

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 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.

Developed by Rob Howard, an experienced tiler of 10 years and successful business owner with intimate tile and grout industry knowledge; in conjunction with Joe Hesmondhalgh, a successful business owner with extensive sales and marketing experience. 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.

Rob & Joe

Rob Howard &
Joe Hesmondhalgh
GroutPro Founders

Why Buy a Franchise Over Starting a Business From Scratch?

According to the Commerce Department, 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



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 \$29,950 + 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



GroutPro Business Training and Support

We offer you a complete package of support. All of our methods have been tested in the field. This ensures that you use a system that has actually been implemented and proven to work.

Some areas of training and support include:

- Equipment Operation and Maintenance
- Basic & Advanced Restoration Procedures
- Customer Service
- Tile Removal and Replacement
- Clear and Colour Sealing Grout
- Silicone Removal & Replacement
- Sales and Marketing Techniques and how to find customers
- Tile Anti-Slip Treatments
- Shower Glass cleaning & Restoration

This will enable you to market your services to residential customers including families, the affluent, the retired and elderly, property managers, builders, and interior decorators, as well as a wide range of commercial businesses, retail etc.

We know the importance of effective training and support. As a new GroutPro business owner, you will begin with 5 days of training at our international training facility in New Zealand, where we will teach you operations, service procedures, marketing/sales and administration and more. Training is conducted for 5 full days plus ongoing launch training in your territory back home.

It is vital to let the market know that you exist. So, not only will we help plan your initial marketing strategy, we will assist with quoting and selling your services. Our "Quick Start Marketing Plan" is designed to get your business off to the best start possible.

Even though we are always just a phone call away, you will receive 3 complete operations manuals that will assist you during your initial training. This will also serve as a reference tool after you are up and running. The manuals cover operations, as well as service procedures which have been developed. GroutPro also knows the power of learning from others. We will keep you in close contact with other GroutPro Business owners, through email support, telephone calls and our very own GroutPro Specialist private internet based forum which is a knowledge base of information and a free discussion forum for everyone to stay in contact, learn and grow their businesses together. The forum is designed to facilitate the exchange of information between franchisees and help with operational issues as your business grows. To help control costs, we have national discounts for equipment, products, supplies and promotional materials.

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

Darrell Anderson,
GroutPro Specialist



"Every night I looked forward to what I was going to learn the next day"

Ted Beddoes
GroutPro Specialist

The GroutPro Equipment Package

Everything you need to get started.

Unlike many other service industry business franchises and business opportunities that charge a high franchisee fee (some over \$100,000 +) and then expect you to buy more equipment we supply everything you need to get started, this includes a comprehensive tool package consisting of a wide variety of trade quality hand tools, specialist imported tile and grout restoration tools, commercial quality wet and dry vacuum and high pressure tile and grout turbo cleaning tools, water injection and extraction, specialised powered grout removal tool, Stanley tool chest and caddy, Salesman kit - The list of equipment included is too long to list here.

We provide you with sufficient products, including Tile & Grout cleaners, tile and grout clear sealers, our exclusive GroutPro Professional Grout Colourseal, Shower glass restoration and sealing products plus our GroutPro Tile Anti Slip Treatment to generate sufficient income to earn your entire franchise purchase price back.

Plus we also supply you all the training and marketing manuals, systems, onsite training course, stationary, uniforms and more.

"Very Impressed with the level of research & Development"

Andrew Palmer,
GroutPro Specialist



"Things are going seriously crazy up here. I love the variety, coloursealing new grout (my favourite), old grout, tile replacement, cleaning with portable etc. It has given me everything I have ever wanted in a business, cashflow, freedom & job satisfaction."

Dave Topping,
GroutPro Specialist

GroutPro has a Proven Program That Works!

Sophisticated marketing programs along with a professional image are key to business success.

We have assembled an array of marketing pieces allowing you to be as aggressive in your sales and marketing as you choose. To survive in today's competitive market you must also present yourself as a professional. GroutPro doesn't just train you to be a professional, we'll also assist you to look your very best, ensuring that your first impression is of quality and one that customers will remember.

