

# Franchise Information Pack



[www.deckandfencepro.co.nz](http://www.deckandfencepro.co.nz)



## Deck & Fence Pro<sup>®</sup>

Paint, Oil & Stain Restoration *specialists*

A division of The ProGroup

The  
**ProGroup**<sup>®</sup>  
Home Service *specialists*

[www.theprogroup.co.nz](http://www.theprogroup.co.nz)

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## ***Congratulations...***

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

Most homes in New Zealand are surrounded by fences, and our outdoor lifestyles and fantastic climate mean we are 'addicted' to outdoor living and entertaining on our decks. Until Deck & Fence Pro was launched there were no nationwide companies offering quality restoration and maintenance of decks, fences, garden furniture and other outdoor structures.

With an ever ageing population and our busy frantic lifestyles, many people are turning their backs on the DIY culture of generations past. Who has time to spend their precious day(s) off at the end of a paint brush or on hands and knees scrubbing... We all want the fantastic end result but without the hard work in between – there has to be a better way!

There is a HUGE and virtually untapped market for the professional services Deck & Fence Pro franchisees provide.

Developed by Rob Howard & Joe Hesmondhalgh of 'The Pro Group'. We have developed a range of specialised cleaners and treatments for all outdoor structures that quickly removes mould, mildew, moss and lichen from the surface and within the grain of wood, concrete or plaster finishes. We can then paint or stain the cleaned structure with a range of quality products giving a wonderful professional finish that will last for years. All this at an affordable price to the customer and fantastic profit margins to franchisees.

The Deck and Fence Pro business system has been designed to offer a low cost / high profit margin franchise business. The franchise 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 income, whilst enjoying the perfect blend of business and lifestyle. Already a multimillion dollar industry in the United States, Australia & Europe, the New Zealand market for deck and fence restoration services is experiencing very rapid growth.

More & more people are deciding to stay in their current homes and renovate to add value and appeal and protect their investments rather than building new. That coupled with the affordable nature of the work, Deck and Fence Pro 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

*Deck and Fence Pro Founders & Pro Group Directors*



# Why Buy a Franchise Over Starting a Business From Scratch?

When you buy a franchise you are buying a readymade business format that someone else has researched and developed for you. It's like buying someone else's bright idea – one that someone else has already proved does actually work.

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 84% of franchises. There are many such examples of surveys conducted in countries around the world that have similar statistics and on average it seems that over three quarters of franchisees succeed in their first three years compared to less than a third of independent businesses

While people always argue over the actual figures in surveys like the above and what the definitions of 'success' and 'failure' should be, it's certainly true that franchisees enjoy a much higher rate of survival and a much better chance of growing their business into true income earners – than independent small businesses. That's not surprising because franchisees begin with many advantages over independent business operators such as:-

- 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**
- 8. Cross division referral systems**

\* For more information read "10 Reasons why a franchise takes some licking" article published in Franchise New Zealand Magazine Volume 21 Summer 2013.

[www.franchise.co.nz](http://www.franchise.co.nz)

*"It is very clear that an enormous amount of research and development has been put in, to produce an easy to understand SYSTEM."*

**Mike Christie,**  
Pro Group Franchisee, Wellington.



# Who is Pro Group?

## Our story & our awards



Pro Group was founded in 2009 by Joe and Rob with the launch of their first franchise group division GroutPro. From small beginnings in a kiwi shed in Palmerston North, GroutPro has grown to include 40 franchises and is the largest specialist tile and grout restoration business in New Zealand with franchisees covering 90% of the country. GroutPro franchisees enjoy almost daily TV advertising, market dominance in their industry sector, and multi award winning systems, branding and marketing. What's more, franchisees enjoy the opportunity to work for themselves, close to home and work around their family time earning decent money and having a true work life balance.

Pro Group added Deck and Fence Pro in 2012, running multiple pilot franchises in Tauranga, Palmerston North and the Kapiti coast area. Building on the success of the GroutPro systems, marketing and branding these pilot franchises were an instant success and full franchise roll out for Deck and Fence Pro started March 2013.

