

# Franchise Information Pack



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



## Prep & Paint Pro<sup>®</sup>

Interior & Exterior Painting 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 Prep and Paint 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 Prep and Paint Pro business ticks all your boxes.

Painting is not an option, it's a necessity. Every property needs to be painted to protect its appeal and value. Painting is the least expensive way to freshen up a home. That's why demand is very high for professional painting services from a trusted national brand that provides quality, service and value.

The painting industry in New Zealand is worth hundreds of millions of dollars a year. Take a look around, the market is MASSIVE, paint is everywhere....

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 roller... We all want the fantastic end result but without the hard work in between – there has to be a better way!

Prep & Paint Pro is different from traditional painters, we make the painting process simple for the customer with attention grabbing low cost painting rates and special 'Paint NOW pay LATER' finance deals. We offer top quality own branded paints manufactured here in New Zealand and only use the most ecofriendly and responsible paint management systems.

The Prep & Paint 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. Whether you prefer to have a small one person business or partnership with a friend or family member or you want to build a large solid multi team painting business we have the experience, and systems in place to fulfill your income and business goals.

Prep & Paint 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.

***Alan Williams***

*The ProGroup Director*

# 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.*

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*"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,**  
*The ProGroup Franchisee, Wellington.*



# Who is The ProGroup?

## Our story & our awards

The ProGroup was founded in 2009 with the launch of the first franchise group division GroutPro. From small beginnings in a kiwi shed in Palmerston North, GroutPro has grown to include over 30 franchises and is the largest specialist tile and grout restoration business in New Zealand with franchisees covering 90% of the country. GroutPro enjoys market dominance in their industry sector, and multi award winning systems, branding and marketing.

The ProGroup added Deck and Fence Pro in 2012 to service the growing market for professional quality restoration and staining of timber decks, fences, garden furniture, trellis, and other outdoor structures such as retaining walls and trellis using our own proprietary cleaning and finishing products and methods. Deck & Fence Pro has quickly grown to over 30 franchises nationwide and will continue to grow and prosper in the coming years.

The ProGroup is also the leading installer of garage carpet and garage door insulation in the country through Garage Carpet Pro. We specialize in turning garages into safe, warm, comfortable, multipurpose spaces. Creating true extensions of our customers' homes.

Prep & Paint Pro leverages the award winning nationwide network of successful The ProGroup franchises and utilizes the quality marketing methods and systems to ensure you start earning from day one. We know what works, how to make sure your business succeeds and prospers. We have the experience to ensure you can build a solid, stable and scalable business that will support you and your family well into the future.

We are out to change the home improvement industry and exceed our customers' expectations. It's our goal to make Prep & Paint Pro a nationwide success to rival GroutPro and Deck & Fence Pro and to continue to add value to The ProGroup franchisees businesses by adding multiple divisions over the coming years and become "The No.1 preferred specialist home services provider in New Zealand"

What's more, The ProGroup 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.

### 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 Prep & Paint 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 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.

Prep & Paint Pro franchisees are in the largest sector of the home improvement industry today – look around there is work everywhere.... Our services are in HUGE DEMAND and The ProGroup are at the forefront of innovation in the market with marketing and sales systems and products which are unmatched by anyone. Prep & Paint Pro is the only franchised professional painting service brand in the market place today.

Prep & Paint Pro is different from traditional painters, we make the painting process simple for the customer with attention grabbing low cost per meter rates, low cost painting rates and special 'Paint NOW pay LATER' finance deals. Our marketing strategies take the hassle out of finding customers and our state of the art IT and online quoting systems ensure fantastic customer service, competitive quotes and a profitable business for you.

Prep & Paint Pro leverages the nationwide network of successful The ProGroup franchises and utilizes the quality marketing methods and systems to ensure you start earning from day one. The ProGroup has been franchising in the home services industry since 2009, we know what works and how to make sure your business succeeds and prospers. We have the experience to ensure you can build a solid, stable and scalable business that will support you and your family well into the future.

We provide a comprehensive training program (*written by The Master Painters Association*) plus all the tools and equipment necessary to run a successful and profitable business.