Some of what is included with your business.

- Business Cards, Stationary, invoices
- Full Colour Brochures, Flyers, Postcards & Posters
- Advert samples
- Direct Mail Flyers (initial stock of 5000)
- A whole manual of approved and personalised marketing material at your disposal
- Uniforms shirts & jacket
- Printed forms such as invoices, work orders and unique customer quoting system
- Your own personalised GroutPro email address
- Your details & photo listed on the GroutPro web site.

All of these are custom designed and proudly display the GroutPro logo and your personal contact details. This gives your business a professional appearance and effectively complements your training. It also keeps your name in front of your customers before, during and even after the work is complete as a reminder of who to call when their next need arises.

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.

"Most training materials from other courses are left in a cupboard, but this is a useable resource – GREAT!"

Brett Muir,
GroutPro Specialist

Dirty Tiles & Grout?

...Forget Pointless Scrubbing
Our unique restoration process will make your floors look **BRAND 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
tile & grout restoration specialists

Call Dave now
021 141 6913
e: Dave.p@goutpro.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.

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tile & grout restoration specialists

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

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.

The following information is based on actual figures from jobs recently completed. Individual results may vary and there are no guarantees of your success but we teach you how to make each job as successful and profitable as possible.

"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



Actual Earnings by NZ Franchisee

Job	Price Charged	Hours Taken	Product Cost	Gross Profit	Per Hour Profit
Machine clean of driveway and pathways (195sqm)	\$390.00	6	\$10	\$380	\$63.33
RegROUT and Colourseal around swimming pool, pathways, patios (145sqm), numerous tile replacements and re-adhesions, replacement of expansion joints (60 lineal metres)	\$6,988.00	88	\$1,300	\$5,688.00	\$64.63
Clean and Colourseal of shower walls and base	\$240.00	3	\$25	\$215.00	\$71.67
Anti-slip treatment and Colourseal of kitchen floor (7sqm)	\$356.41	4	\$30	\$326.41	\$81.60
RegROUT and Colourseal of bathroom/toilet floor	\$445.00	5	\$35	\$410.00	\$82.00
Grout repairs, clean and Colourseal of entrance/conservatory/en-suite (14.5sqm), restoration of 2 x glass panels	\$595.00	6	\$50	\$545.00	\$90.83
Clean and Colourseal of shower walls and floor, silicone replacement, 2 x glass panel restoration	\$300.00	3	\$20	\$280.00	\$93.33
Colourseal of bathroom floor and walls (17sqm)	\$517.00	5	\$40	\$477.00	\$95.40
Removal and replacement of silicone around bath	\$220.00	2	\$25	\$195.00	\$97.50
Grout repairs, Colourseal of three bathroom floors	\$900.00	8	\$120	\$780.00	\$97.50
Clean and Colourseal of floors in kitchen/dining/bathroom/toilet/en-suite (32sqm)	\$745.00	7	\$50	\$695.00	\$99.29
Clean and clearseal of en-suite walls (grout only) and floor (grout and tile)	\$200.00	1.5	\$50	\$150	\$100.00
Grout repairs to shower base, Colourseal of 2 x bathroom floors, 1 x shower walls and base	\$785.00	7	\$50	\$735.00	\$105.00
Clean and Colourseal of shower walls and floor (12sqm), replacement of silicone in base	\$488.89	4	\$50	\$438.89	\$109.72
Replacement of 6 x cracked tiles, grout repairs, Colourseal of kitchen/dining/conservatory (22sqm)	\$1,237.50	10	\$80	\$1,157.50	\$115.75
Clean and Clearseal of shower walls	\$156.52	1	\$35	\$121.52	\$121.52
Tile replacement x 5, Colourseal of bathroom and kitchen floors	\$665.00	5	\$50	\$615.00	\$123.00
Clean and Colourseal of kitchen/dining floor (20sqm)	\$525.00	4	\$30	\$495.00	\$123.75
RegROUT and Colourseal of bathroom and toilet floors (7sqm), removal and replacement of silicone around perimeter	\$1,075.00	7	\$200	\$875.00	\$125.00
RegROUT and Colourseal of entranceway (23sqm)	\$1,668.00	12	\$120	\$1,548.00	\$129.00
Replace 4 x cracked tiles, minor grout repairs, Colourseal of kitchen/dining/laundry floor (61sqm)	\$1,892.00	13	\$140	\$1,752.00	\$134.77
Replacement of 3 x cracked tiles, minor grout repairs, Colourseal of kitchen/dining/living/entranceway/hallway/bathroom/laundry (162sqm)	\$4,780.00	31	\$350	\$4,430.00	\$142.90
Removal and replacement of silicone in plastic shower cubicle	\$173.00	1	\$30	\$143.00	\$143.00
Anti-slip treatment of swimming pool surround (93sqm)	\$2,853.60	10	\$960	\$1,893.60	\$189.36
Averages	\$1,175	10	\$160	\$1,014	\$108

