



HANDYMAN
GROUP



Franchise Information Pack

www.handymanngroup.co.nz



DISCLAIMER

This is a business that will not work unless you do. This business requires a lot of hard work on your behalf. But if you are willing to put the hard work in, we can show you how you can earn great money whilst having a great work – life balance with your friends and family.



TABLE OF CONTENTS

OWNING A HANDYMAN GROUP FRANCHISE	4
A PROVEN SYSTEM IN A PROFITABLE INDUSTRY	4
WHAT IS THE START UP INVESTMENT	5
THE HANDYMAN GROUP SUCCESS	6
BENEFITS OF JOINING THE HANDYMAN GROUP	7
WHY THE HANDYMAN GROUP	8
SALES AND MARKETING	10
SUPPORT AND TRAINING	11
WHAT YOU CAN EARN	11
FINDING CLIENTS	11
THE NEXT STEP	12

Am I suitable to own a Handyman Group franchise?

If you enjoy working on your own home and doing DIY or have working in a trades based industry and like meeting and dealing with people, then you could be a perfect Handyman Group Franchisee.

Being a Handyman Group franchisee means no two days are the same and you will never get bored. With the freedom to control your own hours, types of jobs you take on and even what days you work a Handyman Group franchisee gives you the work life balanced you have always dreamed of.

You can operate your franchise as a single operator franchise or build it to be a multi crew enterprise. Investing your time and money into a Handyman Group franchise gives you full control over your future and removes most of the risk of starting a new business.

A proven system in a profitable industry

Where did we start?

The Handyman Group was established by Troy Hillard. Troy has a long history in building successful nationwide franchise brands as he is the founder and owner of The Rite Group the owner of the Wash Rite, Lawn Rite and Clean Rite brands in New Zealand which has over 190 franchisees under these 3 brands.

In early 2019 following the rapid growth and expansion of The Rite Group Troy started to notice that there was a massive gap in the market for a professionally branded home handyman business that customers can trust and rely on. Shortly there after The Handyman Group was born.

The Handyman Group has seen rapid growth with consistently having new franchisees joining the brand.

What is the **Start Up Investment**

Initial Investment

The buy in cost of a Handyman Group franchise is \$23,000 + GST and as part of this initial investment, you'll receive a comprehensive Handyman Group equipment pack, that provides all the business tools & systems you'll need – from training, vehicle signage, uniforms, health & safety equipment, and marketing material, accounting package and job management software.

With this package, you'll be confident and fully prepared to get your business started and be successful.

Please keep in mind you will have to provide a serviceable and reliable white van or ute. The vehicle must not be any older than 10 years of age.

Can We Help With Finance?

We have multiple options for finance through our strategic partners who may be able to provide unsecured business loans up to 50% of the franchise purchase. We also have options for vehicle finance at very competitive market interest rates. If you have equity in your home our finance partners may be able to provide 100% finance.

What Are The Ongoing Fees?

As part of The Handyman Group, a franchise Royalty and a Brand Levy are fees you pay. These are contributions towards the running cost of the franchise brand. Your brand Levy includes your access to our custom built job management system and your own Xero subscription.



HANDYMAN GROUP FRANCHISE INFORMATION PACK

The Handyman Group Success

On what is our success based?

The success of The Handyman Group comes from a few key factors, which allows us to separate ourselves from the majority of other Handyman Franchisees.

- The Handyman Group franchises have a higher average hour rate charge out than not franchised handyman.
- The Handyman franchises have joint clients and or national contracts with our sister companies Wash Rite, Lawn Rite and Clean Rite.
- The Handyman Group targets clients who appreciate a high quality job and are prepared to pay reasonable prices for high quality and great service.
- The Handyman Group head office team are experienced in sales and marketing and do a lot of the hard expensive lead generation for you.
- We have an established database of large businesses including, real estate companies, hospitals, shopping malls, property developers, schools and daycares among others.