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

**Paul & Suzanne Shaw.**  
*The ProGroup franchisees  
Tauranga.*



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

We believe a successful franchise business has to have several key elements, Prep & Paint Pro offers you:-

- Low startup costs and low ongoing overheads.
- You can purchase a Prep & Paint Pro franchise for an all inclusive price of just \$39,950 + gst Including all equipment, world class training, support and marketing material, uniforms and much much more - NO hidden costs...
- Some finance options available to approved applicants
- Recession proof and huge potential market with no limitations on your earning ability
- Simple and effective sales and marketing systems to make finding customers easy – just follow our simple systems.
- Multiple income streams
- High profit margins
- Nationwide brand and industry experience
- Scalable beyond a one person business- not just a 'job'
- Use of proprietary technology to make it easy to quote jobs, produce professional customer proposals, track customers and simplify and speed up business processes
- Low fees and royalties our success linked to your success.
- Nationwide call centre, web site(s), successful online and offline marketing activities and 3rd party lead generation services plus nationwide TV advertising coming soon!
- Comprehensive training manuals
- Be your own boss and work from home
- Fantastic ongoing support services
- Unique combination of business and lifestyle - enjoy a flexible lifestyle with the ability to take time out and enjoy life - not a wage slave business

Our systems are designed to give you the skills and training you need to be owner operators of your own successful business.

We believe that the ability to market your products and services to ensure a constant stream of customers is fundamental to your success. The Prep & Paint 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 plan.

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

**Jim Clarke,**  
*The ProGroup Specialist*



# Multiple income streams

We have developed a system that maximises your dollars earned and developed services that can be conducted throughout the different seasons.

- **Residential Interior Painting** – This includes small projects such as a single bedroom or living area repaints that most painters are not interested in doing. To larger projects like whole house repaints or new build paint projects. We offer attractive low cost painting rates and special landlord 'rental' rates and seniors discounts
- **Residential Exterior Painting** – Repainting weatherboard, concrete and plaster / roughcast exteriors, single walls, out-buildings to full stripping and repainting and everything in between.
- **Commercial interior / exterior painting** – retail, retirement homes, industrial and office units, etc
- **Roof painting**
- **Special projects** - such as swimming pools, tennis courts, tarmac driveway re-surfacing, commercial flooring sealing & painting.

*\*All Prep & paint Pro services can be sold on our unique 'Paint NOW pay LATER' interest free finance program through GE Finance and GEM Visa to approved applicants*

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, TV, direct marketing materials, online ads, Google Adwords, trade displays and third party online lead generators 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
- 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**  
The ProGroup Specialist



# How Profitable is a Prep & Paint Pro Franchise?

In short – Very Profitable, however this really depends on you, how hard you want to work, how motivated you are to run a successful business and how your business is structured. How big do you want to build your business, will you be doing all the painting yourself or will you hire a painter or teams of painters...? To make the MOST money with your Prep & Paint Pro business you hire people to do the painting for you but you can certainly start by doing some or all of the painting work yourself.

Prep & Paint Pro jobs can range anywhere from a few hundred dollars to many thousand dollars. Prep & Paint Pro work is varied from small single room paint jobs to whole house interior and exterior. No two days are the same in the life of a Prep & Paint Pro franchise.

As previously mentioned, our marketing strategies are designed to ensure a steady stream of leads and work, we offer very attractive set rates for painting that no other painting companies are doing – we're very different but that makes us successful., Take this as an example...

## Below are three real jobs completed by one of our team

**Job 1** - Full internal paint job, kitchen, lounge, hallway, bedrooms x 3, bathroom, toilet and laundry. Quoted customer \$6,722.90. Approx. 100 hours of work by one contact painter

Costs:

- Paint just over \$1,000
- Consumables (brushes, rollers etc) \$60.00
- Painter \$2,500.00
- TOTAL COST \$3,560.00
- **PROFIT: \$3162.90**

All up the franchisee put around 12 – 15 hours into this job for a profit of \$3162.90. That's \$263.58 profit per hour – NICE.

**Job 2** - Bathroom walls, ceiling, window frame, skirting and inside of door. Quoted customer \$1,294.61 – Approx. 20 hours' work by one painter

Costs:

- Paint \$195.50
- Consumables \$42.27
- Painter \$480
- TOTAL COST \$717.77
- **PROFIT: \$576.84**

**Job 3** - Full exterior repaint of a small stucco house completed by one contract painter in 67 hours. Charged customer \$8,200

Costs

- Paint & consumables \$1250
- Painter \$1700
- **PROFIT \$5,300**

The Prep & paint Pro franchisee spent less than 10 hours working on this particular job. His role was project manager, helping the customer choose their colours and managing the work flow and job.