How profitable can a GroutPro franchise be?

We asked one of our franchisees a few questions about his business. He completed his initial training course in August 2010 and these figures and this interview was conducted in December 2010.

Is this list of jobs most of your jobs done since you started? If not what percentage would you say these are?

This is about 75% of revenue so far. We clocked just over the \$40k mark exclusive of GST before Xmas.

When did you start?

Started first job second week in August 2010

Was the pool re-grout (\$6988 job) your first job? And did you get this in your first week by memory?

This was the second confirmed job and yes was accepted in the first working week.

How much do you spend on advertising on average per week?

We spend roughly \$280 per week on media advertising. This is newspaper.

What advertising do you mostly do?

As above, plus flyers in takeaway shops, flyer drops each month in selected streets, "guess what your neighbours did" flyers after every job, flyers with both tile trade shops, 5 x referral cards sent out with every posted receipt.

Any other info you can supply that might be of interest to a new person starting up?

We have found newspaper advertising to be essential. I would say 80% of our business has come from the newspaper advert. We may try local radio in the new year too.

Most of my quoting is done using the guidelines given in training - and usually at the top end. I rarely have quotes turned down as seeming too expensive. A colourseal job quoted at \$30/sqm generally makes me \$100/hr+ profit.

The Turbo and Kerrick system is essential to achieving these numbers. Timesaving is in cleaning and drying time. I generally only have to wait half an hour between cleaning and coloursealing after using the wetvac and then a microfibre cloth to dry the floor.

Fantastic information from just one of our successful franchises, who in around 4 months from a standing start has earned his entire investment back, is showing excellent profit margins and enjoying a substantial income to match. Not to mention the added value to his GroutPro business.

"Coming from a non business background I was nervous about learning the sales / marketing side of things. The clear and simple way that your material has been documented and presented is a credit to you both. I leave the course with total belief that you have done everything and provided all the information possible to assist in making my business a success. Well done."

Darrell Anderson,
GroutPro Specialist

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 \$29,950 * + 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



Frequently Asked Questions?

Can I work with my spouse / partner or even employ people?

In a word, yes. It's your business to run as you want. Some of the best businesses are husband and wife teams and partners, as each person brings their own strengths to the business. We currently have several husband and wife teams and even father and son teams. However if you want to own and run the business on your own that fine too.

Am I protected by having a territory of my own?

You have a protected marketing territory of your own to conduct business in. The territory size is sufficient to build a sizable profitable business.

How much can I earn?

That depends upon how hard you want to work and how quickly you want to develop your business, but you can expect to earn anywhere between \$1000 - \$3,000 + per week as a single owner operator, and more if you grow and employ people. The more jobs you take on the more you will make. Each job is very profitable with low overheads and material costs and making \$500 a day profit is very achievable, as shown in the previous table.

Do you charge an ongoing fee?

