

WELCOME TO THE JIM'S FAMILY



A DIVISION OF AUSTRALIA'S FAVOURITE HOME SERVICES FRANCHISE

# WHY JIM'S?



- ✓ **STRONG BRAND**  
Recognised by 94% of Australians
- ✓ **PROVEN SYSTEM**  
Over 3800 Franchisees across 50 divisions
- ✓ **WORK WHERE AND WHEN YOU WANT**
- ✓ **ONLINE FRANCHISE MANAGEMENT SYSTEM**
- ✓ **NATIONAL CALL CENTRE**  
Over 500,000 inbound leads per year
- ✓ **COMPREHENSIVE IN-HOUSE TRAINING**
- ✓ **ONGOING SUPPORT**  
Technical, sales and business
- ✓ **UNIQUE PAY FOR WORK GUARANTEE**  
(\$1,500.00 per week - Conditions apply)
- ✓ **GROUP MARKETING AND PURCHASING**
- ✓ **FIXED BASE FEE** (Not a % of your turnover)



# FRANCHISE INFORMATION

Intercoms  
& Solutions

# OWN PART OF AUSTRALIA'S FAVOURITE HOME SERVICES FRANCHISE



When you become a Franchisee with Jim's Security, you are investing in much more than just a Security business. It is a unique opportunity to be part of Australia's largest home services franchise – Jim's Group of Home Services.

Plastered across thousands of vans and trailers all over Australia for over 30 years, Jim's name and face has become one of the most trusted and well-known brands in the home services industry.

Franchising is one of the fastest growing business sectors in Australia and is a unique way of doing business based on mutual trust. A Franchisee can enjoy the benefits of being in a business for themselves whilst reaping the benefits of being associated with a well known and successful brand.

In 1998 the Federal Government, following its commitment to the growth and prosperity of the franchising sector updated the Franchising Code of Conduct. The Franchising Code of Conduct is a mandatory code, which assists both Franchisees and Franchisors in making informed decisions prior to entering into a franchise agreement. It also provides a standard framework for operating within the franchising industry.

The code ensures Franchisees receive guidance, customer service, operational procedures and management together with other support services supplied by the Franchisor. Essentially franchising with Jim's Security provides a unique opportunity for you to establish and build your own business, whilst enjoying the additional advantages of joining a team with a history of success.



# WHY A JIM'S SECURITY FRANCHISE?

## WORK LIFE BALANCE

Many of our Franchisees have chosen to join Jim's Security for a lifestyle change. Whether it's to spend more time with family or on the golf course, a Jim's Security Franchise allows you to work where and when you want.

As a Franchisee you will be responsible for your own scheduling, working hours and holidays, putting you in complete control of your lifestyle.



## SETTING YOU UP FOR SUCCESS

It is important that every Jim's Group Franchisee has the right strategy, tools and business know-how to succeed, which is why Jim's Group has its very own training centre located in Mooroolbark, Victoria.

It is here where all new and prospective Franchisees learn about the Jim's system, bookkeeping and ethos over a three day training course and even have the chance to meet Jim!

Following on from the 3 day training prospective Franchisees will commence 4 weeks on the road technical training with one of our senior trainers. During this 4 weeks, you will learn all aspects of the work involved in the day to day operation of your Jim's Security business.

The technical training program is designed to cover the major aspects of the business including installations, servicing, quoting, stock management, diary management, van set up, meeting preferred suppliers and training in customer service and sales skills.

# BE INSPIRED WITH ONGOING TRAINING & SUPPORT

We know how quickly industries and businesses can change, which is why Jim's Security holds regular Franchise Meetings and Training sessions. These meetings are important to keep you up to date with industry changes, the latest Jim's news and keep you in touch with your fellow Franchisees.

The regular meetings also include a training component which can be either technical or business related and are designed to provide continual training and support as well as teach you new skills to improve your business.

Regular business reviews (if required) from your Franchisee manager assist in tracking the progress of your Franchise and can help in identifying areas where improvement or assistance may be required.

