

7 steps to happy customers and healthy profits



FRANCHISE INFORMATION BOOKLET



AUSTRALIA'S NO 1 FENCE BUILDERS



Hi, and welcome to Fencescape Fencing®.

I'm Tim Murray, and I'd like to share an opportunity with you.

In 2001, I recognised a significant gap in the building industry. I noticed that virtually every home in Australia needs a fence, and that fencing is a very overlooked part of the building process.

So fourteen years ago, my wife Kerry and I decided to fill that gap, and we opened Fencescape Fencing® on Queensland's Sunshine Coast.

Things move fast. Today, Fencescape is thriving, and we're expanding as a national franchise, proudly offering a world class product, backed by the best industry service standards in Australia.

We're redefining the fencing industry - delivering franchisees a proven business system which works in any economic climate, and consistently delivers happy customers and healthy profits.

Since then, we've completed more than 5500 jobs. Turnover has grown more than 30 times, and today we have more than 40 employees and a multi-million dollar turnover.

We're working hard to build a strong brand and striving to become Australia's No1 fence builders. And we invite you to join us on the journey.

We're looking for motivated, energetic people who want to own and grow their own franchise business, with the benefits of a steady, experienced hand behind them at all times.

This isn't a quick sell, and we don't want just anyone.

Our highest priority is to find quality, business-minded people who will thrive in this environment, and give their family the rewards of a real business with healthy cashflow and a very flexible working environment.

If you have what it takes to build a successful business, I'd like to share with you the 7 key drivers of our business success and give you an insight into how this proven and profitable system can give you and your family an exciting and vibrant new future.

Tim Murray

The Franchisor

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Who We Are

Managing Director and Fencescape Founder Tim Murray is a country boy growing up on a cattle and sheep property, and has been happily married for 30 years with four children.

He studied Geoscience and then started his first landscape and fencing business. Tim is in the unusual position of never having worked for anyone else, by always having had his own businesses.

With previous businesses in tourism, retail, property development, project management and fencing, Tim has deep, hands-on skills in business development and systemisation, with a passion for growing businesses and sharing the rewards with those with commitment and drive.



The Fencescape Corporate Vision

Fencescape Fencing® has one single and well-focused mission: to become Australia's Market Leader in the Fencing industry by 2018.

To do this, we need to build a network of franchisees who all aspire to be the leader in their area of operation.

Each year, we make significant advancements in all aspects of our business, including customer service, business and fencing systems, research and development of the latest market trends and design research and development.

Above all, we place the upmost emphasis on our greatest corporate asset - our people - focussing on the personal development of Franchisees and their team to ensure successful and profitable growth of the Fencescape Fencing® business.

The fencing industry is a diverse and thriving industry, offering extraordinary opportunities to those who recognise the need to deliver service at a totally new level.

We're up to the challenge, we're immersed in the journey, and we're enjoying the rewards. Care to join us?



Introducing the Fencescape Seven Step System

Fencescape is passionate about fencing. From modest beginnings, we're working hard to redefine the fencing industry with a proven business system that works in any economic climate, and consistently delivers happy customers and healthy profits.

What started as a small local business is rapidly growing into Australia's most respected fencing company - a franchised group of passionate business owners with a desire to create their own thriving enterprise while working with the support, strength and energy of a national network.

Behind the smiles is a streamlined and profitable seven step business system - the Fencescape DNA - that consistently delivers customers exceptional value and service. Here's the formula that sets our Fencescape franchise system apart.

Seven steps to happy customers and healthy profits...

To fully understand the power of the Fencescape 7 step system, it's worth taking a closer look at each of the steps, and how they can benefit you.



1. Find a profitable niche

Fencing is a virtually universal requirement for every property in Australia, and ongoing demand for fencing solutions is unrelenting. This presents you with a significant, long term opportunity.

