

Franchise Information Pack



www.groutpro.com.au



GroutPro[®]
tile & grout restoration specialists

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Congratulations...

Thank you for taking the first step in finding out more about the multi award winning GroutPro franchise. If you are looking for a simple business opportunity, satisfaction and real rewards, with very low risk, low entry costs and high profit margins then the GroutPro business ticks all your boxes.

Tile and Grout are everywhere, over the last few years tile has become the surface of choice in new homes for bathrooms, kitchen surfaces, floors etc. Without proper protection and sealing at the outset and proper continual maintenance grout becomes dirty, bacteria laden and will eventually turn black and look terrible; I am sure you have seen great looking tiles only to be spoilt by dirty stained grout, look around and you'll see it every day. AND no matter how hard people scrub or buy "wonder" chemicals to try and clean the grout, because of its porosity and make up, it will never come clean. This coupled with older style homes with tiles there is a HUGE and virtually untapped market for tile and grout restoration.

GroutPro has developed a revolutionary system to restore dirty stained grout to look brand new again. We use a specially formulated solution to "pull out" the dirt from deep inside the pores of the dirty grout. We then seal the grout by using either clear seal or our revolutionary GroutPro colour seal process that can change the whole look of the room.

Operated in Australia by Wayne Burns, an experienced tile retailer with extensive industry knowledge, together with Geoff Biddle, a seasoned business manager with strong customer focus, the GroutPro business system has been designed to offer a low cost / high profit margin franchise business.

The GroutPro business system is ideal for anyone looking for a way out of the 9 to 5 life and break out on their own and enjoy the freedom that business ownership offers. The business can be started small, and built to a substantial business.

Already a multimillion dollar industry in the United States, the U.K & Europe, the Australian market for tile and grout restoration is experiencing very rapid growth plus GroutPro is New Zealand's largest specialised tile and grout restoration company. More & more people are deciding to stay in their current homes and renovate to add value and appeal rather than building new. That coupled with the affordable nature of the work, GroutPro business owners are in the fortunate position of being in "The Right Place At The Right Time" to benefit from this very exciting business opportunity.

Wayne & Geoff

Wayne Burns &
Geoff Biddle
GroutPro Australia

Why Buy a Franchise Over Starting a Business From Scratch?

According to the Australian Competition and Consumer Commission, only 62% of independent businesses make it through the first year versus 96% of franchised businesses. Surprisingly, a recent poll found that after 5 years only 23% of independent businesses are still left, compared with an astounding 94% of franchises.

A franchise is more likely to succeed than an independent business, as they are following a successful formula that has been proven to work in its niche market place, the benefits are many but include:

1. **High success rates**
2. **Proven techniques & ideas**
3. **Proven marketing strategies to ensure continuity of business**
4. **Name and brand recognition**
5. **Training & technical assistance**
6. **Marketing & advertising support**
7. **Networking with other business owners within the group**

Why Purchase a GroutPro Franchise?

Unique Opportunity!

The tile and grout restoration service business is in HUGE DEMAND and one of the hottest sectors in the home improvement industry today. GroutPro are at the forefront of innovation in the market with systems and products which are unmatched by anyone.

As a GroutPro franchise owner you are able to offer a range of services to consumers that are truly unique. Your customers will love the way their tile floors and walls look and our system achieves incredible results at a fraction of the cost of a typical tile floor/wall and grout replacement, saving your customers hundreds sometimes thousands of dollars.

We provide a comprehensive training program plus all the tools and equipment necessary to run a successful and very profitable business. The work itself is very easy to do with no special skills needed, it is very easy to learn and extremely profitable.

"It's fantastic to be part of what I see as being a great product and brand name, and being involved in a successful product creating our own successful businesses"

Seton Wotherspoon,
GroutPro Specialist



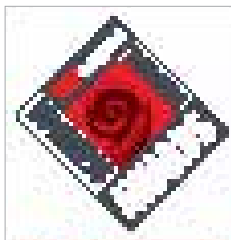
Multi Award Winning Franchise System



Westpac New Zealand Franchise Awards 2011/2012
Franchise Export Award – WINNER

Westpac New Zealand Franchise Awards 2011/2012
Home Services Best Franchise System – HIGHLY COMMENDED

*Rob Howard & Joe Hesmondhalgh
representing GroutPro New Zealand
at the business Awards*



Westpac Bay of Plenty Business Awards 2011
Excellence in Brand Marketing & Design – WINNER

Westpac Bay of Plenty Business Awards 2011
Business Growth & Development - WINNER

Westpac Bay of Plenty Business Awards 2011
Excellence in Customer Service - FINALIST

Westpac Bay of Plenty Business Awards 2011
Business Innovation & Entrepreneurship – FINALIST



Westpac Manawatu Business Awards
Professional Service Award – WINNER

Westpac Manawatu Business Awards
Micro Business Award - WINNER

Westpac Manawatu Business Awards
Innovation Award – HIGHLY COMMENDED

Westpac Manawatu Business Awards
Supreme Business - FINALIST



2011 David Awards - Heroes in Small Business
SUPREME WINNER

2011 David Awards - Heroes in Small Business
Most Outstanding Transitional Business - WINNER

2011 David Awards - Heroes in Small Business
Most Outstanding Lifestyle Business - WINNER

2011 David Awards - Heroes in Small Business
Most Inspired Use of Technology – FINALIST



**2011 Ernst & Young New Zealand
Entrepreneur of the Year**
FINALIST

Don't have any business experience? ... Don't worry.

