... when a customer calls back that lead will be sent to you free of charge?



WHY WE CHARGE FEES

All franchise systems charge a regular fee in return for their support, as you will no doubt know if you are investigating your business options. These generally cover all work that the franchisor does for you, including advertising, training, meetings, and advice and support.

Your fees also cover a full time dedicated Jim's Group Call Centre which answers your customer calls professionally and sends the leads by SMS to your mobile phone.

It's very similar to having your own personal assistant handling your calls

The reason that the Jim's system has grown so fast is that the fees system ensures that more money stays with franchisees.

LOWER FEES EQUAL HIGHER PROFITS

We believe that franchise fees should be kept as low as possible to ensure that more money stays in your pocket.

Quite simply we would rather have lots of franchisees making great money than a few paying us exorbitant fees.

FIXED MONTHLY FEE

Once you're up and running you will only pay a monthly franchise fee, less discount for on-time payment. This fee covers all administration and customer calls.

Jim's Cleaning does not charge you a percentage of your income and does not make you pay for work you do on an ongoing basis.

USER PAYS SYSTEM

You only pay for the work you receive, when you want it and where you want it.

For each new lead sent to you a low fixed lead fee will apply, regardless of the type of job. For example it may be a private home (domestic) cleaning or a builder with several apartments. The fee remains the same.

You only pay for each job once, even if you end up looking after that customer for years.

Note that a 15% discount also applies to leads, which allows for the leads that you might not be able to service.

We believe that this is your business and any work you do to promote your business should bring you more rewards.

DID YOU KNOW...

You will continue to receive ongoing support and training from your franchisor (area manager)?



MAKING BUSINESS OWNERS

The first part of your induction program involves traveling to the Jim's Group head office in Mooroolbark, Victoria at the foot of the Dandenong ranges to attend a 5 day business course with Certificate IV in Business.

This is a residential course divided into generic franchisee training followed by Jim's Cleaning Group industry 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.

It was only when I went to training that I realised how big the group was. Jim Penman's session was inspiring.

INDUSTRY TRAINING

In the same way that we wouldn't expect you to know how to drive a car without lessons, we don't expect you to know how to clean a house 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 return to your territory. 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.

BUSINESS ASSIST

All franchisee have access to the Jim's Cleaning Group resources web site and to the Jim's Cleaning web site, which host operations manuals, letter templates for sales and promotions, links to preferred suppliers, professional hints and tips and much more.

DID YOU KNOW...

Jim's Cleaning Group has invested in an iPad application which also means you can run a paperless business?



Australia is a country of many extremes, vacillating from floods to droughts in only a matter of months with some states underwater whilst other states experience a heat wave and yet throughout this Jim's Cleaning continues to work.

Being aware and taking care of the environment is no longer optional and at Jim's we believe that it is time to start to do something about protecting our beautiful country and not waiting until we are forced to by legislation.

At Jim's we support the use of Natural Cleaning products which are made by renewable and harvested citrus crops and other plantation by products and turned them into most natural, highly biodegradable cleaning products ever produced for commercial use. They contain no phosphates, sulphates, petroleum solvents or benzene detergent bases.

By using biodegradable cleaning products, we are caring for our customer's homes, the environment and your wellbeing.



DID YOU KNOW...

You can speak to all our franchisees?



After being in the printing industry for 18 years I was looking for a way to work for myself. Having no business skills and having no family in business I decided the best way for me to have my own business was to consider buying a franchise. I looked at a number of franchises and Jim's stood out from the pack, not only did they have an established name but a great reputation. After speaking with my franchisor Steve and other franchisees and spending some time out on the field seeing what it's like, I knew it was for me. Once I decided to buy a franchise I was really excited to get going and for the first couple of weeks I couldn't keep up with the amount of leads that came through. Within eight weeks I had a good regular client base and in twelve weeks I couldn't take on anymore clients.

I have been going now for three and a half years with a mixture of both commercial and residential clients and still have some clients with me from when I started and I am earning more than double the income from when I was printing.

The support you get from Jim's is amazing, Steve is always helpful and the knowledge you get from other franchisees also comes in handy. It has been a great decision buying a Jim's Cleaning franchise with the flexibility of choosing your own hours and the great support you get I highly recommend buying into such a great franchise system. **TONY CIUFFETELLI - Jim's Cleaning Monash**



Before joining Jim's Cleaning my husband and I owned and operated a bakery on the Gold Coast for several years. The work was long and hard placing pressure on our family unit, something had to change. After investigating the recognised cleaning franchises Jim's Cleaning clearly proved to be the best value in terms of earning capacity and support. In the early days of building my regular client base I would take on vacate cleans to keep the money coming in, then in a relatively short time I was fully booked with regular clients.

The Jim's system works, our income stream is great and our family situation is so much better. **AMANDA OLSEN - Jim's Cleaning Molendinar**



12 months ago I made a decision to buy a Jim's Cleaning Franchise because of the great reputation and the powerful brand. One of the best things about the being a Jim is you can choose and set your own working hours to suit your family and lifestyle.

I have been a Jim's cleaner now for over a year and I can see my business is growing everyday and going really strong. **VIKKI TOWNSEND - Jim's Cleaning Whittlesea**

DID YOU KNOW...

In Jim's Cleaning business, you can build and sell your customer base?



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

| REMEMBER TO ASK: | JIM'S | OPTION 1 | OPTION 2 |
|---|-------|----------|----------|
| Can I speak to all of your other franchisees? | ✓ | ? | ? |
| Have you got a proven track record? | ✓ | ? | ? |
| Can I choose my territory? | ✓ | ? | ? |
| Can I work outside my territory if I want extra work? | ✓ | ? | ? |
| Do you take a percentage of my profits? | X | ? | ? |
| Can I resell my business? | ✓ | ? | ? |
| Do I have to pay fees for referrals I get? | X | ? | ? |
| Can I add another van at no charge? | ✓ | ? | ? |
| Can I have as many employees as I want? | ✓ | ? | ? |
| Can I do both domestic & commercial work? | ✓ | ? | ? |
| Can I choose my own work hours? | ✓ | ? | ? |
| Will you teach me business skills? | ✓ | ? | ? |
| Do you guarantee me a minimum amount of work each week? | ✓ | ? | ? |
| Do you offer ongoing support & training? | ✓ | ? | ? |
| Can I buy my chemicals from anyone I like? | ✓ | ? | ? |

NEXT STEPS

HOW TO MAKE IT HAPPEN

STEP 1.

Call your Regional Franchisor (area manager) to make time to catch up and learn more about how the business will work for you.

Does a Jim's Cleaning Group business sound like you?

Are you finally ready to 'toss the boss' and start a new life for yourself?

STEP 2.

Speak to your bank or Jim's Finance if you need a business loan.

STEP 3.

Book the training session through your franchisor (area manager).

A COMMITTED
RELATIONSHIP



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