It's Joe and Robs goal to make Deck and fence Pro a nationwide success to rival GroutPro and to continue to add value to the Pro Group franchisees businesses by adding multiple divisions over the coming years and become "The No.1 preferred specialist home services provider in New Zealand"

To the right are some of the awards that we have received for our franchise and business systems that are implemented throughout the Pro Group.



### Our Awards



**Westpac New Zealand Franchise Awards 2014/2015**

Home services franchise award – finalist



**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



**Westpac Bay of Plenty Business Awards**

Excellence in Brand Marketing & Design – WINNER

**Westpac Bay of Plenty Business Awards**

Business Growth & Development - WINNER

**Westpac Bay of Plenty Business Awards**

Excellence in Customer Service - FINALIST

**Westpac Bay of Plenty Business Awards**

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



**David Awards - Heroes in Small Business**

SUPREME WINNER

**David Awards - Heroes in Small Business**

Most Outstanding Transitional Business - WINNER

**David Awards - Heroes in Small Business**

Most Outstanding Lifestyle Business - WINNER

**David Awards - Heroes in Small Business**

Most Inspired Use of Technology – FINALIST



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

FINALIST

# Why buy a Deck & Fence Pro Franchise

Whatever business you decide to buy or start, success is determined by a number of factors. Ask yourself the following questions:-

- What's the size of the market?
- Are customers easy to find?
- Are my products and services simple to sell?
- Is there repeat work and multiple income streams?
- Can I provide value for money and make high profit margins?
- Will it improve my lifestyle and security?
- Will I be able to enjoy my life more in this business?
- Will I have the training and support of a team of likeminded individuals?

I'm sure you'll agree these are the really important questions you absolutely need the answers to before embarking on any business venture.

Deck and Fence Pro franchisees are in one of the most exciting and largest sectors of the home improvement industry today – look around there is work everywhere.... Our services are in HUGE DEMAND and Deck and Fence Pro are at the forefront of innovation in the market with systems and products which are unmatched by anyone.

As a Deck & Fence Pro franchise owner you are able to offer a range of services to consumers that are truly unique. Your customers will love the way their decks, fences, outdoor structures and more look and our system achieves incredible results at a fraction of the cost of replacement.

## We Clean, Paint, Oil, Stain & Restore...

- Timber Decks
- Timber Fences & Trellis
- Brick, Block & Plaster Fences
- Garden Furniture
- Garage Doors
- Garage Floors
- All Outdoor Structures
- Play Grounds, Swing Sets & Slides
- Deck & Fence Repairs
- Garage Carpet Sales and Installation
- Interior timber floor 'sandless' restoration
- Sectional Garage door insulation

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

*"We feel the training was extremely well organised and presented in a professional way. We came away feeling confident and enthusiastic about building our Deck & Fence Pro enterprise."*

**Paul & Suzanne Shaw.**  
Pro Group franchisees  
Tauranga, Tauranga.



# *Don't have any business experience? ...*

## *Don't worry.*

Our systems are designed to give every day, ordinary people the skills and training they need to be owner operators of their own successful business, with no previous experience, special knowledge or qualifications required. In fact our franchisees come from a variety of backgrounds and include diverse working histories such as ex police force, sales, real estate agent, hotelier, machine operator, painter, commercial cleaner, prison service, shop keeper, insurance agent, lawn mower etc.

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

- Low entry cost of \$49,950 + gst for everything you need, including all equipment, tools, training, products, plus sales and marketing material. (Sign written is additional cost)
- No experience needed – we teach you everything you need to know (and its very easy)
- Easy to find customers following our proven systems
- Be your own boss and work your own hours
- Unique blend of lifestyle and income
- Very high demand services
- Multiple income streams and repeat work
- High Profit Margins (\$80 - \$100 + per hour profits regularly achieved)
- Tried and tested marketing campaigns
- Great cash flow, no bad debts – most people pay immediately on the day
- Tremendous referral business
- Run your business from home
- No age, gender or background requirements
- Ongoing head office support and training
- Comprehensive training manuals
- Award winning systems and procedures
- State of the art IT and online support
- Nationwide 0508 free phone call centre
- Uniforms supplied
- Part of a winning team of likeminded people
- The perfect blend of income and lifestyle

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 Deck and Fence Pro 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 by following our marketing systems.