Yes we have a weekly franchise fee that is payable to your state master franchise. We believe in a "low flat rate" fee rather than a percentage of your turnover as the more you work and earn the more you keep for yourself. The franchise fee covers your support, web sites, franchise development etc. We also have a nationwide marketing fund for national and localised advertising and marketing to attract more customers directly to your GroutPro business.

What exactly do I get in my business pack?

We have included absolutely everything you will need to get started, We don't just supply you the equipment to do the job, we supply the knowhow, knowledge and support to build your business rapidly. You will receive a breakdown of equipment at your interview.

Is it hard work and how many hours do I have to work?

Grout and Tile restoration can be a physical job, but in terms of labour compared to the majority of other trades like builders, lawn mowers, plumbers, electrical, excavation etc, it is downright easy. Plus you are your own boss so you work the hours you choose, obviously the more hours you work and the more jobs you do the more money you will make.

What about advertising and marketing?

You have access to a library of marketing material that you can use, we personalise everything with your own contact details. Our whole system is designed to make your phone ring, from simple flyers, full colour brochures to newspaper adverts, signage, referral systems, neighbourhood sales, pre-prepared marketing letters, posters, in-store competition boxes etc. Our systems will ensure you have as much work as you need as long as you want it and are prepared to do the work required. Plus we have national brand advertising to assist in the growth of your business.

"I had fun, a good group of guys and teachers. I would love to come back on the next course for a couple of days and help out if needed"

Steve Cottier
GroutPro Specialist

"You guys have been fantastic and make me feel very good about being a part of GroutPro, you have covered everything very well – Thank You"

Murray Rhodes,
GroutPro Specialist

"Overall I thought the course was excellent, the information and expertise was first class"

Mick Charlton,
GroutPro Specialist

What initial training do I receive?

Your initial training course is in our purposely fitted out training facility in Palmerston North, New Zealand and takes 5 full days. We cover everything from the actual work of grout and tile restoration, Anti-slip, shower restoration, sales and marketing, building your business, plus ongoing development and customer relationship building. Once back in Australia you also receive additional training and ongoing training and support from your state master franchisor.

What if I want to sell my business?

There is no limit in place to the resale price of your business, you build a business that is ultimately worth many times what you have paid. Again it is your business to do with as you wish. Several GroutPro franchisees have re-sold their businesses due to changing personal circumstances and have easily sold for a profit in a short timeframe.

I don't have the money, can I finance the initial cost?

We do not offer an internal finance facility, however previous GroutPro business owners have financed their purchase through personal loans and/or equity release from their property.

I don't have any business experience, is that a problem?

Our systems are designed to give ordinary everyday people the skills, training and knowledge they need to be the owners and managers of their own successful business, with no experience, special knowledge or qualifications required.

What ongoing support is there?

After your initial training, we will work with you to ensure you have a smooth transition to business ownership. We are available by telephone and email to assist with technical and/or sales and marketing questions, plus we operate a private GroutPro business owners internet based forum and knowledge base for your ongoing support needs.

What about the competition?

No business operates in isolation; there are competitors in every kind of business category from fast food to fast cars and everything in between. However there is very little competition in the tile and grout restoration market. In general tilers are not interested in the type of services we offer as they concentrate on laying new tiles and consumers cannot readily source the products and knowhow to do it themselves. This leaves us in the fortunate position of having the market practically to ourselves. This coupled with our advanced marketing strategies practically guarantees you to succeed if you follow the system.

What is your GroutPro Colourseal?

We have developed a unique product that seals and re-colours grout to any of 89 colours. Once applied the grout will look like new again and will not re-stain – guaranteed. This exclusive product is ONLY available to GroutPro specialists, and is unique giving you a very serious advantage in the marketplace. We will discuss this further at your initial interview stage.

