

Franchise Information Pack

www.groutpro.co.nz



GroutPro
Tile & Grout Restoration *specialists*
A division of The ProGroup

The ProGroupTM
Property Improvement *specialists*

www.theprogroup.co.nz

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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.

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 New Zealand 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.

Alan Williams

The ProGroup Director

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



Multi Award Winning Franchise System



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 2011

Excellence in Brand Marketing & Design – WINNER

Westpac Bay of Plenty Business Awards 2011

Business Growth & Development - WINNER

Westpac Bay of Plenty Business Awards 2011

Excellence in Customer Service - FINALIST

Westpac Bay of Plenty Business Awards 2011

Business Innovation & Entrepreneurship – FINALIST



Westpac Manawatu Business Awards

Professional Service Award – WINNER

Westpac Manawatu Business Awards

Micro Business Award - WINNER

Westpac Manawatu Business Awards

Innovation Award – HIGHLY COMMENDED

Westpac Manawatu Business Awards

Supreme Business - FINALIST



2011 David Awards - Heroes in Small Business

SUPREME WINNER

2011 David Awards - Heroes in Small Business

Most Outstanding Transitional Business - WINNER

2011 David Awards - Heroes in Small Business

Most Outstanding Lifestyle Business - WINNER

2011 David Awards - Heroes in Small Business

Most Inspired Use of Technology – FINALIST



2011 Ernst & Young New Zealand Entrepreneur of the Year

FINALIST

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

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

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

- Low entry cost of \$49,950 + gst for everything you need, including all equipment, tools, training, products, plus sales and marketing material - (Excluding Vehicle)
 - 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 - (Excluding Vehicle)
 - Multiple Income Streams with very little competition
 - Tremendous referral business.
 - Run your business from home.
 - Very Low operating costs with 90% + Gross profit margins.
 - 5 day Full Time initial training Course
 - No age, gender or background requirements.
 - Ongoing Support and Marketing.
 - Web site leads & TV Leads
 - Comprehensive operations systems and marketing manuals.
 - Uniforms supplied.
 - Comprehensive start up stationary and systems package.
- And much more*

"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



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.

Why Join The GroutPro Team When I Could Start My Own Business?

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 and 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 franchise.

These benefits along with our exclusive GroutPro Professional products and application methods along with our specialised tile anti-slip treatments and specialised cleaning products are designed to give you every commercial advantage in the marketplace.

We have invested heavily to ensure our web sites and social media presence are industry leading and show in the first page of search results for Google searches. Below are some actual results.



Keyword Searched

GroutPro Position

Tile restoration	1 & 2
Tile restorers	1 & 2
Tile cleaning and sealing	1 & 2
Clean dirty tile grout	1 & 2
Grout restoration	1 & 2
Tile grout restoration	1 & 2
Cleaning grout in shower	1 & 2
Grout cleaning for floors	1 & 2
Removing grout from tiles	1 & 2
Shower re sealing	1 & 2
Bathroom tile cleaners	3 & 4
Re Grouting	3 & 4
Professional tile cleaners	4 & 5
Grout cleaning	5 & 6
Tile and grout cleaning	7th
Tile repairer	7th
Colour grout	9th

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

Colin Sanders,
GroutPro Specialists



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
- Garage Carpet and other improvements
- 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 training facility in Auckland, where we will teach you operations, service procedures, marketing/sales and administration and more. Training is conducted for 5 full days. 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 an operations manual that will assist you during your initial training. This will also serve as a reference tool after you are up and running. The manual covers 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, tool chest and caddy, Salesman kit - The list of equipment included is too long to list here.

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 2000)
- A whole manual of approved and personalised marketing material at your disposal
- Uniform shirts
- Printed forms such as invoices, work orders and unique customer quoting system
- Your own professional branded email address
- Online quoting systems
- Customer contact management system and state of the art IT resources
- Online product shop

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 compliments 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.