*"The training course has just reinforced the WOW factor 10 fold ! It's fantastic to see the research, development and ongo-ing improvement of the systems and equip-ment – OUTSTANDING."*

**Jim Clarke,**  
*Pro Group Specialist*



# Multiple income streams

As an owner of a Deck and Fence Pro franchise you have multiple income streams available to you to maximise your profit.

We have developed a system that maximises your dollars earned and developed services that can be conducted throughout the different seasons and in different weathers, these include

- Timber Decks – including balustrades, steps, balconies etc for oiling, staining, painting, minor repairs,
- Timber Fences & Trellis – cleaning, staining, painting, repairs,
- Brick, Block & Plaster Fences – cleaning and painting
- Garden Furniture – domestic sets, cafes / restaurants and multi-unit sets, benches
- Garage Doors – cedar restoration, front doors and other house doors, French doors, window painting, cedar weatherboards etc
- Garage Floors – cleaning oil and rust stains, repairing concrete cracks & painting
- All Outdoor Structures – Pergolas, swing sets and playgrounds, gazebos, sheds, small buildings and more
- Garage Carpet and Sectional garage door insulation - Sales and installation
- Interior timber floor 'sandless' restoration

The market for these services is absolutely massive. Our tried and tested marketing materials will enable you to begin finding customers from day one and continue to bring in a steady stream of customers and work. Many potential customers can be identified from the street and our targeted marketing material used to approach those customers directly as well as media advertising, direct marketing materials, online ads, trade and market day displays and so much more.

To survive in today's competitive market you must have access to the most up to date and advanced marketing material and IT support services. Some of what is included with your franchise business...

- Business cards, stationary, invoices
- Specific targeted marketing material such as Flyers, Postcards, Posters and adverts
- Online 24hr sales and support systems
- A whole manual of approved and personalised marketing material
- Launch marketing campaign in your local area
- Personalised marketing plan
- 24hr call centre and internet leads

*"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**  
Pro Group Specialist



## We Restore Weathered Decks

*You will be shocked at the difference we can make and the \$\$\$ we might save you*

We specialise in the restoration and staining of all decks.

**Deck & Fence Pro**  
Specialising in all outdoor restoration products

[www.deckandfencepro.co.nz](http://www.deckandfencepro.co.nz)

Call NOW 0508 422 532



FREE QUOTE

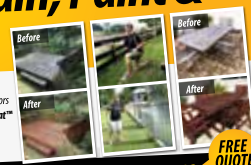
## We Clean, Stain, Paint & Restore...

- ✓ Timber Decks
- ✓ Timber Fences & Trellis
- ✓ Brick, Block & Plaster Fences
- ✓ Garden Furniture
- ✓ Garage Doors & Front Doors
- ✓ Garage Floor - 'Tough Coat'

**Deck & Fence Pro**  
Specialising in all outdoor restoration products

[www.deckandfencepro.co.nz](http://www.deckandfencepro.co.nz)

Call NOW 0508 422 532



FREE QUOTE



# How Profitable is a Deck and Fence Pro Franchise

Below is a selection of actual jobs undertaken. Jobs can range anywhere from a few hundred dollars to several thousand dollars.

Deck and Fence Pro work is varied from small decks, single garage door or garden furniture to huge multi-level wrap around decks or whole section fence paints or even commercial sized jobs. No two days are the same in the life of a Deck and Fence Pro franchise.