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

Darryl Pocklington,
GroutPro Specialist

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

Darrell Anderson,
GroutPro Specialist

I have been on literally hundreds of courses, when I was at NZ Post and Health Dept and NZ Employment, I have funded thousands of dollars in other courses myself in sales, self development, property, internet marketing and other stuff over the last 30 years and for simplicity of understanding and practical training, this course was heads above anything I have ever seen. I'm sure it can be made better but I don't know how.

Peter Lundon,
GroutPro Specialist



What is Tile Anti-Slip?

GroutPro Anti-Slip is manufactured in Australia for GroutPro, and has over 20 years of successful international track record (manufactured since 1986). Unlike conventional products, GroutPro Anti-Slip does not alter the feel or appearance of the floor. GroutPro Tile Anti-Slip Improves safety on both interior and exterior floors, Does not significantly alter surface appearance, is cost effective, is most effective when the floor or footwear is wet, eliminates & suppresses mould & mildew, It's NOT a coating so it won't rub off, crack or peel and Can be walked on immediately after application

Couldn't I just start on my own without GroutPro?

You could, but why would you want to? It is in our best interests to help you achieve your business and financial goals. By assisting you in building your business, GroutPro will become more successful plus the training, knowledge and techniques we have developed puts you so far ahead of your competition that it would be a disadvantage not to purchase a GroutPro business. Plus if you are out there all alone as a one man band, what happens when a GroutPro business opens in your neighbourhood ?

How will I find customers?

Our systems are primarily designed to make your phone ring, we are sales and marketing driven to ensure that your business has as many customers as you can or want to handle. You have access to our marketing material files that are customised with your details. Plus you can design your own marketing materials, localised advertising etc. Your details will also be listed on the GroutPro web site – finding customers is NOT hard.

Is there a chance to meet with other franchisees?

Yes, we hold regular franchisee conferences and get together. We have one main nationwide conference per year plus several regional/state gatherings to swap stories, meet with fellow GroutPro franchisees and learn and have some fun."

"Feels very good to be part of a switched on team and everything possible has been done to give us a good start"

Phil Bolton,
GroutPro Specialist

"Reassuring that the owners of the franchise actually did the training – Great balance of theory and practical training"

Gary Thomas,
GroutPro Specialist

"Coming from a non business background I was nervous about learning the sales / marketing side of things. The clear and simple way that your material has been documented and presented is a credit to you both. I leave the course with total belief that you have done everything and provided all the information possible to assist in making my business a success. Well done."

Darrell Anderson,
GroutPro Specialist



CLEANING UP WITH A GROUTPRO FRANCHISE

A New Zealand Success Story & Now Open in Australia...

GrouPro, New Zealand's largest and most successful tile and grout restoration franchise has recently launched into Australia.

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. This is where GrouPro steps in, they specialise in the after market care of tiles and grout to homeowners and businesses. Offering a range of professional services from stain protection of new tile and grout instalations to their flagship grout 'colourseal' application, which rejuvenates and re-colours old grout saving customers time and money without having to re-tile and makes ongoing cleaning and maintenance a breeze. Specialist franchisees use GrouPros own branded range of professional quality products including cleaners, sealers, tile Anti-Slip treatments, shower glass restoration and sealer coatings. These services ensure

GrouPro's position as THE market leaders within the industry.

For just \$29,950 + gst you receive a full tool package, exclusive territory, a week's training, sufficient product to earn your entire investment back plus excellent ongoing support and more.

First to jump on board was Grant Blewitt from Canberra who took the Canberra South franchise. Grant was on the October training course in New Zealand and now several months on we asked Grant how he is finding it.

Q. Grant, What was the reason you thought GrouPro was the business for you?

A. "After looking at heaps of different franchises, GrouPro stood out as offering something new and exciting. It wasn't just another lawn mowing or cleaning franchise and I could see that customers would love the products and

services. The entry level price was very affordable especially since it includes all the tools and training and my own protected territory – great value for money."