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

Brett Muir,
GroutPro Specialist

Shower Glass Restoration

GroutPro Professional Shower Glass Restoration dramatically restores and maintains shower glass



GroutPro
The Grout Restoration Specialists
A Division of G.P. Industries Ltd

**FREE
QUOTE**

Franchises Available - FREE info pack at
www.groutpro.co.nz

☎ 0508 432 532

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
- Grout Colour Sealing
- Tile Re-grouting
- Tile Removal & Replacement
- Silicone Replacement
- Chipped Tile Repair
- Shower Glass Restoration
- Exterior hard surface cleaning – driveways, paths etc
- Garage Carpet and other improvements

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
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
Averages	\$1,175	10	\$160	\$1,014	\$108

Technology

Working smarter NOT harder earns you more time and more money.

As a ProGroup franchisee you have 24/7 access all the tools to make your business a huge success. ProGroup has embraced technology and our I.T. systems are designed to make your life easier, provide effective communication tools to your customers, be efficient with your time and resources and build a better business. And best of all they are really simple to learn and use.

The ProGroup online “portal” is a dedicated work space that you can access from any computer at any time. Here you conduct the day to day operations of running your business such as:-

Product Shop:

You purchase products for use in your business through the online shop. You can browse the product range and select what you need for each job. This order is then sent directly to head office for picking, packing and shipping on overnight courier. You have standard business terms for payment so you can easily order the products, do the work and be paid well before they have to pay us for the products. This increases your cash flow.

Marketing Resources:

You have access to a whole library of items of branded marketing material and resources. For example if you want to place an advert in your local paper, all you have to do is select an appropriate sized advert and download the pdf file from the portal and email it to the paper for publication. All files are print ready. Other items include adverts, postcards, flyers, brochures, posters, marketing letters, vehicle sign writing, business cards, dozens of high resolution before and after photographs, product photographs etc. This resource is ever expanding as new items are added.

Quoting & Invoicing:

All quoting, invoicing and customer database is through our state of the art online quoting calculators and contact management system. This ensures smooth trouble free business management and a high quote to job conversion ratio.

As a ProGroup franchise you are in business for yourself but never by yourself. We pride ourselves on offering unparalleled support for your business. In the early stages of your new business you will require plenty of operational support to get your business flying, as time goes on this will become less and less as you find your feet and become experienced but help and assistance is never more than a phone call or email away and we have build outstanding support systems so you can access as much or little as you want.

To assist on your business support we have implemented the Pro Group online support forum.

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

Mick Charlton,
Pro Group specialist



How the forum works is it is hosted 'in the cloud' for access by you from any computer anywhere in the world. You log on through a secure site and the forum is broken down into categories. Each of our services has its own category and your questions can be posted on the forum for other franchisees to answer. Eg, if you come across a particularly challenging job and needs assistance you log on, upload photos and ask questions. Usually with 12 – 24 hours several other franchisees have answered the question and provided advice on the situation.

Forum categories include, general business discussions, sales and marketing, specialist discussion groups on all the major service categories. We encourage all franchisees to log on at least every 1 - 2 days however most go on every day.

By having an open knowledge sharing platform it encourages everyone to help one another and share the skills that are required to be successful in business. You know from day one that you are part of a larger team and you can rely on your peers to help.

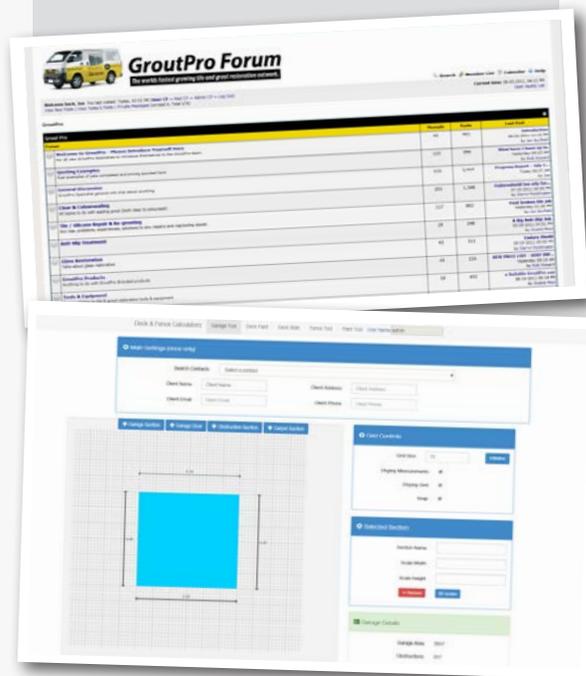
At the time of writing we have over 24,000 active posts on the Pro Group online support forum.