Fencescape offers a full range of fencing options, including:

- New fences using all contemporary fencing material alternatives
- Replacement fences and upgrades
- Pool and safety fencing
- Pet and livestock fencing
- Security and perimeter fencing

New innovations, products and services are constantly being developed to add variety and customer appeal, and continually enhance the Fencescape business model.

For various reasons, fencing is the builder's forgotten / unwanted niche, and it is very common for them to outsource fencing to specialists -people like 'you!'

Profit margins for fencing are much higher than for other elements of the building industry - people just want a solution and typically turn to a professional to complete the job.

Even in today's subdued market, more than 5000 new homes are being completed in Australia every month, without considering any of the existing homes which may need new or upgraded fencing.

In fact, the sector is so strong that national business analysts Ibisworld rate Landscape Services in the top 3 industries to be in over the next 10 years.

Owning your own Fencescape fencing business puts you firmly in the growth hotseat in the years ahead, perfectly placed to enjoy the rewards of a thriving niche.





2. Create a business model and systems to thrive in that niche

Fencing has long been a cottage industry, where fences weren't a big priority, and where the 'tradie with a ute' has traditionally served customers in their local area.

In the past decade, the fencing industry has rapidly evolved. There has been a massive shift in public expectation, and like all industries, customers are expecting much higher levels of professionalism and service. This shift in customer demand has created a significant opportunity, and opens the door for you to share in the rewards.

Fencescape actively raises the bar to make buying a fence a 'retail' experience - with a complete system geared to deliver customers an unrivalled experience.

Our system starts with personal presentation; well-trained staff and friendly smiles. A trusted brand, a well presented vehicle and a smart uniform all add to the package.

The backbone of our Fencescape system takes the customer experience to a whole new level, using custom designed software not used by any other fencing company in Australia.

The computer system is compatible with most current PC's and laptops, and manages every step of the project process from initial sales and quoting through to completion, including:

- **Sales:** A complete front end for sales staff, sales quoting, customer details, lead classification and reports.
- **Sales Management:** Allows you to track every salesperson and their client contact history, salesperson management and strike rate, as well as client rating.
- **Quote Pricing:** Allows sales staff to do a basic quote in 30 minutes, and this actually creates the base for the Project Estimate. You will know how much you will make out of a job before you take it on.
- **Project Estimating:** With our take off parameters and formulas you are able to complete a 100% accurate Project Estimate.
- **Client Progress Payments:** The system automatically creates the selected progress claim. It highlights what's been claimed and what's been paid, analyses variations (what's been paid and what should be paid), and then does all the calculations and prints the invoice for the customer, eliminating possible mistakes in the process.
- **Payments to Subcontractors and Suppliers:** Project estimate creates a budget for each Project so when supplier or subcontractor invoices are entered, the operator is informed how much the invoice should be. The system can be set not to allow over budget invoices, and as well looks after all taxes.
- **Accounts:** Includes full general ledger system, and up to date reporting, so you know financially where you are at all times.

- **Scheduling:** The system creates Project schedules depending on size or complexity of the order. All dates are automatically transferred to Project orders keeping suppliers and subcontractors informed as to what has to happen when.
- **Client and Project Variations:** Instantly updates the Project details, estimate and accounting (progress claims) sections. It automatically prints out a variation for the client to sign.
- **Warranty Work:** Maintenance issues are put in the system and a notice is printed for the relevant contractor to do the maintenance work. This allows for total control of maintenance work and keeps track of what has or has not been completed.
- **Internal Message System:** The system has an internal email system that stores every message. As well the system automatically generates some 50 internal messages for the various staff, so you never hear "I didn't know, no one told me".
- **Building Systems:** Fencescape's systems ensure franchisees operate every aspect of their business for maximum efficiency in terms of running an effective fencing company. This includes sales skills, managerial and leadership skills, construction paperwork and contracts, efficient construction systems, communication with clients and subcontractors, office systems and procedures, and much more.
- **Customer Support Systems:** Fencescape measure their effectiveness in terms of satisfied customers. As customers are central to any business, valuing and maintaining responsible and positive relationships is of paramount importance, so regular customer communication through the project is assured.



