



Franchise Information

131 546 (131 JIM)
www.jimstrees.net

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JIM'S TREES CONTACT DETAILS

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National Franchisor (Australia and New Zealand)

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INTRODUCTION

Jim's Trees didn't just happen overnight & was not an instant success. The history behind Jim's Trees highlights the commitment required when working your own business & the benefits of joining an already successful business.

The Jim's Trees system gives you the opportunity to learn from our experience & avoid the many pitfalls of entering business & the subsequent money lost.

Where it all began! 1996 with a modified trailer.



*Initial marketing involved use of Richmond Football Club.

A trial period of a few months showed that we were able to attract sufficient work to support our Franchisees, and that the general public was receptive to new divisions in the Jims Group.

From there, training systems were implemented, signage and branding themes were introduced (trailers and trucks were changed to yellow after the trial and the logo was changed to a positive image.) The entire franchising model was conceived and developed throughout the country.

COMPANY HISTORY

Jim Penman started Jim's Mowing in Melbourne, Australia in 1982 whilst studying for a doctorate in history. From a modest beginning, initially starting with the idea of making "a few dollars" by mowing other people's lawns, Jim's has grown into the world's largest lawn mowing franchise.

A commitment to customer service and excellence saw this business grow at a rapid rate with more customers than one person could effectively manage, leading Jim to commence franchising in 1989. By offering secure territories and a generous work guarantee, Jim's was able to attract and keep quality Franchisees.

The Jim's Mowing system proved successful enough to be duplicated across many other industries, with the Group establishing Jim's divisions for all manner of household and business services between 1994 and the present day.

As the number of Franchisees grew, steps needed to be taken to ensure "in the field" quality control. Accordingly, regions were offered for sale to the most experienced Franchisees, including several whom later moved interstate, and even internationally. Purchasers of these regions became "Regional Franchisors" (Master Franchisors) who took over responsibility for providing local attention to Franchisees; thereby ensuring company standards were

effectively maintained. Today, Franchisor s are in place across all divisions and continue be a driving force in the prosperity of the group.

Growth has been fast for the Group even in times where the rest of the business community has slowed. For example, Jim's experienced a rise in Franchisee numbers during the last Australian recession, due to more recently unemployed people looking for a new income.

Jim's Corp and the Jim's Trees national franchisors work to develop systems and procedures in order to support our Regional Franchisors. Our Regional Franchisors are based in each state and provide close support and training of our Franchisees.

This team of people was formed in order to develop our systems and franchise model around the world. We have put together a team of people to develop the business, and to provide outstanding service to our clients, our Franchisees and our Franchisors.

In 2006, Jim's has over 2,600 Franchisees stretching across all States and territories of Australia and New Zealand, and parts of Canada.

STRENGTHS AND CORE VA LUES OF THE COMPANY

The core values that underpin the success of the Jim's organisation are honesty, integrity, transparency and reliability together with an absolute commitment to customer service – to both Franchisees and the general public.

Further, we have articulated the key strengths that set the Jim's company aside from its competitors and justify its claim as the number one provider of home services to the Australian population.

1. Brand name prominence: High recognition by Australian public
2. Excellent reputation for customer service
3. Acknowledged leader in the field of Home Services in Australia
4. Experience and thorough knowledge of Franchising industry
5. Franchisor system designed to give close personal support to Franchisees
6. Strong 'group culture' that focuses on Franchisee success and customer service
7. Economies of scale accrue due to management of over 2,300 Franchisees
8. Good mediation system leading to very low level of legal disputes with Franchisees
9. Solid financial backing, good cash flow, low debt

JIM'S GROUP VALUES

- Our first priority is Franchisees
- An equal priority is looking after Clients and Franchisors
- We work constantly to improve our service and lower our costs
- We put performance before display
- We sign only Franchisees and Franchisors we are convinced will succeed
- We put the long term welfare of the group before short term profit
- We treat staff well but require them to perform superbly
- As far as practical, we treat people as equals

REGIONAL FRANCHISORS

As previously stated, Regional Franchisors are the driving force behind the success of the company. The commitment of the Franchisor extends beyond just managing their own regions – they are actively engaged in the recruiting and training of new Franchisees and participation in Exhibitions and Trade Fairs.