We also offer an annual conference and regular updates throughout the year. Management and trainers are always on hand and enjoy getting involved with franchisees businesses as well. We like to think of ourselves as an extended family and TEAM – Together Everyone Achieves More.

The core of your business operations is the ProGroup CRM contact management system. Here you manage your leads, quotes, product purchases, business costs and invoicing. See at a glance where your leads are coming from, how effective your marketing is and how much work you have 'in the pipeline'. This is also a database of your customers for contacting them for additional and/or repeat custom. This state of the art system designed from the ground up specifically for The ProGroup and is an invaluable part of your business.

"Great practical and theory, the whole package well exceeded my expectations. This business ticks all the boxes that I wanted ticked – Really good stuff"

Jason Templar,
Pro Group specialist



How profitable can a GroutPro franchise be?

We asked one of our franchisees a few questions about his business.

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.

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. Also the national TV, web sites, google adwords and social media keep the phone ringing and a steady stream of work.

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

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 Wet Vac 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 \$49,950 + gst. The package includes all of the supplies, equipment products and print material to start your GroutPro business. This is a turnkey package that includes all equipment, training, sales and marketing material, manuals, uniforms, You will also need funds for your solicitor, accountant and professional advisors plus sufficient working capital for your own personal expenses for 3 months plus vehicle lease expenses – we can discuss finances in more detail at our first meeting.

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

Mick Charlton,
GroutPro specialist



100% NO RISK GUARANTEE

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

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.

Can I work anywhere or am I restricted to a certain territory?

There are no restrictions on where you work. Unlike territorial franchises that limit your opportunity to make a decent income, you can market your services anywhere in the country. This is especially important if you decide to expand or even move to another part of the country.

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?

We have a low cost fee structure of just \$100 per week per operational vehicle that covers all your support, online resources, royalties, call centre charges, ongoing business development etc. We earn our ongoing income by supplying you with our specialized products (at very attractive prices) such as our colourseal, clear tile and grout sealers, tile and grout cleaners etc. This means we have a vested interest in your success, as the more business you achieve the more product you buy through us.

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 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 etc. Our systems will ensure you have as much work as you need as long as you want it and are prepared to do

"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

"I just thought you would like to know that I have used Colin at home for grout cleaning and repair at home this weekend. As we have the house on the market, Colin pulled out all stops to get it done quickly and even came back yesterday morning to ensure the job was finished. Great job and a terrific representative of your brand!"

Graham Billings,
Executive Director, Franchise Association of New Zealand Inc

the work required. Plus we have national brand advertising to assist in the growth of your business such as nationwide TV, Social Media, Web sites, third party lead suppliers, Google Adwords etc.

What initial training do I receive?

Your initial training course is in our purposely fitted out training facility in Auckland and takes 5 full days. We cover everything from the actual work of grout and tile restoration, shower restoration, sales and marketing, building your business, plus ongoing development and customer relationship building.

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

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



How Many Grout Pro Businesses will there be?

Instead of individual territories, we work with a "Non-Exclusive" territory business model. What this means is that we only allow a limited number of GroutPro business operators in a particular area. We have used the Census data based on "occupied residential dwellings" and limited the GroutPro specialist business to one per 10,000 occupied homes. This figure does not include any business / commercial premises. This will ensure that each GroutPro business owner will have sufficient marketing opportunities within the city where they live and operate. More details provided as required by area at your initial interview.