Comprehensive marketing systems combine a range of lead generation activities with customer service support activities to deliver a steady stream of profitable jobs, while the whole system leverages the internet to support your business activities.

The results speak for themselves; Fencescape's unrivalled systems have resulted in the completion of more than 5500 jobs over the past 13 years, with more than 1000% increase in turnover during this period.

“Our systems cover every aspect of a fencing project from first contact to final completion.”

Tim Murray



3. Train and nurture a dynamic and passionate team

One of the main competitive advantages of any enterprise is the people that make up the team.

We aspire to take this philosophy to a whole new level, driven by the strong family values that have shaped the success of Tim and Kerry Murray, and in turn, the whole of the Fencescape team.

While Fencescape is one of the largest fencing businesses in Australia, it operates very differently to most corporations - no-one gets labelled by a number. We aim to treat everyone as though they are guests in our own home.

The longer you're with the Fencescape family, the more you get that special feeling of belonging to an exceptional group of people, and given every opportunity to thrive in a supportive, creative environment.

Fencescape is actively committed to growing a network of professionals where there is synergy and an open flow of information and communication. We understand that we only become successful through the success of our franchisees, and it is your energy and passion that drives our business on the front line.

Many breakthrough ideas come from within the family, and it's important to us to find franchisees who 'fit' our culture. We therefore place a great deal of importance in selecting the right people that we feel would fit into our family.

Fencescape Fencing® then provides full comprehensive training for franchisees upon commencement with the company, with ongoing training catered for by the dedicated Fencescape training team.

The training includes:

- Selling
- Supervising / Construction
- Estimating
- Administration
- Accounts
- Management
- Franchisees

Comprehensive manuals are available, covering every aspect of the business and systems, and are designed to allow for fast and easy referral.

Clearly defined processes ensure productivity and professionalism, while reducing stress and management headaches.



4. Work on your business, not in it



Many fencers feel they have to do everything in their business. They try to be all things to all people. In contrast, the Fencescape system fully supports you to develop your business by working on it, not in it.

Implemented properly, our system allows you to create steady passive income from your business.

When you own a Fencescape franchise, we help you put systems and procedures in place so that your time is used to your best advantage. We ensure that franchisees are trained in our systems so the office runs effectively and efficiently. In time, you may choose to take on a manager to run the business on a day to day basis, leaving you free to just oversee operations, and focus on doing the things you are passionate about.

From experience, a two person team (husband and wife, tradie and salesperson) is ideal - providing a strong sales/admin or estimating/ admin team.

With two people driving the business, you should be able to operate profitably and comfortably within a 5 day working week (we never work weekends).

Peer support is also a critical element of the Fencescape system. Our existing franchisees currently rate peer support second only to the computer systems, as it minimises the mystery and perceived complexity of owning a professional fencing business.

Peer support connects other like-minded business owners and produces an environment where they can discuss ideas, concerns and learn how to do things better.





5. Deliver customers an extraordinary experience

Ultimately, every business is all about the customer, and our whole system is geared to ensure your customers enjoy their experience and feel like they have received exceptional value for money.

The Fencescape software delivers a complete end-to-end customer experience, from first contact to after sales follow-up call.

Our marketing system is heavily focused around direct and relationship marketing activities, giving you every opportunity to stimulate repeat and referral sales.

We heavily promote our 24/48 promise where we promise to call you within 24hrs of your enquiry and have quote sent within 48hrs of the site visit. This simple activity will set you apart from the vast majority of your competitors.