Helping you to be more successful is important to us, and Jim's Security have regular Franchisee meetings with all Franchisees, Monthly Pro Active Calls, Businesses reviews and Site Visits along with Regular Training.

## A SUPPORTIVE NETWORK

One of the hardest things when you are a small business owner is feeling isolated, with no one to turn to for advice, support or learn from their mistakes.

But as a Jim's Security Franchisee you are never alone on your franchising journey. Franchisees have a strong support network, which includes their fellow Franchisees, Regional Franchisor, Divisional Franchisor and even Jim himself.



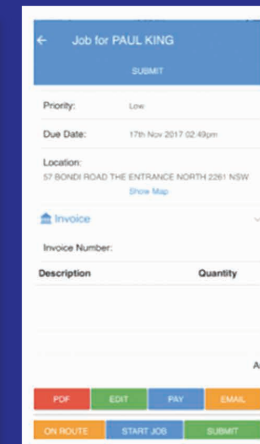
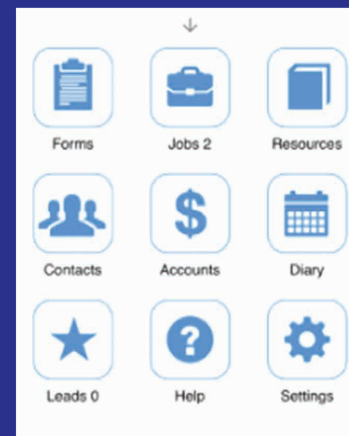
Underpinning every successful business are good processes and procedures. Not only does it save the businesses time and money, but it also ensures visibility of how a business is performing. It is for these reasons and more Jim's in-house information technology team developed a custom software program known as FMS (Franchise Management System).

Having been specifically engineered for Jim's Group and our unique needs, FMS is bespoke software that allows all customer calls to Jim's Group call centre to be recorded. The work is then distributed to the appropriate Franchisee via detailed priority criteria. When they are available and what services they want to offer - giving you control of your business.

Along with FMS, Jim's Group has a complete mobile software solution called Formitize, which helps you to run your business day to day, freeing up valuable family time at night. Formitize is a complete turn key solution allowing you to perform tasks in the field such as - Customer Invoicing, Recording Expenses, Scheduling Appointments, Access Training Manuals and Videos, Access Business Reporting.

**WE MAKE  
RUNNING A  
FRANCHISE  
EASY**

## FORMITIZE COMPLETE TURN KEY SOLUTION





## **BE TRUSTED FROM DAY ONE**

Building a strong reputation as a small business can be tough. In the beginning, some small business owners might discount their price just to get some runs on the board.

But that's the beauty of franchising and Jim's Group. Because Jim's Group is such a well recognised and trusted brand, from day one people will know and trust your business, making it easier to grow.

A Jim's Security Franchisee is provided with a road-book or customer catalogue that allows you to sell easily to your customer with confidence that you are giving them a great priced solution to their current issue.

## **READY TO GO SYSTEMS AND PROCEDURES**

Starting a new business involves investing a lot of time and money into setting up business structures, policies and procedures, but with Jim's Group this is already done.

Best of all, we use tried and tested systems. Also, having a Jim's dedicated IT team means that these systems are improved as new technologies become available.

## **PEACE OF MIND**

Jim's Security provides all new Franchisees with \$1500 per week (PFWG) Paid for Work Availability Guarantee. This provides you with peace of mind. PFWG claims are paid straight away and should you request work and not receive it to this value, your Regional Franchisor will make up the difference either in work or in exchange for you providing free promotional services to promote your business.

Although there is a \$1500 PFWG most of our Franchisees earn well in excess of this amount. For further information on PFWG and its terms and conditions please refer to the Franchise Agreement a draft of which can be provided.



# THE SECURITY INDUSTRY

With the growing crime rate in Australia and home break ins on the rise – many Australian Families are looking for ways to better protect themselves, their family and their home assets. There has also been an increase in retail theft and burglaries throughout the country not just in metropolitan areas.