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. We have one main nationwide conference once per year 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



making tiles look GOOD AS NEW

BUSINESS NOVICE FINDS A NEW FUTURE AS A GROUPTRO FRANCHISEE

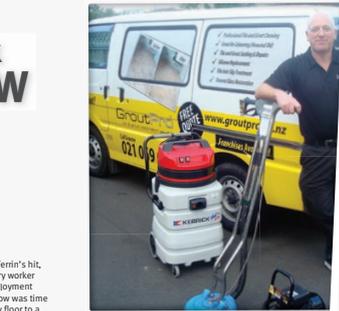
⇒ Graeme Stephens' favourite song is surely Bobby McFerrin's hit, 'Don't worry, be happy.' After 28 years in the daily factory work resplend his job to find a business of his own. With the employment situation as it is, he knew there was no fall-back position: now was time to walk the walk. 'Having worked my way up from the factory floor to a position of responsibility, I had a reasonable understanding of budgets but that's as far as it went,' Graeme grins. 'I hadn't a clue about running my own business but I knew I had to do something for myself.'

Graeme confesses to spending the past five years flitting with being in business for himself but nothing had ticked enough boxes. 'Now, with no job and no income, the search was serious. I started out more interested in stand-alone businesses rather than franchises, only because I always thought franchise systems had strict rules that meant if you went wrong somewhere you got a kick in the bum,' explained Graeme. 'But that didn't stop me doing a bit of digging after seeing a GrouPro tile restoration franchise for sale here in Palmerston North. The 90 percent-plus profit margin rang my bell, and the work itself appealed to my practical abilities – despite the fact that laying 10 tiles around my fireplace was the sum total of my experience! So Graeme decided to find out more. He ran 14 or 15 GrouPro franchises and the more he heard, the less worried about GrouPro as a franchise system or my lack of experience.'

EASY ENTRY TO MASSIVE MARKET
GrouPro was launched by Joe Hesmondhalgh and Rob Howard in mid-2009 and had rapidly become one of New Zealand's fastest growing franchise systems. 'Tiles are hugely popular in both domestic and commercial use, but they're neglected and grout needs looking after or it becomes stained and impossible to clean,' explains Joe. 'The costs for cleaning and re-grouting are extraordinarily high and tile care has become a billion-dollar industry around the world. GrouPro is the only franchise in New Zealand specialising in this service.'

'Our franchisees offer tile and grout cleaning and sealing, grout re-colouring and rejuvenation, all at a fraction of the cost of replacement.'

GROUPTRO FRANCHISEES CAN TRANSFORM THE LOOK OF BATHROOMS BY CLEANING AND RE-COLOURING GROUT



GRAEME STEPHENS: 'I'M LOVING BEING MY OWN BOSS, THOUGH I DO WISH I WOULD LET MYSELF LIE IN ONCE IN A WHILE MY OWN BUSINESS BUT I KNEW I HAD TO DO SOMETHING FOR MYSELF.'

They also carry out damaged tile repairs, silicone removal or replacement, anti-slip treatment, shower glass restoration, of exterior tiles and concrete. The \$28,950 + gst entry packs all equipment, tools, products, sales and marketing material including website, manuals, uniforms, stationery, personal address, access to the GrouPro franchise intranet with its portal and online quoting system, plus comprehensive start-up operators can achieve \$75-100,000 income in their first year.

YOU CAN'T GO WRONG
Graeme Stephens is certainly working his business full-time. He bought the Palmerston North franchise, it hadn't got off to his liking. 'I was up to me to make it work. I went through a week of fit with Rob and Joe. They expect a lot of you, which is how it you learn pretty much all you need to know: operations, a quoting, administration and bookkeeping – the lot.' Then business. 'It's been seven days a week for me since buyin I spend Monday to Friday doing quotes and on-site work, and Sunday I ride around on my push bike delivering tile being my own boss, though I do wish I would let myself whiff! Early days, though, and the other franchisees tell got established I can be a lot more flexible.'

'I hadn't done sales and quoting before, but the market fantastic – follow it to the letter and you can't go wrong. There's where you need it and the other franchisees are big get a job and you're not too sure of something, just ask on the GrouPro intranet in the evening and by the m have the answer. The intranet also has just about every know about tiles. Grout cleaning and colouring is of course, but I've already done a couple of anti-slip jobs at least one tile repair job where the couple had put up a value being diluted by DIY users.'