Fencescape's size and recognisable brand / market presence all reinforce your business professionalism. As a franchisee you can have input in a marketing and promotional campaign that will work in your area. We can provide professional industry assistance where required. We combine a number of different activities all designed to maximise your exposure and effectiveness. As a franchisee, you enjoy access to, and direct ongoing exposure from, a range of highly coordinated marketing resources:

- **Advertising in print, radio and television** - with templates and style guides available for you to develop ads to work in your local area.
- **Website:** Your business is actively promoted through www.fencescape.com.au, which provides a valuable set of resources to people considering a new fence.
- **Social Media:** Facebook, Pinterest, YouTube, LinkedIn, Google+

- **Thank you cards and envelopes**
- **Brochures**
- **Stickers**
- **Posters**
- **Banners**
- **Stationery**
- **Uniforms**
- **Vehicle signage**
- **Site Signs**





6. Access serious bulk buying power

It is no secret that the bigger you get the better buying power in the market you can demand.

Fencescape Fencing® combines the power of its many franchised offices to offer significant buying power to all Franchises, with established suppliers and reliable delivery processes.

A full international supply chain is being created to further increase buying power over time.

Excellent economies of scale are also achieved on all business development and marketing resources - uniforms, stationery, promotional literature etc.

This buying power gives you the ability to remain seriously competitive in the marketplace, and enjoy rapid access to a full range of fencing resources.



7. Create your own 'real' business asset

A common complaint amongst fencers is that they work their entire life but have nothing to sell when they retire. We have set about changing this.

By investing in a Fencescape Fencing® franchise you are investing in your future.

You enjoy the freedom to own and operate your own business, and enjoy the motivational benefits and direct reward for your efforts, with the added benefit of an experienced and steady hand from your franchise network.

You enjoy the use of proven systems to build a 'real' business, which sells a real product to real people in your local community.

Our systems are designed to use and leverage the internet in very real ways to continue to support your business.

Most importantly, you create an asset, which is yours to keep / sell / pass on to your kids at the appropriate time.

Will I make a good franchisee?

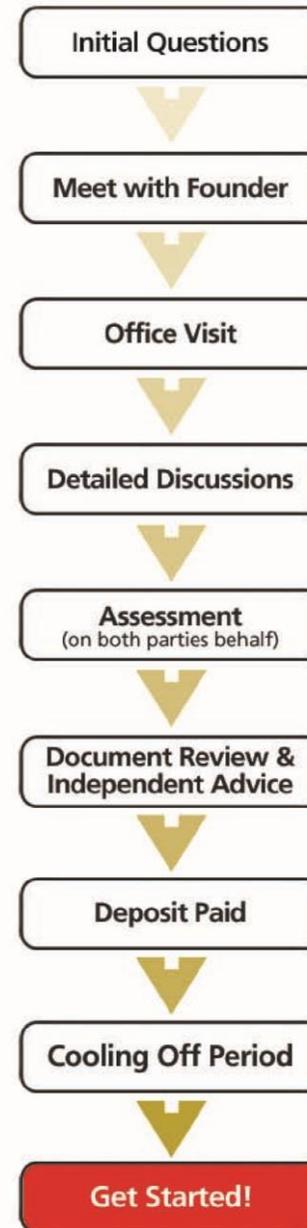
The Fencescape franchise system is set up to support people with drive, ambition and passion. We create an environment which offers Franchisees every chance of success, with plentiful resources assisting them every step of the way.

A Fencescape franchise requires the involvement of a suitably qualified tradesperson or a business entrepreneur who teams up with a suitably qualified fencer - the choice is yours.

As you're considering your options, you might like to ask yourself. Have you had enough of...

- **Spending hours quoting projects and not securing them?**
- **Being on call 24/7?**
- **Finding what you missed costing only after you start the project?**
- **Poor quality control systems?**
- **Unhappy customers haunting you from past projects?**
- **Tight margins being eroded by poor cost control systems?**
- **Maybe having a great reputation, but nothing to sell when you retire?**
- **Marketing material that is always a poor second?**
- **Having a business that lacks brand awareness?**

If you've read our 7 steps to happy customers and healthy profits, and you're feeling a little inspired, and comfortable that you would fit our vision, then we'd love to talk.



We can answer any questions you may have, and help you assess whether this opportunity is for you.