*"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,**  
*The ProGroup Specialist*

Once again the franchisee didn't lift a paint brush and spent no more than 5 hours quoting and scheduling the job for a \$576 profit. If he'd done the work himself he would have made even more money!

As you can see it's fairly simple to make a profit of well over \$500 a day doing small jobs like this yourself BUT the potential to make many thousands of dollars a week comes from leveraging your time and using contract painters. Whether it's a part time semi-retired painter or a team of 3 or 4 full time painters doing your work, we show you exactly how to do this, how to find and recruit quality trade painters, what and how to pay them and to get your business running like a well-oiled machine... Building a business making a six figure profit isn't difficult by following our systems.

*\* 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 Prep & Paint Pro franchise. 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

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.

Is this you?

- Currently a self-employed painter looking to grow your business beyond just you but don't know how?
- Working in the painting industry for someone else and sick of making someone else wealthy?
- A very competent DIY painter but you want to put your skills to good use and start your own business?
- An entrepreneur wanting to develop a team of painters – **NOT** do the painting yourself. Our most successful painting franchisees will not do the painting themselves... they hire contract painters and make a profit every hour their painters are working. This is EASY to do and by far the best use of your time and resources!

## **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 award winning franchise systems 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 \$39,950 + gst. This is a turnkey package that includes all of the supplies, equipment, products, training, manuals, uniforms and printed marketing materials to start your Prep & Paint 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,**  
*The ProGroup 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 Prep and Paint 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 and whether you decide to be a hands on painter or grow your business fast by employing contract painters to do the actual painting work for you, which we encourage. We are here to help you achieve your goals but we can't do it for you. 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 Prep & Paint Pro 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. You also purchase consumables, paint, brushes etc from us to operate in your day to day business. We are happy to discuss the financials 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 and disclosure document 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.

## How will I succeed if I don't have any PAINTING experience?

We are NOT looking for painters (unless you are already an experienced painter and want to paint yourself) We are looking for business minded leaders. Our franchise system provides you with the systems and support you need to run your business and we teach you how to hire painters with the experience to get the job done right.

## What if there are a lot of painters already in my area?

That's a good thing; this means you have a market with a high demand for painting. This will allow you to use the Prep & Paint Pro franchise systems to capitalize on a strong market.

## 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.

*"The first thing that struck me about The ProGroup 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,**  
The ProGroup Franchisee



# happy contractors + happy customers = PROFITABLE BUSINESS

PREP & PAINT PRO FRANCHISEE MULTIPLIES INCOME BY ORGANISING OTHERS

⇒ Most painting contractors will tell you the best part of their job is painting. Unfortunately, they also have to cope with other things, too: hours of after-dinner administration, preparing invoices and chasing late payments, ducking away from one job to price another, promoting themselves, their mobile constantly interrupting their work... The list goes on and on, and the longer it gets, the more likely Grant Williams is to pick up another client.

Grant owns a Prep & Paint Pro franchise in Auckland, but he's not a painter himself. Instead, he acts as project manager so contractors can get on with what they do best – painting. It means the customer gets more time on the job, doing what they are good at and what makes them money!

It's a business model developed by The Pro Group, creators of the award-winning GrouPro and Deck & Fence Pro franchises. Grant is one of several experienced Deck & Fence Pro franchisees who added the new service to their offer earlier this year.

"Keeping the launch within The Pro Group family was a deliberate strategy to road test systems and procedures before actively marketing this low-cost, high profit franchise system nationwide," explains Joe Hesmondhalgh who, with business partner Rob Howard, founded The Pro Group. "Now that time has arrived, five new Prep & Paint Pro franchisees are already up and running in Auckland, Wellington, Christchurch and Taranaki, and we're looking for more nationwide."