*"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."*

**Colin Sanders,**  
Pro Group Specialist

Job description	Invoiced	GP \$	GP \$ p/hr
Clean and re oil stain 2 decks, one large rear deck and one small entrance deck / steps	\$1300.00 + gst	\$980.00	\$89.09
Veranda high pressure clean only	\$450.00 + gst	\$400.00	\$107.50
Decks x 2, front steps and garden furniture restoration	\$2339.00 + gst	\$1994.00	\$92.74
Fence clean and stain plus trellis and small retaining wall	\$1349.00 + gst	\$989.00	\$123.63
Table and 2 bench seats clean and stain	\$500 + gst	\$420.00	\$84.00
Deck, built in seating, retaining wall and trellis	\$1965.00 + gst	\$1715.00	\$155.91
Small entranceway deck	\$489.00	\$364.00	\$66.18
Garden furniture set and pool house steps and pool seats	\$650 + gst	\$590.00	\$84.28
Fence Clean	\$448.50 + gst	\$418.00	\$72.70
2 large Kwila deck re – oil stain	\$2,200 + gst	\$1860.00	\$88.57
Double garage carpet installation	\$1165 + gst	\$610.00	\$152.50

Our actual 'average' invoiced job value is \$1107.00 + gst with a Gross Profit \*of 74.8% (\$828.04) and our 'average' hourly Gross Profit is \$84.76 – These figures taken from actual work completed between September 2012 – March 2013 by our Tauranga pilot franchise from a standing start with no previous experience.

*\* Gross profit is measured by job value minus all direct costs for the job including travel time, vehicle costs, machinery costs, fuel, consumables used, product (stain paint cleaners etc). There are other costs of doing business such as insurance, marketing, phone, internet, franchise fees that are not included in the above numbers. We are happy to discuss jobs, profitability and business expenses in more detail at an initial franchise meeting.*

*\* We do not guarantee any earnings for franchisees, how much you can earn depends entirely on your own efforts – please read the income disclaimer at the end of this information pack carefully.*



# Do you have what it takes?

We have found that experience in almost any industry is valuable and can actually benefit someone considering a Deck and Fence Pro franchise. You don't need any previous deck or fence experience however there are some specific requirements that we have; and specific personality traits and skills that we have identified that allow us to identify candidates that have a higher chance of success:-

- You must be willing to work and follow a system to sell 'in demand' services
- Posses a desire to succeed and earn an above average hourly income
- Have good people skills and be a team player
- Are professional, energetic and self motivated
- Know the importance of operating in a systematic manner
- Are willing to learn, follow and value a proven system and not 're-invent the wheel'
- Have good time management and communication skills
- Commit to a long term mutually profitable business relationship with us
- Have some basic DIY skills and not be afraid of some physical work

If you have never run a business before, no problem. Our systems and training are designed to give you the skills, competence and confidence to run your own successful business without any special knowledge or qualifications.

## **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 provide everything you need to get started for one low cost investment. We've been running an award winning franchise system since 2009 and know what works best for you so you can start earning from day one...

Our complete business start up package is just \$49,950 + gst. This is a turnkey package that includes all of the supplies, equipment, products, training, manuals, uniforms and printed marketing materials to start your Deck and Fence Pro business. You will also need funds for your accountant/lawyer plus sufficient working capital for your own living expenses for 3 months plus a vehicle. We can discuss finances in more detail when we meet.

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

**Mick Charlton,**  
Pro Group 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 Deck and Fence Pro Business Opportunity.

# FAQ's

Here are a handful of frequently asked questions by potential franchisees.

## How much money can I make ?

This depends entirely on the effort you put in to starting and growing your business. We are here to help you achieve your goals but we can't do it for you. We have proved that an hourly income when working can average at over \$80 per hour but you certainly won't be working 40 hours a week from the beginning. It's important to set realistic income goals and follow a plan to achieve these goals along with our help.