Franchisors are responsible for the development of the Franchise system throughout their region, including Franchisee growth, advertising, training and support.

BENEFITS

There are wide ranging benefits to being a “Jim” some of which are outlined below:

Customers

- rapid response to customer inquiry's
- company branding promises reliable service
- overall quality control delivers on company promise

Franchisees

- Easy entry into the system
- Comprehensive training program
- Economies of scale due to bulk purchasing
- Concentrated work, leading to higher efficiencies.

FMS (Jim's Computer Software – Franchise Management System)

BACKGROUND

Jim's Group has employed its own computer technical team for more than a decade. We have been at the forefront in pioneering a computer package that allows us the exclusive advantage in providing our Clients and Franchise

Owners with the best, fastest, fairest and user friendly system available. It is totally unique to Jim's and developed for our own needs.

FMS – FRANCHISE MAINTENANCE SYSTEM

Computer and Communication advances over the past 10 years have been nothing short of amazing. Our own technical team is constantly working on upgrades and efficiencies to keep us dominant Market Leaders.

Basically, FMS allows the Franchise Owner to be in control; For you:

- List the Services you are available to provide
- List Streets or Suburbs that you are prepared to travel for work.
- List Hours of the day you are available for work.
- List Days of the week you are available for work.

Once listed these can be altered by simply making a phone call and advising us of your changes, or by doing online. So if a large quote is accepted you have the option to reduce the suburbs you are prepared to travel to for that next quote: - This is simple and automatic. Or visa versa you may have visitors or a family illness that prevents you from working for a short period of time: - Not a problem, we can hold off on sending new leads.

Is FMS FAIR?

You bet! As we said earlier, you are in control of listing where and when you want leads sent. If you are recorded as available for new work and the Administration Centre logs a client lead into the computer, it automatically sifts through the information stored and selects the next available Franchise Owner.

Every Street and Property belonging to your Territory is part of the data stored within FMS. So if in our earlier example of a new lead coming through, it and all others like it in your Territory would be automatically allocated to you every time; until you are unable to accept any more work that is.

Likewise in vacant or unsold areas, FMS sorts through to find if anyone is available. If ☐ Yes ☐, then the lead is forwarded like all our messages, in text form to your Mobile Phone. If more than one Franchise Owner is available, and over the course of the day multiple new leads are received then these are automatically shared. If ☐ No ☐, then the client is advised that Jim's is unable to service that enquiry and the job entry is logged as Unserviced. It is this unserviced list that helps our established Franchise Owners to consider changing their listed Suburbs or upon necessity your Regional Franchisor then must look at filling that Black Hole and provide the opportunity to another person and they list this as a New Business for Sale. These are only sold on an as needs basis. If the Unserviced Jobs Report is highlighting lost opportunity, then, and only then, is that area listed for sale.

SUMMING UP

FMS automatically identifies Franchise Owners listed Work Requirements, the Services they are available to do and the Suburbs they service. Based on this data, incoming calls for customers requiring work are directed to a Franchise Owner that is taking work in that suburb, for that service on that day. Where there are two or more Franchise Owners available, FMS allocates the work to the Franchisee on a rotational basis.

You have the ability to reduce travel, compact your work zone and ask for as many or as few leads as you need.

JIM'S COMPUTER SOFTWARE – JIM'S JOBS

Another computer program specifically designed for Jim's by Jim's but this time specific to Franchise Owners needs is Jim's Jobs. It is your total client file management system made easy. So now you can spend less time on book-keeping and more time on the road – earning money! Any established Franchise Owner can download this for free; this also includes any upgrades to the program. Basic client contact details, Job history or Diary updates have never been easier. It can also keep track of all you're invoicing and debtor control and those GST calculations can also be easier at BAS time.

WHO IS JIM'S TREES?

Jim's Trees is the result of a development the Franchise System of the Jim's Group of Companies

Jim's Trees is the leading Franchised tree services operation in Australia & New Zealand.

Jim's Trees was launched in 1996.

The Jim's Trees Franchise System was developed to cater for the growing demand in the tree services industry for professional & reliable service. To satisfy this demand we provide the best possible service, quality & advice at a competitive price. All work is undertaken & completed by skilled & professionally trained Franchisees, with emphasis on experience & expertise. With every Franchisee focused on customer needs & expectations, the associated aim of adding value to our Franchisee's business will be achieved.