## RELIABLE, NATIONAL SERVICE

The Pro Group's foundations were laid in mid-2009 when Rob and Joe recognised that there was considerable demand for a reliable service and plumbers regarded simply as a nuisance. GrouPro quickly became a nationally-recognised brand and Rob and Joe turned their attention to another under-served market with Deck & Fence Pro, which offers quality surface restoration and maintenance of decks, fences, garden furniture and other outdoor structures (see page 79).

Grant Williams was among the many attracted to Deck & Fence Pro. After a corporate career, most recently as a business development manager, the time had come for him to stop being anyone else's employee. He weighed up the pros and cons of a number of franchisees and decided Deck & Fence Pro offered the most potential.

"I started in February this year and already I've proven myself right," Grant says happily. "It's a high profit business that gets me outdoors doing something I really enjoy, and I don't think I could be involved with a more professional, supportive and entrepreneurial franchise. So when Rob and Joe announced they were launching Prep & Paint Pro and wanted to road test it within the group, I stuck my hand up."

## EXCELLENT RETURNS

"Since July, I've run Deck & Fence Pro as well as Prep & Paint Pro and my income has multiplied."



GRANT WILLIAMS: TAKING ON THE TASKS THAT PAINTERS AND CONTRACTORS HATE, AND ENSURING A QUALITY JOB FOR CLIENTS

for five hours myself on a Deck & Fence Pro job that's five hours' income, but when Prep & Paint Pro also has five painting crews working those same five hours, I'm bringing in 30 hours' income overall. That's not to be sneezed at!

"As project manager I essentially take on all the tasks that so many self-employed painters and painting contractors hate doing: marketing, prospecting for work, quoting, organising materials such as scaffolding and consumables, sorting site access, calculating paint quantities and supplying environmentally-friendly paints manufactured here in New Zealand specially for Prep & Paint Pro."

"When a new job is agreed I go to one of my contractors with the price, my fee and what is required – including the number of hours with the price, complete the job, I'm responsible for quality control, signing off the work using the Pro Group. They also have the reassurance of pay later" finance scheme, which is yet another business generator that is only available through us."

## LOW INVESTMENT, HIGH PROFITS

Joe Hesmondhalgh says, "Prep & Paint Pro is a low entry cost, high profit opportunity for anyone, male or female, who's motivated, has good organisational skills and embraces customer service. The initial franchisee fee of \$24,950 +gst has been discounted to an investment of just \$14,950 +gst for an initial period. Once you're up and going, there's a fixed monthly franchise fee which remains unchanged as your turnover and profits increase – no matter how big you grow."

"We provide full training in all the Prep & Paint Pro systems, as well as a access to our online quoting system and state-of-the-art IT resources, a nationwide call centre, website and more."

Grant adds a final suggestion. "If, like me, you reckon you've got a good idea, contact us now."

ADVERTISER INFO  
Prep & Paint Pro  
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FRANCHISE OPPORTUNITY: HOME & BUILDING

# showing his TRUE COLOURS

THE FUNNY THING IS, I DON'T EVEN LIKE PAINTING! SAYS NEW PREP & PAINT PRO FRANCHISEE

until 5.30pm five days a week, and every second Saturday morning as well. I never saw the kids, he says ruefully.

"Now, there's no way I'd go back to being an employee. Even though having two franchisees puts a fair amount of work on my plate, I'm able to arrange it so that we're now having a great family-oriented lifestyle."

## TRAINED TO SUCCEED

Although he dislikes painting, Scott passed through Prep & Paint Pro's Palmerston North-based training with flying colours. As well as practical experience, this is designed to give franchisees sales and marketing tools to help them grow their businesses.

As another Pro Group franchisee, Darrell Anderson, told Rob and Joe after his own training, "Coming from a non-business background I was nervous about learning the sales and marketing side of things. The clear and simple way that your material has been documented and presented is a credit to you both. I love the course with total belief that you have done everything and provided all the information possible to assist in making my business a success."

Scott Rutherford seconds that and says the value doesn't stop after training, either. "I can't fault the support I get and already I'm benefitting from the new ideas and systems the group constantly develops."

## YOU'VE GOT TO DRIVE IT

As limitless as the residential and commercial painting market is, Scott makes the point that Prep & Paint Pro is not a "sit back and let it happen" business. "You've got to drive it," he says, "and the more you put in, the more you'll get out. There's good awareness of the Pro Group and our environmentally-friendly products and customer payment options such as "Paint now, pay later" all help. But to get Prep & Paint Pro out there means being out there yourself with on-going promotion and dropping flyers into every letterbox you can find."