## Do you offer an income guarantee ?

A Deck and Fence franchise is a unique franchise system and not like many lower cost franchise systems. We don't offer income guarantees... we don't find all the work for you... we don't do your invoicing and gst returns... We teach and support you to stand on your own two feet. Teach you how to build a real business NOT just buying a job, teach you how to market your business successfully, how to find quality customers and how to service those customers and generate profitable repeat business. We're not looking over your shoulders 24 / 7 BUT we are there whenever you need us.

## How much is your franchise fee ?

Our franchise fee is a low cost \$100 + gst per week for the duration of your franchise agreement. You also purchase consumables from us to operate in your day to day business. We are happy to discuss the financial with you in more depth at an initial franchise meeting.

## How long is the franchise agreement for and can I see a copy ?

The franchise agreement is for 5 years with rights of renewal. We don't distribute this valuable document indiscriminately however we can supply you with a hard copy of the franchise agreement when we meet and advise you to take legal and accounting advice.

## I don't have the money, do you offer finance ?

We don't offer internal finance however banks and external finance providers are often willing to finance a percentage of a franchise purchase price.

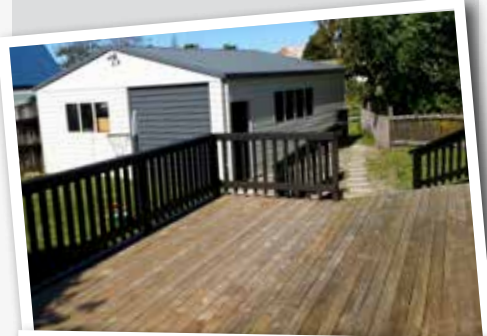
## Are you members of The Franchise Association (FANZ) ?

YES, and we take this membership and the responsibilities of its code of conduct and code of ethics very seriously. Not all franchises are created equal and we firmly believe that only quality franchises belong to FANZ and follow their rules.

These are just a few of the many questions we know you'll want to ask us when we meet.

*"The first thing that struck me about Deck & Fence Pro was how professionally put together everything is. I felt this was a good crowd to be involved with and gives me a great deal of confidence"*

**Daryl Cross,**  
Pro Group Franchisee Upper Hutt



# A selection of articles from Franchise NZ magazine

FRANCHISE OPPORTUNITY: HOME & BUILDING

## THE PERFECT BLEND of lifestyle and income

DECK & FENCE PRO IS A BRAND NEW LOW-COST OPPORTUNITY FROM AN AWARD-WINNING TEAM

Joe Hesmondhalgh and Rob Howard have a knack of spotting an opportunity. Having founded GrouPro, they turned it into New Zealand's largest tile and grout restoration business and a multi-award-winning home services franchise. Now they're aiming to do the same again with Deck & Fence Pro.

'Most homes in New Zealand are surrounded by fences, and our outdoor decking and a fantastic climate mean we are addicted to outdoor living and entertaining on our decks,' explains Joe. 'But we realised there were very few reliable brands nationwide offering quality restoration and maintenance of decks, fences, garden furniture and other outdoor structures. That means the market for Deck & Fence Pro's services is huge - just look around and you'll see that there's work everywhere.'

With an ageing population and working people having ever busier lifestyles, many people are turning their backs on the DIY culture. 'Who has time to spend their precious days off at the end of a paint brush or down on their hands and knees scrubbing decks? We all want to enjoy our properties but without the hard work. There has to be a better way, and that's what Deck & Fence Pro franchisees can offer,' Joe says.

Deck & Fence Pro has developed a range of specialised cleaners and treatments for all outdoor structures that quickly removes mould, mildew, moss and lichen both from the surface and within the grain of wood, concrete or plaster finishes. 'We can then paint or stain the cleaned structure with a range of quality products, giving a wonderful professional finish that will last for years,' says Joe. 'All this at an affordable price to the customer while offering fantastic profit margins to franchisees.'

### PROVEN SYSTEMS, PROVEN TEAM

The Deck & Fence Pro system has been created using the sales, marketing and quoting systems originally developed for GrouPro. 'These systems and quoting customers and securing work simple and stress-free,' Joe says. 'Jobs come in all sorts of shapes and sizes from just a few hundred dollars for a small fence to many thousands for a large deck restoration. Profit margins vary depending on the type of job, but profits can be anywhere from \$60 - \$120 per hour and more.'