This means we have the right contacts ready to go to produce work on a daily basis.

Benefits of joining the **Handyman Group**

INTERNAL BUSINESS SYSTEMS

- We have a world class system which will reduce your admin time by using cloud based software for invoicing, job management and communication.
- Head office will maintain the CRM (customer relationship management) system nationwide for all franchisees.
- Head office will train you on an app based quoting system which means you can send quotes to the client via email while onsite.
- You will have access to clients across all three brands under The Rite Group.
- You will get referrals from Wash Rite, Lawn Rite and Clean Rite Franchises in your area regarding potential clients who are seeking Handyman services.
- Unlimited support from the head office sales team FREE of charge.
- Regular FREE training from head office on equipment and health and safety. Guaranteed income from day one.
- Dedicated franchise development manager to help you grow your business.
- National marketing and advertising system.
- Exclusive rights to operate in your territory.



TRAINING

At The Handyman Group we believe in constant up-skilling in all areas of your business. We have built and continue to add to our own online video based training portal for our franchise partners. Whether its updating your H&S knowledge or learning to do a skill that you can do for customers than we have the ability to provide the training.

STRATEGIC PARTNERSHIPS

As a New Zealand branded company, we have many successful strategic alliances/ partnerships with leading business suppliers such as insurers and equipment providers.

By leveraging our size and brand strength in this way, we can drive down costs and lift profitability, which benefits us all. Here are some of our partners:



Sales and Marketing

- You will get the benefit of doing a successful group of franchise brands who have a nationwide network.
- The Handyman Group have an extremely active social media presence which generates multiple quote requests each and every day.
- The Handyman Group website “www.handymangroup.co.nz” is a major source of quote requests each and every day. We are always investing in our website to keep it up to date and as efficient as possible.
- We have promotional material such as flyers, leaflets, door hangers, business cards, vehicle and trailer signage that are ready to go.
- You will get the use of the head office sales team to help you secure commercial contracts.
- The Handyman Group has prominent stalls at Home and Garden shows around New Zealand which generate hundreds of quotes every year.
- The Handyman Group completes regular national radio campaigns on More FM and NewsTalk ZB.
- National Google AdWords are managed by head office.
- National and Regional contracts in place.

Support and Training

WE KNOW THE IMPORTANCE OF EFFECTIVE TRAINING AND SUPPORT.

- A professional built health & safety app and training to ensure you're always compliant.
- We train you in all aspects of your business from providing handyman service, sales, marketing, quoting, invoicing, health and safety protocols, procedures and much more.
- Assistance with commercial quotes and tenders.
- Assistance with equipment purchase, setup and repairs.
- In-house purchasing of equipment and supplies.
- Hold quarterly meetings and review financials with each franchise to ensure effective running of finances and accounts.
- Business advice and mentoring.

What you can **earn**

As much as you want! Buying a Handyman Group franchise allows you to build your business as large as you want it to be. Whether you stay as a one man operation or you have multiple handyman under you its totally your choice.

The expected revenue for a one man franchise would be \$145,000.00 + GST, (This is your labour charge only, does not include materials).

How will I **find clients?**

We have proven business systems as well as well honed marketing systems and channels that we implement and monitor from head office to ensure a consistent flow of new clients requesting work and quotes.

As part of our training and onboarding we collaborate with you to build a business plan which will allow you to see and implement your business growth.

You will also be given a dedicated franchise development manager who will work with you on a daily basis to ensure your business is a success. Our call centre will also take calls and bookings for you so no call ever goes un answered.



The next step

We are planning on rolling out each territory step by step so you will receive 100% of our attention and effort while you're still finding your feet.

So if you are interested in looking at buying a Handyman Group Licence in an area and would like to begin to build your own business then give us a call.

CONTACT US:

Phone: Troy Hillard
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or visit: www.handymangroup.co.nz

CALL US TO DISCUSS HOW YOU CAN

**JOIN
HANDYMAN GROUP
TODAY!**