The Prep & Paint Pro franchise investment is \$14,950 +gst. Finance options are available, and a fixed monthly fee remains unchanged as turnover and profits increase. The cost includes a tool package, opening stock, manuals, sales and marketing materials, online quoting system, nationwide call centre, website support and more.

The last word goes to Joe Hesmondhalgh. "Prep & Paint Pro is a low entry cost, high profit opportunity for anyone, male or female, who's motivated, has organisational skills and embraces customer service. Even if, like Scott, you don't like painting, you can still create a great business with The Pro Group. Call me or visit our website and find out more."

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# I WANT THAT TOO

PREP & PAINT PRO ALLOWS WIFE TO USE HER TALENTS TO BUILD A FLEXIBLE BUSINESS OF HER OWN

KAREN CHRISTIE



⇒ Karen Christie spent three years envying her husband Colin's ability to spend time with their two young children during normal working hours, then she knew she had to leave. What she had to leave was her job, so that she could enjoy the same benefits – which is why the Christie family of East Auckland now owns 'his and hers' franchises with The Pro Group.

It's quite a transformation considering how concerned Karen had originally been when Colin, formerly a high-earning IT specialist, took redundancy to escape "working for the man" through investing in a franchise.

Today, Colin is a successful GrouPro franchisee, with Karen in the launch phase of her Prep & Paint Pro franchise. Both businesses focus on profitable niche markets, but are operationally quite different. GrouPro has its core service groud and tile restoration with most franchisees doing the on-site work themselves, while Prep & Paint Pro is primarily project management – relieving painting contractors of the downside of their trade such as marketing and promotion, quoting, invoicing, debt collection and so on. For the residential or commercial property owners, Prep & Paint Pro provides one point of contact from quote through quality assurance to sign-off and invoicing.

## CHANGE AND A CHALLENGE

It's a role that's ideally suited to Karen's skills. "After 17 years' office and project management in the public sector, I needed a change and a challenge," she admits. "But even more, I wanted to enjoy the flexibility Colin had to tax Rollole (7) and John (9) to after-school sports most days," explains Karen.

"Despite my initial concerns about Colin's loss of regular salary, choosing the GrouPro franchise was the best thing he could have done for himself and for us as a family. No longer having to report to a boss, Colin has become a different person. From the word go, he scheduled his day to spend more time with Rochelle and John while still being able to build a business that is going from strength to strength. In a few years, his projected income will exceed his previous salary, too."



PREP & PAINT PRO CAN ADD VALUE TO A PROPERTY WITHIN DAYS

Like many wives and partners of franchisees, Karen had worked with Colin on GrouPro while maintaining her career job. "We found we worked really well together, so when The Pro Group launched Prep & Paint Pro, Colin showed me an article and suggested that I get my own franchise! With my background it seemed ideal, and since it had been developed by the Pro Group, I had no doubts about its viability. I admire and trust Joe Hesmondhalgh and Rob Howard, the group's founders – they're fantastic, as are all the franchisor support team. Another thing I'm already taking advantage of is the online support network among Pro Group franchisees where often the best answer to a question comes from a fellow franchisee. It all demonstrates the benefits of belonging to a franchise rather than going it alone."

## IT'S NOT A MAN'S WORLD

Asked if there might be issues as a female working in what could be considered a man's world, Karen immediately says she sees many more pros than cons.

"Look at television programmes like *Grand Designs*, *Restoration Man*, *The Block*. Think of your own experiences. Who generally leads the decision-making on painting, colours and such like? Women do! And no-one empathises with a woman more than another woman," says Karen with a knowing smile. "It's very early days but I've already found women, especially older women living alone, say how relieved they are that it's a female coming into their home and not a male they don't know."

"As for painting contractors, I'm finding they're impressed with what Prep & Paint Pro can do for them and happy to work with me. I take a very business-like approach to make sure they are fully informed about the Pro Group and the benefits Prep & Paint Pro offers. It's pretty hard for a painting contractor to say no to arriving at a job where everything's been organised for them – scaffolding, site access, everything! All they have to do is pick up the waiting brushes and rollers and do a first-class job of applying the environmentally-friendly paint which is specially manufactured in New Zealand for Prep & Paint Pro."