What a great industry to join, knowing that only a small percentage of homes and businesses have alarms and/or CCTV Systems. As a regulated industry the right certification and licenses are required to perform security work both domestically and commercially, which is a barrier to untrained non professionals from joining the industry and driving prices down as in so many other trades.

As a Jim's Security Franchisee you will be in the best position possible knowing that your part of a group that is recognised and trusted as a leader in home services throughout Australia. If success is what you're looking for – then join us – Australia's most recognised home services brand.

# OFFER YOUR CUSTOMERS THE FOLLOWING SERVICES

- Alarm Installations and Servicing
- CCTV Installations and Servicing
- NBN Solutions
- Anti Shop-Lifting Systems
- Medical Alarms and Alerts
- Commercial Installations
- Access Control
- Building Site Protection

In addition to the above services, you are able to offer your clients a Monitoring Agreement with our dedicated Monitoring Agent, which will also allow you to generate passive income in a rebate form over the life of the Monitoring Agreement.

Should you choose to sell your franchise at some point in the future this passive income will also give you the added benefit of guaranteed income to the incoming buyer and allow you to adjust your sale price accordingly.



# ADVERTISING & FEES

**SECURITY SPECIALISTS**



Franchise Opportunities Available

**NEED IT DONE? JIM'S THE ONE!**

As a business owner keeping up with advertising and the constantly changing world of SEO can be quite daunting however with Jim's Security this responsibility falls to your Franchisor, allowing you to concentrate on your business.

Part of the Franchisors role is to get the phone ringing and constantly bring in new leads. The main way we achieve this is through effective advertising and marketing campaigns to raise brand awareness.

Jim's Security uses a variety of different mediums in our marketing mix from TV and radio through to local newspapers, flyer distributions, expos, home shows and of course Google and other online search engines.

Now more than ever we are finding that most of our work comes from online with the majority of it through our website. We therefore spend a lot of time and money to ensure it is constantly updated for SEO purposes.

We also find other online advertising such as Google Adwords, PPC and Social Media to be effective tools in our advertising and brand awareness.

## INCENTIVE BASED FEES

Franchise fees consist of a fixed monthly base fee plus a lead fee for all new jobs received through the Jim's Group Call Centre.

This lead fee is charged once only on each new lead requested by and sent to you. This is a "user pays" systems, with those taking more leads paying higher fees. This system encourages all Franchisees to contact clients as soon as the lead is received and turn off for work when they are busy, leading to a higher level of customer service and satisfaction.

Jim's Group do not charge Franchisees for work they source themselves either domestically or through Real Estate Agents and Builders.

You are also only ever charged once for a client you have previously received at that address – that client becomes yours for life, whether you visit them once or a hundred times over the life of your franchise.

## BUILD YOUR BUSINESS

Exceptional Franchisees can go on to become Regional Franchisors and manage franchisees within their region.

Regional Franchisors are appointed due to their business acumen, security industry experience technical expertise, understanding of, and belief in the Jim's Franchise System and Ethos.

From advertising and marketing, to purchasing products and services you will be taking advantage of the strength of a proven National brand utilising proven systems to manage your own business.

Additional vans and employees do not attract additional fees. Add as many employees as you wish.

**Jim's Security**  
**PERFORMANCE RATING**

EXCELLENT	GOOD	AVERAGE	POOR
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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# PREFERRED SUPPLIER PROGRAM

The logo for Bosch, featuring the word "BOSCH" in a bold, red, sans-serif font.

One of the great things about being part of a national company like Jim's Security is our group buying power which allows us to secure some great deals for our Franchisees on vehicles, tools, equipment, stock, mobile phone plans, insurance, uniforms, stationary and other related equipment.

Jim's Security has preferred supplier relationships with the major security and related stock suppliers throughout Australia. These major suppliers work closely with us to supply competitively priced stock as well as technical training and ongoing technical support.

A major benefit of our preferred supplier program is that the group receives a rebate on every dollar a Franchisee spends, which is then spent by your Franchisor on advertising for your region.