AS SEEN ON TV - GROUPTRO WAS A HIT ON TVONE'S GOOD MORNING PROGRAM

cleaning tools and products. In addition, there's a week's training in Palmerston North and even the accommodation and most meals included in the price!

SIMPLE-TO-USE TECHNOLOGY INCREASES FRANCHISEE PROFITS
Feedback from franchisees confirms that the support offered by GrouPro is fantastic. 'Of course, we provide the usual phone and email support but what makes this an outstanding business is the online knowledge base, information forum and exclusive GrouPro portal access,' says Rob. 'Each franchisee has access to a suite of online support services which can be accessed from any computer, anywhere. The forum is a place where franchisees share their knowledge, ask questions and share experiences. If you have a problem, just post your question and within a few hours franchisees from across NZ – or even Australia and the UK – can answer your own with a GrouPro franchise. Instead, you can access the combined knowledge of over 50 franchisees who have been in the business for years.'

GrouPro's most recent innovation is an online resource that allows franchisees to complete quotes on site and email them to customers with the touch of a button. 'By using an iPad or laptop computer, franchisees can offer customers an instant quote rather than having to wait to work it out and get back to them,' Rob says proudly. 'This is proven to increase the quote acceptance rate and build business. This is proven to increase be converted to invoices when the work is done to speed up payments and increase cash flow. And franchisees can also order products online, download branded marketing material such as posters, flyers, newspaper ads and marketing letters; access key statistics on how well their business is running; and so much more.'

'All these systems have been designed specifically for GrouPro and short minutes. There's no technical jargon or complex systems – it's groundbreaking for a low-cost franchise system like ours.'

KEY AREA VACANCIES AND A FREE IPAD
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awards for the franchise REWARDS FOR FRANCHISEES

WANT TO JOIN THE MULTIPLE AWARD-WINNING GROUPTRO FRANCHISE? YOU'LL HAVE TO BE QUICK

⇒ 'If you're going to buy a franchise, you need to check out the reputation of the business and the quality of the systems behind it. One good various links are now run around the country, and the best of them involve expert independent judges taking a long, hard look at each entrant with a critical eye.'

Tile and grout restoration specialists GrouPro have recently scooped a number of very prestigious awards both regionally and nationally. Their list of recent accolades (see panel) includes awards for franchising, marketing, business growth, innovation, export and even lifestyle!



JOE HESMONDHALGH AND ROB HOWARD WITH GROUPTRO'S FRANCHISE EXPORT AWARD

- ROLL OF HONOUR**
- Westpac New Zealand Franchise Awards Home Services Franchise System of the Year Highly Commended
 - Westpac New Zealand Franchise Awards Excellence in Brand, Design & Marketing - Winner
 - Westpac Bay of Plenty Business Awards Excellence in Brand, Design & Marketing - Winner
 - Westpac Bay of Plenty Business Awards 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 Most Outstanding Traditional Business - Winner
 - David Awards Most Outstanding Lifestyle Business - Winner
 - David Awards Supreme Business of the Year 2011 - Winner
 - Ernst & Young New Zealand Entrepreneur of the Year Award Finalist



SOME OF THE EARLY BIRDS WHO WERE AMONG THE FIRST TO JOIN GROUPTRO AND ARE NOW REAPING THE BENEFITS

NO EXPERIENCE REQUIRED
'GrouPro franchisees are not tilers, so you don't need any tile or trade experience to get into the franchise,' says Joe. 'I should know – before opportunity when I saw one. GrouPro franchisees come from varied backgrounds and include bankers, painters, police, real estate sales, cleaners, office workers, accountants, surveyors, mechanics and more. In fact, only one franchisee out of over fifty had any prior tile knowledge!'

GrouPro franchisees have a range of services and products to offer that are one of the hottest sectors in the home improvement industry today. 'There's a market with systems and products which are unmatched by anyone,' Rob and our system achieves incredible results at a fraction of the cost of a typical thousands of dollars.'

GrouPro's groundbreaking products are not available in any stores and are only available to franchisees for professional use. This ensures the customer didn't value the value of the franchise services by guaranteeing DIY users.