Our systems are designed to give everyday, ordinary people the skills and training they need to be the owner operators of their own successful business, with no previous experience, special knowledge or qualifications required. In fact our GroutPro business owners come from a variety of backgrounds such as banking, the police force, sales, concrete business, machine operator, confectionary, commercial cleaner, real estate, Engineer, Prison Service, Lawn mower etc.

Some of the advantages of purchasing our proven business model include:

- Very low entry cost - just \$39,950 + gst for absolutely everything you need, including all equipment, tools, training, products, plus sales and marketing material.
- No Experience needed – we teach you everything you need to know (and it's very easy!).
- Easy to find customers.
- Be your own boss and work your own hours.
- Extensive range of GroutPro exclusive products
- Very high demand service.
- Realistic \$75,000 - \$100,000 first year earnings by following our tried and tested marketing Plan.
- Massive equipment package includes everything you need to get started.
- Multiple Income Streams with very little competition
- Great cash flow and no bad debts – get paid immediately on the day.
- Tremendous referral business.
- Run your business from home.
- Very Low operating costs with 90% + profit margins.
- 5 day Full Time initial training Course + ongoing site training
- No age, gender or background requirements.
- Ongoing Support and Marketing.
- Web site leads and 1800 number leads
- Comprehensive operations systems and marketing manuals.
- Uniforms supplied.
- Comprehensive start up stationary and systems package.
- Comprehensive launch marketing campaign included.

And much more . . .

We believe that in any business, the ability to market your products and services to ensure a constant stream of customers is fundamental to your success. The GroutPro Business system has taken this concept and includes a fantastic selection of proven marketing material at your disposal to use to ensure you have as much work as you want.

"I had high expectations and I was very impressed by the sales and marketing sessions and amazed at how easy the practical side was made. I love the products, the research & development that has gone into it, however its the marketing that sets this up to be a GREAT business – I loved the knowledge shared"

Nigel Read,
GroutPro Specialist



Multiple income streams

As an owner of a GroutPro franchise you have multiple income streams available to you to maximise your profit.

We have developed a system that maximises your dollars earned, our services include:-

- Tile & Grout Cleaning
- Grout Clear Sealing (of new grout)
- Grout Colour Sealing (of old discoloured grout)
- Tile Re-grouting
- Tile Removal & Replacement
- Silicone Replacement
- Cracked Tile Repair
- Tile Anti-Slip Treatments
- Shower Glass Restoration
- Exterior hard surface cleaning – driveways, paths etc

The market for these services is absolutely massive. Our tried and tested marketing materials will enable you to begin earning from day one and continue to bring in a steady stream of customers and work so you can be as busy as you wish. Small scale or large, the choice is yours.

To survive in today's competitive market you must have access to the most up to date and advanced marketing material and I.T. support services, Some of what is included with your business.

- Business Cards, Stationary, invoices
- Full Colour Brochures, Flyers, Postcards & Posters
- unique online computer based customer quoting and invoicing system
- Online 24hr sales and support systems
- A whole manual of approved and personalised marketing material at your disposal
- Uniforms shirts & jacket
- Launch marketing campaign – to get you up and running as quickly as possible we include a launch marketing campaign to the value of \$2,950.00 and write a quick start 9 week marketing plan that we work with you to complete on your initial training course.

"A really good course and learning experience / environment. Easy to understand topics have given me a lot more confidence to do the job"

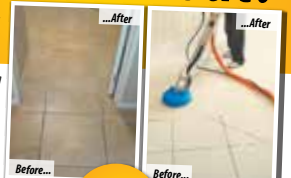
Darryl Pocklington
GroutPro Specialist



Dirty Tiles & Grout?

...Forget Pointless Scrubbing
Our unique restoration process will make your floors look **BIG AND NEW** again!

- ✓ Professional Tile and Grout Cleaning
- ✓ Grout Re-Colouring (New and Old)
- ✓ Tile and Grout Sealing & Repairs
- ✓ Silicone Replacement
- ✓ Tile Anti-Slip Treatment
- ✓ Shower Glass Restoration



GroutPro
The tile & grout restoration specialists

FREE QUOTE

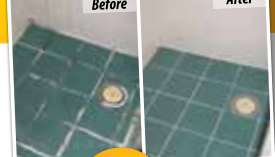
Call Dave now
021 141 6913
e: Dave.p@groutpro.co.nz

www.groutpro.co.nz www.groutpro.com.au Franchises Available

Tile and Grout Makeovers

...the LATEST TREND in renovations

- ✓ Cost effective makeovers for bathrooms, kitchens and any other tiled areas.
- ✓ Either selling your home or just wanting a refreshed new look without the huge cost of replacement.
- ✓ GroutPro specialises in ALL tile and grout maintenance & restoration work both residential & commercial.