## SPECIAL LAUNCH PRICE

Joe Hesmondhalgh says that even at the usual franchisee fee of \$24,950 +gst, Prep & Paint Pro is a low entry cost, high profit opportunity. "But at our special launch rate of just \$14,950 +gst, it's even more attractive," he suggests.

"For those who are motivated, have good organisational skills, are great communicators and embrace customer service, it's a great opportunity. The franchise fee includes full training, manuals, sales and marketing materials, online quoting access, advanced IT resources, a nationwide call centre and more. Best of all, a nominal fixed monthly franchisee fee applies no matter how big the business grows, so you're not penalised for success."

And if you don't believe him, ask Karen. "If you've got the skills, my advice is simple: call Joe to start a new, rewarding chapter in your life!"

ADVERTISER INFO  
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joe.h@prouppro.co.nz

Find more info at franchise.co.nz - Search: Prep & Paint Pro



SCOTT RUTHERFORD: "MY FAMILY GETS A LOT MORE TIME WITH A FINANCIALLY BETTER-OFF DAD"

⇒ Here's a puzzler for you: Felling's Scott Rutherford doesn't like painting but couldn't be happier with his Prep & Paint Pro franchise. To add to the confusion, he reports that local painting contractors see his business as a supporter rather than a competitor. Confused? Then read on.

Prep & Paint Pro is a new opportunity from The Pro Group, which has developed award-winning maintenance franchisees over the last five years including GrouPro and Deck & Fence Pro. With over 70 franchisees already offering specialist services around the country, founders Joe Hesmondhalgh and Rob Howard have now turned their attention to the painting trade – another area where there is no nationally-recognised quality service provider. Prep & Paint Pro has created a flexible franchise model which allows a franchisee three income streams: to be a hands-on painter; to have painters on the payroll; or use painting contractors.

With Scott's dislike of painting he's chosen to focus on the third option, using Prep & Paint Pro's advertising, sales and other resources to prospect for residential and commercial work, then contracting to a experienced painters. "It's more about being a project manager than a painter," he explains. "I find the customers, handle communications and quoting, manage the scheduling, evaluate and control quality, sign off the work, send out invoices and ensure payment."

"I think most trades realise that because of the pressure of work their customer service can be less than 'use friendly' sometimes," says Scott. "Sometimes, they don't get round to returning calls or contacting potential customers. What I do is handle that side of things so customers can get on with what they do best – painting. The customer gets excellent service and guaranteed quality, the contractor spends more time on money-making activities and my family gets a lot more time with a financially better-off dad. Really, it's a whole new concept in painting."

## COUNT ME IN

Scott has total faith in The Pro Group's abilities, having also owned the Deck & Fence Pro franchise since 2013. "When Rob and Joe told me they were launching Prep & Paint Pro, I didn't hesitate – I said, 'Count me in!' I appreciated how massive the painting market is and saw it as a great fit with my other business."

Scott took the plunge into franchising after almost 20 years working his way up ranks to become store manager of an automotive and engineering parts outlet. He wanted more time with his partner and four boys, whose ages range from eight weeks to ten years. "I was working from 7:30am

Find more info at franchise.co.nz - Search: Prep & Paint Pro

# LIMITED TIME OFFER

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

**SAVE a MASSIVE \$10,000 on the regular price**

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

- Auckland
  - o Central Suburbs
  - o Mission Bay / St Johns
  - o Botony / Pakuranga
  - o S. Auckland – Manukaua
  - o Franklin
- Thames / Coramandel
- Hamilton
- Tauranga
- Taupo
- Rotorua
- Wanganui
- Masterton
- Blenheim
- Christchurch (all areas)
- Timaru
- Queenstwon / Wanaka
- Invercargill / Southland

*\*Normal franchise selection process applies.*

# *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 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

*"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,**  
*The ProGroup Specialist*

***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 Prep & Paint Pro Franchise.*

### **Prep & Paint ProFranchise Opportunity Disclaimer.**

AGW Distribution Limited T/A Prep & Paint 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.

AGW Distribution Limited T/A Prep & Paint 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. AGW Distribution Limited T/A Prep & Paint 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.