BEAT THE PRICE INCREASE
Recent TV advertising and other nationwide marketing has attracted large numbers of potential customers. 'In fact, we have now waiting for new franchisees in several key areas, including Waikato, Rotorua, Taupo, Gisborne, also opportunities in most of our main cities and some regional towns, but avoid disappointment.'

THE PRICE OF A GROUPTRO FRANCHISE IS INCREASING IN THE NEW YEAR TO \$39,950 +gst. However, because we've recently had new people to meet demand, we will hold the 2011 entry price at just \$28,950 +gst for all new franchisees confirmed before December 31st, promises Joe.

'For this low entry price, GrouPro provides massive value. Everything that you need to run a successful business is included. There's a very comprehensive manual, to the specialised power cleaning tools and products, uniforms and week's training in Palmerston North and even the accommodation and travel costs are included in the price.'

'There is a stringent selection process but if you think you have what it takes, income in an exciting industry and want to create your own future, give GrouPro a call or download your free franchise information pack at www.groupro.co.nz.

'Now's the time to jump on board and build a fantastic new future for you and your family with GrouPro's multi-award winning franchise system!'

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Find more info at franchise.co.nz - Search: GrouPro NZ

taking it to the NEXT LEVEL

GROUPTRO OFFERS FRANCHISEES MORE THAN JUST HEALTHY PROFITS

⇒ GrouPro is one of the fastest-growing franchises both here and in Australia, and is already New Zealand's largest tile and grout model to a level usually only seen in much more expensive franchise offerings. 'The introduction of such initiatives as advertising to build and mobile systems to streamline franchisees' operations and maximise keep us one step ahead of any competition and enable us to offer what we believe is the best franchise available in its price range.'

GrouPro franchisees offer tile and grout cleaning and sealing, grout re-colouring and rejuvenation, all at a fraction of the cost of replacement. Add to that such services as damaged tile repairs, silicone removal and exterior tiles and concrete, and you can see that GrouPro is a very attractive proposition,' says Rob. 'With these multiple income streams, easy to learn and you need no special skills – just follow the GrouPro great lifestyle.'

GrouPro's colour seal service, which both restores and protects stained 100 people called the hotline to request the service for their homes, which proves that once people know that there is a cost-effective solution to their tile and grout problems, it really sells itself! 'Rob points out 'Eye-catching and clever marketing educates our customers and builds business for franchisees.'

BIG VALUE – LOW COST
'Our business philosophy is all about providing massive value to the franchisees for a low entry price,' explains GrouPro's other director Joe Hesmondhalgh. 'A franchise costs just \$28,950 +gst but (unlike some franchises) includes absolutely everything you need to run a successful business. There's a very comprehensive tool and product package with everything from basics like business cards, uniforms, manuals to the specialised power



GrouPro's COLOURSEAL SERVICE BOTH RESTORES AND PROTECTS STAINED GROUT, ALL AT A FRACTION OF THE COST OF REPLACEMENTS

cleaning tools and products. In addition, there's a week's training in Palmerston North and even the accommodation and most meals included in the price!

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grouptro adds SMILES TO TILES

A UNIQUE TILE TREATMENT PROCESS ALLOWS GROUPTRO FRANCHISEES TO CLEAN UP

⇒ Duane Moul is thrilled to be able to spend breakfast and pre-bed time with his first baby. In his previous job, he had to leave the house by 7am and work a 12-hour shift at least 6pm, but five months after his purchase of a GrouPro franchise, all that has changed. 'My initial goal was to replace my salary and enjoy my new daughter, too,' he explains. 'I'm working better hours, enjoying fewer hours and earning just as much as I did before.'

Duane had been the operations manager for a large cleaning company with 300 people reporting to him. 'But I was tired of all the time – I wanted to be my own boss. Then last year I was in a branch of Westpac preparing a tender and I picked up a copy of Franchise New Zealand magazine. It had a profile of GrouPro and I could see the potential in the service instantly.'