Becoming a Fencescape Fencing® Franchisee

The process of becoming a Fencescape Franchisee will follow a path similar to the diagram on the left.

Will a Fencescape franchise work in my area?

The answer is very simple... Yes!

There will always be a demand for fencing, and Fencescape offers you a proven formula for success.

If you have the energy, professionalism and drive to succeed, Fencescape Fencing® delivers you a complete business system that has been developed and refined over the past decade, backed up by extensive support in the key areas of sales, marketing, business development, business management and team building and support.

Our systems are designed to place you firmly in control of your future.

The Investment Required

A Fencescape franchise represents extraordinary value for money.

We can provide you with a firm budget for the establishment of a franchise in your nominated area/s.

An initial deposit is required to secure the area and is fully refundable until final agreements are prepared. The balance is payable on commencement.

The ongoing franchisee fee is 8% of contract value of projects invoiced, paid monthly.

Of this sum, 1% will be put towards the company Marketing and Advertising Fund, contributing to the development of the group for the benefit of all.

The Next Step

- 1. Fill out the Expression of Interest Form and email to tim@fencescape.com.au**

This form requires some personal details so that Fencescape Fencing® can assess whether the Franchise is the right option for you.

- 2. Fencescape Fencing® will make contact with you to arrange a time to meet and present you with an in-depth overview of the company,** and to also complete the confidentiality agreement. This form protects the Fencescape Fencing® Franchising System and the investment made by other Franchise Owners.

You can go through the Disclosure Documentation with your advisors. Fencescape Fencing®'s obligations and your obligations will be clearly set out.

- 3. Fencescape Fencing® will then arrange the Franchise Agreement, training, and open discussion with you and your advisors.**

- 4. Fencescape Fencing® recommends that your lawyer and accountant look over the relevant documents** so that all questions are answered and the potential for misunderstandings is eliminated. Fencescape Fencing® invites your lawyer and accountant to contact the company directly regarding any queries.

EXPRESSION OF INTEREST FORM

Email to tim@fencescape.com.au

This form requires some personal details so that Fencescape Fencing® can assess whether the Franchise is the right option for you. Your personal details are protected in accordance with the Privacy Act.

Surname: Other Names:
D.O.B: Drivers Licence:
Address:
Business Phone: Mobile:
Email Address:
Licence Category: Licence No:..... Years Licence held: Are you in good health? **Yes / No**
Are there any disabilities which may affect your application? **Yes / No** If Yes, describe:.....
Interest / Hobbies (Give details of pastimes, sports etc.):
Offices held in social/sports clubs:..... Public Duties (JP, Councillor):.....
Membership of professional organisation/s:.....

Business Details / Previous Employment (show last or present employer):

Company..... Industry:.....
Address:..... Telephone:.....
Position:..... From:...../...../..... To:...../...../..... Years in operation:..... Turnover \$..... Staff:.....
Key responsibilities:
Wages / Allowances: Reason for leaving:..... Contact for reference check:

Personal Referees: (not members of your family)

Name:.....	Name:
Address:.....	Address:.....
.....
Occupation:.....	Occupation:.....
Contact Details:.....	Contact Details:.....



Business Referees:

Name:.....
Address:.....
.....
Occupation:.....
Contact Details:.....

Name:
Address:.....
.....
Occupation:.....
Contact Details:.....

Bank Referees:

Name:.....
Address:.....
.....
Occupation:.....
Contact Details:.....

Name:
Address:.....
.....
Occupation:.....
Contact Details:.....

Have you or are you now: Bankrupt: **Yes / No** Insolvent: **Yes / No** Convicted of a Criminal Offence: **Yes / No**
If yes, give details:.....

Why did you enquire about a Fencescape Fencing® franchise?
.....
.....
.....

Please sign the following authority,

I,....., certify that the above information is true and correct and consent that Fencescape Fencing® may use this information to carry out any necessary credit or character checks.

Signed:..... Dated:...../...../.....

Signed:..... Dated:...../...../.....