Another aspect that makes the business so enjoyable is that no two are the same. Franchisees may be cleaning and staining a set of garden furniture one day and then restoring a deck the next, or spray-painting the picket fence of a multi-million dollar mansion on just a few hundred dollars. 'Having multiple income streams and a wide variety of work is an important part of the Deck & Fence Pro system,' Joe explains. 'It's risk and helps ensure a flow of business throughout the year for owners, home sellers and buyers and commercial clients too.'

Find more info at [franchise.co.nz](http://franchise.co.nz) - Search: Deck & Fence Pro



- In fact, Deck & Fence Pro franchisees clean, paint, oil, stain and:
- Timber decks
  - Brick, block & plaster fences
  - Play grounds, swing sets & slides
  - Garage doors
  - Garage floors
  - All outdoor structures
  - Deck & fence repairs
  - Garden furniture
  - Graffiti removal

As well as Deck & Fence Pro brand, GrouPro

FRANCHISE OPPORTUNITY: HOME & BUILDING

## time to SPRING INTO ACTION

DECK & FENCE PRO FRANCHISEES NEEDED NOW TO MEET GROWING DEMAND

Duane Moul knows a good opportunity when he sees it - that's why he jumped at the opportunity to take up a Deck & Fence Pro franchise as soon as it was launched earlier this year.

Duane already owns a very successful GrouPro franchise, which is a sister company also run by The Pro Group. 'After nearly three years of running a multi-division franchise under the same branding, I've already experienced the way that the systems, marketing methods, expertise and support of The Pro Group allow me to concentrate on the end doing the work,' he says.

'Now, as a Deck & Fence Pro franchisee, I can attract new customers and offer existing customers a whole new set of services that increase my turnover and profits, too. I love the variety: no two days are the same and there is a tremendous amount of work out there.'

### SPECIALISED PRODUCTS ADD VALUE

Deck & Fence Pro specialises in restoring weathered decks, fences, outdoor furniture and garage doors, as well as exterior cleaning and painting of concrete, brick and plaster finishes. 'Franchisees use a unique "top secret" chemical cleaning process not available in any store to bring all exterior timber back to an "as new" look,' explain Pro Group founders Rob Howard and Joe Hesmondhalgh. 'It's not only effective - it's environmentally friendly. It won't harm plants or lawns, contains no phosphates, harmful bleaches or acids and won't corrode nails and fixings.'

'The cleaning process strips all failed stains, dead wood fibres, moss, mould and lichen and brings back the wood surface underneath, ready for re-staining. Deck & Fence Pro stains and paints are top quality professional grade products, proudly manufactured here in New Zealand for our extremes of climate, and come in a range of popular colours.'

The result is a franchise that offers a real benefit to customers looking to renovate or add value to their property, says Duane. 'Not only can we save them a huge amount of money by not replacing their old deck, fence or garage door; we can actually make their old weathered timber look brand new again. Best of all, as well as being very cost-effective for the customer, it's very profitable for me as a franchisee. And while spring and summer are obviously the peak times, Pro Group have developed a number of other services to keep me busy throughout the year - something many outdoor franchisees find a challenge.'

### LOW START-UP COSTS

A Deck & Fence Pro franchise is just \$17,950 +gst, and includes everything you need to hit the ground running and start earning straight away,' promises Joe. The initial package includes all equipment,

Find more info at [franchise.co.nz](http://franchise.co.nz) - Search: Deck & Fence Pro

FRANCHISE OPPORTUNITY: HOME & BUILDING

## new franchisee ALL DECKED OUT FOR SUMMER

DECK & FENCE PRO IS APPOINTING FRANCHISEES NATIONWIDE TO MEET DEMAND



DARYL CROSS: 'I'VE GOT EVERYTHING I NEED AND THE PROFIT PROJECTIONS ARE EXCELLENT'

Since launching in January 2013, Deck & Fence Pro has grown fast. Daryl Cross is the 14<sup>th</sup> franchisee to join the ranks and, having just completed training, he's raring to go. 'There's a lot of business out there,' he says with confidence, 'and with a TV campaign due to launch in the spring, I expect to be swamped! Profit projections are excellent.'