The key to franchising success is uniformity. This means following strict operating procedures & adhering to high standards of business practice & business ethics. You will find that Jim's Trees provides a unique opportunity for you to operate your own business whilst enjoying the professional support of our experienced team.

Jim's Trees typifies T.E.A.M. work - "Together Everybody Achieves More." Each Jim's Trees Franchisee brings with them their own expertise & experience, whether specifically industry related or not. Together this benefits us all.



Jim's Trees aims to find & keep the finest, most successful people around Australia & New Zealand, to build an unbeatable team of expertise & strength in the tree industry.

Within the infrastructure of Jim's Trees, you will meet many successful people. In our industry, I doubt if you would find a greater collection of highly motivated, ambitious, hard working people, many of which own & operate their own successful independent business.

Comprehensive training is provided in all aspects of the Jim's Trees Franchise System.



FREQUENTLY ASKED QUESTIONS

The following questions are those most frequently asked by prospective Franchisees & Franchisors, including experienced people already within the industry.

“What if I don't know a thing about Trees?”

That's fine, so long as you have an aptitude for this type of work; you enjoy working outdoors and are in good physical condition, we can teach you how to provide our services. In fact, it may be an advantage that you do not bring with you any bad habits. We prefer experience in sales and customer service to industry experience. We find it easier to teach someone with a retail background how to climb, prune and dismantle trees, rather than teaching a tree guy how to provide better customer service, and sales skills. Jims Trees suits people wanting to work in their own business, and for people that enjoy working outdoors.

“What about all the years of hard work I have put into building up my own trademark, my own business & my own identity?”

Jim's Trees gives the best of both worlds, the self-motivation of the independent operator & the freedom of owning your own business, making your own decisions & having your own identity, together with the benefits of the Jim's system.

As Franchisees running your own business you may be responsible for any number of staff or contractors, however, you must be prepared to work within a team environment, under the Jim's Trees name, whilst proudly displaying the Jim's Trees trademark & telephone number.

“What's in a name?”

In our experience the Jim's name attracts more inquiries for work. The Jim's name is well known & respected within the community for high quality work at value for money prices. The Jim's Trees name may always be that comparative quote the consumer is looking for. Buying a Jims Franchise is not just buying the name. You are entering a systematic model for providing Trees services. Standardised quoting systems and stationary help the Franchisee to cost out jobs and manage stock controls. Standard business cards, trailer stickers and other

promotional materials help our branding and product awareness in the community. The stronger our brand, the more leads we receive, and the higher our conversion rate.

“Why call Jim’s?”

The public has a minimum expectation from a Jim’s Franchise, expectations of good presentation, branding, courtesy, promptness and workmanship.

Ever waited at home for a tradesman to turn up and just sat there wishing he would call?

The Jims System is based on customer service. Our computer system sends work to Franchisees wanting work in that suburb, for that service, at that time. There is a lead fee attached to every lead sent from the office. The benefit of this system means Franchisees not requiring work will not request any, leaving the work to Franchisees that are in need. When the Franchisee has paid a lead fee, they are more inclined to call the client and try to convert the lead into a job.

Since we do not charge the Franchisee fees on clients they find for themselves through referrals, Franchisees are likely to provide exemplary customer service in order to generate these referrals.

“Why should an experienced tradesperson or established business join Jim’s Trees?”

Many would not even consider it. They may be concerned about paying fees, or that someone else will want to tell them how to run their business. Of those who do consider Jim’s Trees, not all will be considered suitable as a Franchisee

Jim’s Trees is attractive to existing contractors because it allows for greater profitability, even after fees, through the systems & training available.

A Jim’s Trees Franchisee has assistance in expanding his or her business. There are no restrictions, you can be as large or small as you wish & you have unlimited potential. Jim’s Trees may be extra business to your existing business and add value to the bottom line?

Opportunities exist for exceptional Franchisees wishing to move upwards within the infrastructure of the Division.

- A Franchisee may become a Franchise Trainer, whilst still continuing to run his or her own Franchise. Training Fee Reimbursements are paid under certain conditions to these Trainers by the Franchisor.