'Having run a real estate business as well, I'd seen numerous instances of poorly-sealed or maintained grout in bathrooms,' he says. 'Grout gets dirty – not just in the bath but in the kitchen, too. It really appealed without the hassle and expense of regrouting or retiling. It really appealed to me as a business, and I just knew there was a market out there so I contacted the company.'

Duane then phoned around a dozen of the 35 GrouPro franchisees and asked them about the quality of the franchise itself. 'They all said positive things, so I reckoned it was the right move.'



GrouPro's tile and grout restoration service is a billion-dollar industry around the world. GrouPro is the only franchise in the country specialising in grout tile and grout restoration as well as after-installation tile care. Founded by Joe Hesmondhalgh and Rob Howard in 2009, it has been an instant success for both customers and franchisees. 'Nobody was specialising in tile care in New Zealand yet it is a billion-dollar industry in the USA and Australia,' explains Rob. 'If you don't see grout properly it becomes stained and bacteria-spreaders. Tiles don't like being sealed work because it means returning to every site after the grout has cured, so they either

ignore it or suggest a DIY product to their customers. The end result is that there are thousands of bathrooms with tired, dirty old grout. The response to GrouPro's unique colour seal process has been so great that today tiles and tile shops are actually recommending us to their customers.'

Having owned a business before, Duane set out establishing his new franchise property on the Kapiti Coast. 'The franchise is very reasonably priced (the investment is \$28,950+gst) but rather than use up cash reserves I wanted to ensure we had enough working capital to live on for a few months while I got the business established. Even my wife, who works full time, would then be going on maternity leave so I took a loan to finance the purchase. In business terms, it works out very efficiently.'

EVERYTHING YOU NEED TO KNOW
GrouPro franchisees start with a week long training course which Duane describes as 'absolutely first class. It covers everything from business operation to marketing and quoting, and I left it fully prepared and ready to run. I met the proof of the pudding – as well as having got my own franchise producing great returns in just a few months. I'm now helping to train the next franchisees.'

Perhaps the most important part of the role is getting the message out there to potential customers. The GrouPro process cleans, rejuvenates and re-colours old grout and prevents it staining again. Once people know about it then it really sells itself, so the challenge is getting to people and tile shops as well as home owners. Once people realise what can be done to their tiles and grout for a fraction of the cost of what they feared, they are so relieved – and when they see the results of what we do, they're very happy indeed.'

Apart from marketing skills, Duane says the essential elements for success are a good business head and a bit of DIY experience. 'Everything is covered in the training, and if you've done jobs on your own home, you'll pick it up quickly. I've stuck to the system and used the marketing techniques Joe and Rob have put together and they've kept the phone ringing with new business from the start. As well as their support, we now ring with a marketing and an enormous database which allows all franchisees have an intranet with all the information, post questions or discuss issues. So to exchange essential information, post questions or discuss issues. So we are always able to support each other and that adds up to an even better service for our customers.'

There is still growing demand for GrouPro's unique service nationwide. 'Duane's shown just how fast you can build a successful business of your own, so give Joe or the business for you,' invites Rob. 'We'd love to hear from you – and so would home owners in your area...'

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ONE LOOK AT THESE PICTURES ALMOST SELLS ITSELF. BEFORE AND AFTER SHOTS DEMONSTRATE THE TRANSFORMATION GROUPTRO FRANCHISEES CAN ACHIEVE

Find more info at franchise.co.nz

Find more info at franchise.co.nz - Search: GrouPro NZ

LIMITED TIME OFFER

ONLY \$39,950 + gst

Save \$10,000 on the regular price for 2018 only.

We URGENTLY require franchises in the following areas

- Wanganui
- Wellington
 - Northern Suburbs
- Nelson
- Christchurch
- Blenheim

**Normal franchise selection process applies.*

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 Duane Moul 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: 022 477 6477

Duane Moul (General Manager)

Email: duane.m@theprogroup.co.nz

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

Colin Sanders,
GroutPro Specialists

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

100% NO RISK GUARANTEE

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

GroutPro Franchise Opportunity Disclaimer.

AGW Distribution Limited T/A GroutPro 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.

AGW Distribution Limited T/A GroutPro 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. AGW Distribution Limited T/A GroutPro 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.