Deck & Fence Pro specialises in restoring weathered decks, fences, outdoor furniture and garage doors, as well as exterior cleaning and painting of concrete, brick and plaster finishes. They also offer garage carpet sales and installation to offset seasonal fluctuations and make the franchise an all-weather, all-season business.

The franchise was created by Joe Hesmondhalgh and Rob Howard, the seasoned team behind the award-winning GrouPro franchise, and uses the same proven systems to build and support franchisees' businesses. Indeed, some of the first people to take up the new Deck & Fence Pro franchise were existing GrouPro franchisees, 'who obviously knew a good thing when they saw one,' smiles Joe.

In the case of Daryl, he's new to the franchise family. He and wife Claire returned to New Zealand three years ago after ten years working in Australia. 'My background is engineering and I was involved in fabricating ornate balustrades and security doors, but Claire and I wanted a bit more control of our lives so we started to look at franchises. The first thing that struck me about Deck & Fence Pro was how professionally put together everything was. From the first pack I received from Joe, I felt this was a

natural enthusiasm for the obvious benefits of the work. 'We can really bring a deck back from the brink,' he says. 'Imagine a 30-year-old deck that has had minimal maintenance and is riddled with grime and lichen. Some people might tackle the job themselves but unless you know what you're doing, that can lead to some pretty disastrous results. Others might just rip up the old deck and replace it - what an expense and waste of good materials. But Deck & Fence Pro can offer a much better solution. We can restore a deck to look almost new at a fraction of the cost of replacement, and probably double its life.'

Outdoor cleaning often involves some pretty harsh chemicals which are bad for the environment and operators alike, but Deck & Fence Pro products are entirely environmentally friendly. 'We use a two-part cleaning process that has been exclusively formulated for the franchise and is a closely-guarded secret,' says Daryl. 'In this day and age, people are much more conscious of these things so it's another bonus to find our products won't hurt plants when washed off and certainly won't destroy the timber itself - unlike a lot of harsh chemicals.'

### SAVE \$5,000 AND HIT THE GROUND RUNNING

A Deck & Fence Pro franchise is just \$24,950 +gst. 'But we have a special offer of just \$19,950 for new franchisees who are up and running before the end of the year,' says Joe Hesmondhalgh. 'That includes everything you need to hit the ground running and start earning straight away.'

Daryl confirms that's true. 'I've got everything I need and furthermore the products I use cost less than most DIY products while being of much higher quality - that's not the case with some businesses I looked at



BEFORE AND AFTER: DECK & FENCE PRO CAN RESTORE EXTERIOR TIMBER TO LOOK AS GOOD AS NEW

tools, initial product supply, sales and marketing materials, manuals, uniforms, stationery, training and access to the group's online support forum and cloud-based computer systems.

'Thanks to the comprehensive training, no experience is necessary. However, you will need a keen eye for detail, a decent work ethic, willingness to follow proven systems and some DIY experience,' Rob says. 'You'll also need the right attitude - what makes our franchisees most successful is an outgoing personality and an ability to get stuck in to solve customers' problems.'

### MASSIVE MARKET POTENTIAL

The market for Deck & Fence Pro is massive, says Joe. 'Look around; there are fences everywhere and most houses have a deck and some kind of exterior furniture. Many people are too busy working to want to spend their precious weekends doing it themselves, or don't have the skills or knowledge to do a professional quality job,' Duane agrees. 'You'd be amazed at the DIY disasters I have to do and fix. Plus, with an ever-ageing population of people who want a quality job at a fair price, there's an abundance of work out there for us.'