GroutPro
The tile & grout restoration specialists

FREE QUOTE

Call Dave now
021 141 6913
e: Dave.p@groutpro.co.nz

www.groutpro.co.nz www.groutpro.com.au Franchises Available

How Profitable is a GroutPro Franchise

Actual Jobs by Australian Franchisees

Below is a selection of jobs undertaken by Australian franchisees in Queensland and in Western Australia. As you can see these range from \$295.00 to close to \$3,000.00.

GroutPro work is varied from small tile repairs, shower and bathroom colourseals, shower makeovers to large whole house colourseal jobs, commercial anti slip, hotels and motels, domestic kitchens and more. No 2 jobs or days are the same in the life of a GroutPro franchisee.

Many of these jobs can be completed in under a day and the average material costs of these jobs is just 8.78% of the job value. GroutPro work averages out at 85% = 90% profit before tax and an hourly rate anywhere between \$50 - \$200 profit per job depending on the kind of work being completed.

"The practical hands on training and the Colour Seal process definitely reinforces the "WOW" factor and potential for GroutPro"

Darrell Anderson,
GroutPro Specialist

Job Description	Total Job Cost
Grout Colourseal living areas 81.1m = \$2027.50 + minor grout repairs \$125	\$2,152.50 +gst
Anti Slip Entertainment area of 20.7m	\$517.50 +gst
Bathroom Shower colourseal 4.5m plus silicone replacement 13m	\$405.00 +gst
Kitchen floor, 2 bathrooms, toilet and dining/living area Colourseal	\$2889.40 +gst
2 showers colourseal (25m)and silicone (18m)	\$1055.00 +gst
2 bathrooms, re-grout, colourseal, shower glass restore and silicone	\$1,738.00 +gst
House tile clean only – living areas and 2 bathrooms	\$295.00 +gst
Pre-sale makeover shower recess, bathroom, kitchen floor	\$500.00 +gst
Commercial building clean and colourseal	\$2090.00 +gst
Dining, lounge, hallway, study. 41m colourseal	\$1140.91 +gst

Do you have what it takes?

We have found that experience in almost any industry is valuable and can actually benefit someone considering a GroutPro business, in fact GroutPro business owners come from a wide range of previous professions, from police men, sales, banking, tradesmen etc. You do not need tiling or similar experience to succeed.

You must be willing to work and follow a system to sell "in demand" services, you will:-

- Possess a desire to succeed & earn above average hourly income
- Have good people skills.
- Are professional, energetic and self motivated.
- Know the importance of operating in a systematic manner.
- Are willing to follow and value a proven system.
- Have good time management and communication skills.

If you have never been involved in running a business before , no problem, Our systems are designed to give everyday people the skills and training they need to be the owners of their own highly successful business, with no previous experience, special knowledge or qualifications needed.

Your Investment

Unlike many service based franchises that charge you a franchise fee and then expect you to pay for equipment and training on top, we include everything you need to get started for one low cost investment.

Our complete Business Start-up Package is just \$39,950 + gst. The package includes all of the supplies, equipment products and print material to start your GroutPro business. This is a turnkey package that includes all equipment, training, sales and marketing material, manuals, uniforms, You will also need funds for your solicitor, accountant and professional advisors plus sufficient working capital for your own personal expenses for 3 months plus vehicle lease expenses – we can discuss finances in more detail at our first meeting.

"I thought the training course was excellent, the information & expertise was first class"

Mick Charlton,
GroutPro specialist



100% NO RISK GUARANTEE

If after the first morning of training you decide this business isn't for you, then we will refund your money – no questions asked, It's that simple! This is how confident we are in our program and the GroutPro Business Opportunity.

I'm interested, what do I do now?

Do you want more information ?

This information pack is a very brief overview of the GroutPro franchise.

For a much more detailed information pack showing profitability studies, territory details and what are available in your state plus answers to Frequently Asked Questions, details of the products & services and what's included in the tool package and training details your next step is to contact your state master franchisor listed below by either email or phone.

You will be asked to complete a confidentiality agreement and then we can send you a comprehensive & confidential additional information pack and/or arrange a time to talk or meet in person or on Skype to discuss this exciting opportunity further.

Wayne Burns

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Geoff Biddle

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FAX 07 5500 3716
geoff.b@groutpro.com.au

"I've currently got quotes out that total over \$20k, got two more back today, one at \$989 and one at \$2900. I would never have dreamt of making that kind of money in a week. Joining Groutpro is by far the best decision I ever made...!"

Colin Sanders,
GroutPro Specialists

Remember for your peace of mind we offer you...

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