## FREQUENTLY ASKED QUESTIONS

### **Do I need to be experienced?**

No. That's the great thing about becoming a Jim's Security Franchisee, all the training is provided. You just need a good attitude, work ethic and communication skills.

### **Is training provided?**

Absolutely! All Franchisees participate in a three-day training course at Jim's state-of-the-art Training Centre. Here you will have the opportunity to meet and learn alongside other prospective Franchisees. The training will cover all aspects of the business and the Jim's system as well as the FMS software.

This is followed up by 4 weeks on the road technical training with one of our specialist trainers. You will also attend industry training to gain your relevant qualifications to be able to perform security work.

### **Where does training take place?**

At Jim's Training Centre in Mooroolbark, Victoria, which has state-of-the-art meeting facilities as well as on-site accommodation and catering. (We look after you!)

On Road training for four weeks, will be based at your home region with the closest trainer to you.

### **Is there enough Security work on a regular basis?**

There sure is... The work can be seasonal but it is always consistent. And with the growth of home break ins and systems becoming more affordable, there is an abundance of work available.

### **How much work is there?**

Across all divisions, Jim's Group receives an average of 400,000+ calls a year for work. That's not including the leads individual Franchisees also generate.

### **Where can I work?**

You can work where you want, you access your own profile online and are able to set up different work zones all of which you can add or remove suburbs from at any time.

### **When can I take time off?**

It's your business, so no need to ask for leave you can simply change your work status to Holidays online.

## FREQUENTLY ASKED QUESTIONS

### **Do I have to buy stock from Jim's Security?**

No, Jim's Security has several major preferred suppliers who all offer great rates and service to Jim's Security Franchisees. Jim's Security does not stock uniforms, stationery or security and related equipment.

### **What type of vehicle do I need to purchase?**

Jim's Security are proud of their work and accordingly maintain a tidy fleet, we have national fleet discounts with major van manufacturers Mercedes and Toyota. A new or used white van or Cab Chassis is acceptable however we ask that the van/Cab Chassis with dedicated service body and is no more than 5 years old and is the current shape/model.

### **Can I put another van on the road?**

Absolutely, one of the unique things about Jim's is the ability to put on extra vans without an extra franchise fee.

### **How long is a Franchise Term?**

A Franchise term is 10 years with the option to renew at no cost at the end of the term.

### **What if I want to sell my business?**

That's not a problem, there are a variety of reasons why a Franchisee may wish to sell their franchise. Jim's Security will assist with the sale and prepare the legal documents for the new purchaser.

### **How long does the process take to start my own franchise?**

Once you have been approved by Jim's Security, the following process usually takes anywhere between 6-12 weeks.

### **How do I find out more?**

Contact Us to discuss the information you have received either via email – [info@jimssecurity.com.au](mailto:info@jimssecurity.com.au) or on 131 546.

### **What's the next Step?**

Firstly congratulations on wanting to the next step in owning your own business. We would be more than happy to set up a trial day on the road with one of your local Franchisees for you to see if this is the business for you. We can be contacted via email [info@jimssecurity.com.au](mailto:info@jimssecurity.com.au) or on 131 546.





## FROM PART TIME BUSINESS TO INTERNATIONAL SUCCESS

Like most university students, Jim Penman needed some extra cash while completing his PhD in history so he started a part time gardening business. He applied the same attention to detail to every garden as he did his university studies, which meant in no time at all he was in high demand.

By 1982, Jim was working in his business full time, and seven years later he started franchising it. And what a success story it has been since then.

Today, Jim's Group is Australia's biggest service franchise with above 4,000 Franchisees and 290 regional Franchisors across four countries. And if that's not impressive enough, there are roughly 200 new franchises opening every year.

There has never been a more exciting time for the future growth of Jim's Security as we continue to grow within Australia and internationally.



# ENQUIRIES

**PETER GROVES**

0447 018 905

[peterg@jimsdigital.com.au](mailto:peterg@jimsdigital.com.au)