Since the launch of the franchise just six months ago, Deck & Fence Pro has already appointed ten franchisees around the country with a further four ready to start in August. 'Spring will see a massive demand for our services, so we're actively seeking franchisees across New Zealand to start training now,' says Joe. 'That means they'll be ready to leap the rewards of our nationwide TV Spring advertising campaign that's going to bring in a flood of customers. Mind you, we have work available in many areas right now, so why wait?'

'Some areas are already full and others are selling fast, so now's the time to find out if there's still an opportunity in your area. Download a free franchise information pack at [www.deckandfencepro.co.nz](http://www.deckandfencepro.co.nz) or give me a call today,' Joe invites.

And if working inside is more your thing, for a slightly higher investment of \$39,950 +gst GrouPro still has a few franchise opportunities in the following areas: Auckland (west, central and south), Gisborne, Taupo, Dunedin and Queenstown. As Joe says, 'Whichever you choose, you'll be joining an award-winning team in an enjoyable and profitable business.'

### ADVERTISER INFO

Deck & Fence Pro  
PO Box 16 394, Bethlehem,  
Tauranga 3147  
[www.deckandfencepro.co.nz](http://www.deckandfencepro.co.nz)  
[www.groupro.co.nz](http://www.groupro.co.nz)  
Contact  
Joe Hesmondhalgh  
P 07-552 5311  
M 0274 108 940  
[joe.h@groupro.co.nz](mailto:joe.h@groupro.co.nz)

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# LIMITED TIME OFFER

**ONLY \$29,950 + gst**

**SAVE a MASSIVE \$20,000 on the 2015 price**

**\$14,975 deposit and \$14,975 interest free finance over 3 years\***

## **We URGENTLY require franchises in the following areas**

- Auckland
  - Mt Roskil, Royal Oak, Three Kings, One Tree Hill etc
  - Mangare, Otahuhu, penrose, OneHunga
- Thames / Coramandel
- Taupo
- Rotorua
- Wanganui
- Napier
- Hastings
- Wellington City (Eastern)
- Blenheim
- Timaru
- Dunedin
- Queenstwon / Wanaka
- Invercargill / Southland

*\*Normal franchise selection process applies. Interest free finance option only available to approved applicants. Balance of \$14,975 paid monthly by direct debit (\$415.97 + gst per month)*

# *The Next Step - I'm interested, what do I do now?*

We urgently require franchisees in most parts of the country to join our established team of franchisees and have work waiting in most areas.

## ***Do you want more information ?***

Your next step is to call Joe Hesmondhalgh on 07 5525311 and arrange a time for an initial telephone interview. From then you will be asked to complete a full application form and confidentiality agreement before a one on one meeting and formal interview session.

**Phone: 07 5525311**

**Joe Hesmondhalgh** (Director)

**Email:** Joe.h@theprogroup.co.nz

*"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,**  
Pro Group Specialist

***For your peace of mind we offer you...***

# ***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 Deck and Fence Pro Franchise.*

### **Deck & Fence Pro Franchise Opportunity Disclaimer.**

Quan Solutions Limited T/A Deck and Fence Pro and its directors make no defined representation of the business model in this information document. The information provided in this document is for illustrative only purposes and should not be considered or relied upon as the actual details of the business.

Quan Solutions Limited T/A Deck and Fence Pro and its directors makes no financial projections, or forecasts of income, sales, profits and earnings. The 'Business Model Example' provided above is for illustrative only purposes and should not be considered or relied upon as the actual or potential income, sales, profits or earnings which will be realised by you. Quan Solutions Limited T/A Deck and Fence Pro and its directors makes no guarantee, nor do we represent that you will or can expect to attain any specific amount or range of income, sales profits or earnings from the operation of the advertised businesses. Actual results vary from operation to operation and we cannot estimate the results that any franchisee may achieve. You are expected to evaluate your own income, sales, profits and earnings potential. You should always seek independent financial, business and legal advice in assessing the suitability of this business opportunity for you.