Q. What did you think of the GrouPro 'package', training and products?

A. "The whole package is great. I loved the training in New Zealand. It was intense with a lot to learn but plenty of fun and I really felt at ease with all the services. Once I had completed the training I felt confident enough to go out into the market and offer all of GrouPro's services to the public and competent enough in my abilities to do the work to a high standard – the training and tool package I received was fantastic and the guys who run GrouPro offer really good support if you need it!"

Q. How have you managed to find work?

A. "GrouPro spend a lot of time and effort during the training making sure we have sufficient confidence in the sales and marketing side of the business – this was the bit I was most nervous about. I shouldn't have worried; the professional marketing material really works – I got back from training on Thursday and had my first job the following Monday which was \$930 for one day's work. I have had a steady stream of work ever since and am always booked out several weeks in advance. The work is varied and no two days are the same plus I have just had a quote for a hotel with 176 bathrooms to complete that could keep me busy for several months – Wow!"

Q. Sounds great Grant, what do you think is the best part of your GrouPro franchise?

A. "I love the fact that I can make a great income and have no boss looking over my shoulder and there is practically no competition for what I'm doing. This makes getting work really easy and my customers love the results – I'd recommend a GrouPro franchise to anyone."



Earn \$2,000+ per week with a GroutPro franchise

Exclusive Areas Available Nationwide!

ONLY \$29,950
Includes all training,
equipment, tools, products
and launch marketing

GroutPro is now looking for individual territory franchisees throughout Australia.

- High Demand Service
- Very Profitable
- Protected Exclusive Territory
- Proven Formula
- New to Australia
- Very Little Competition
- Great Cash Flow
- Low Overheads
- Multiple Income Streams
- No Experience Needed
- All Equipment & Training Included
- Ongoing Support
- Exclusive GroutPro Product Range
- Launch marketing campaign included



GroutPro
tile & grout restoration specialists

Download your **FREE**
franchise info pack today
www.groutpro.com.au

Franchisee Comments

"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 Specialist

"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 and development that has gone into it however the marketing sets this up to be a GREAT business - I loved the knowledge shared"

Nigel Read, GroutPro Specialist

"Things are going seriously crazy up here. I love the variety, coloursealing new grout (my favourite), old grout, tile replacement, cleaning with portable etc. It is giving me everything I have ever wanted in a business cashflow, freedom, & job satisfaction.

Dave Topping, GroutPro Specialist

"Coming from a non business background I was nervous about learning the sales and marketing side of things. The clear and simple way that your material has been documented and presented is a credit to you both. I leave the course with total belief that you have done everything and provided all the information possible to assist in making my business a success. Well done."

Darrell Anderson, GroutPro Specialist



Download your **FREE** franchise info pack today at www.groutpro.com.au
or call 1800 822 459

I'm interested, what do I do now?

Your next step is to contact your state master franchisor listed below by either email or phone to arrange an initial phone interview or you may fax back the expression of interest form (at the back of this info pack)

From then you will be asked to complete an initial application form and confidentiality agreement before a one on one meeting and formal interview session.

For WA & SA contact:

Rush Shah

GroutPro Australia
PH 1 800 822 459
FAX 08 9249 2288
rush.s@groutpro.com.au

For QLD & NT contact:

Lawire Opperman

GroutPro Australia
PH 1 800 822 459
FAX 07 3207 3063
lawrence.o@groutpro.co.nz

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Colin Sanders,
GroutPro Specialists

For Victoria, Tasmania, New South Wales and ACT contact GroutPro Head Office in New Zealand
Phone 00 64 7 552 5311 or email joe.h@groutpro.co.nz

Expression of interest form

This is an initial expression of interest form NOT A CONTRACT.

GroutPro[®]
tile & grout restoration specialists

Name

Address

Phone

Mobile

Email

Best Time To Call

Current Occupation

How long have you been looking for a business?

What have you looked at so far?

How did you hear about GroutPro?

Do you have access to sufficient funds to proceed with a franchise purchase if selected or will you be looking for finance?

For Victoria, Tasmania, New South Wales and ACT contact GroutPro Head Office in New Zealand
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