A Franchisee may become a Franchisor, responsible for administering, supervising & supporting any number of Franchisees. A Franchisor also advertises for ongoing work & appoints new Franchisees. You do not necessarily require industry experience to be considered as a Franchisor, but certain business skills & experience are required. These options may be appealing to those contractors who are sometime in the future, looking to take a less physical approach to their business.

What is Franchising?

Franchising is the cloning of an already successful business. The owner of the business (the National Franchisor) grants another party (the National Master Franchisor, or National Master) the right to engage in the business pursuant to a Franchise Agreement.



The National Franchisor allows the National Master to use its well-known business name, trademark or logo. The Franchisor conducts their own businesses in accordance with the marketing business plan of the National Master & provides to the Jim's Trees Franchisee (Franchisee) ongoing marketing, training, business advice & administrative support.

The relationship between a Franchisor & a Franchisee is often compared to a partnership or marriage. The parties depend upon each other, share responsibilities & share the fruits of their collective efforts. But like a partnership or marriage, a franchise relationship can turn sour & become a bitter experience for all concerned. The Franchisor must find the right Franchisee & therefore has a rigorous selection process to identify the right Franchisee.



Like anything in life, franchising does not offer a guarantee of success. What it does offer is a formula that is not available to those who go into business alone. Buying a franchise means you are not starting out by yourself.

Be aware that your new business may not be an overnight success. We do not guarantee your success if you do become a Jim's Trees Franchisee. Whilst we provide an excellent opportunity for a Franchisee, your success will also depend upon your own efforts & capabilities together with your motivation & enthusiasm to succeed.

Franchisees are able to choose between leasing a truck and chipper, or purchasing or renting a trailer.



Advantages of a Jim's Trees Franchise.

Being a part of Australia & New Zealand's most progressive & professional home service Franchise brings with it many benefits. We take pride in our excellent customer service, marketing & Franchise Systems.

Whether you are a professional tradesman already in the industry or just looking for something completely new, Jim's Trees offers the following benefits:

Unlimited, unrestricted potential.

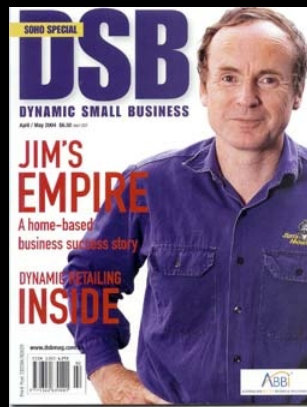
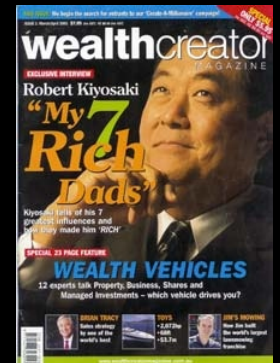
As a Jim's Trees Franchisee you work where you want, when you want to. Take referrals wherever you please, knowing that no other Franchisee can canvas for work (e.g. door knocking) in your territory.

If you want to employ people & start a major business, you can. Apart from a set monthly minimum, fees are Based on the leads you take. The less leads you take the less you pay. Lead based fees promote good service. The

lead fee is not a "catch" for charging Franchisees fees. Franchisees who cannot handle extra work will not ask for it, leaving more jobs for those who need them.

We encourage our Franchisees to become less dependent on the office as they build their business. Your customers remain just that, "your" customers. Provide excellent customer service & workmanship above expectations & encourage your customers to give you "word of mouth" referrals directly, without paying lead fees through the office.

Franchisees enjoy the benefit of many self-generated leads, repeat clients & referrals. There are no fees charged on self-generated work. A Jim's Trees Franchisee does not pay a set percentage of their turnover like some Franchise Systems. There is no additional Franchise fee charged if you wish to put on more trailers, or have employees.



ADVERTISING AND MARKETING

- Jim's Trees advertise in many ways, in order to generate leads for Franchisees.
- All advertising includes the 131 number that directs calls to the central administration office.
- An after hours or emergency number may be used, which diverts to the admin centre during business hours and then to an alternative number outside of normal business hours.
- The www.jimstrees.net address is included on all advertising, encouraging people to visit our site and book online.

Advertising includes

- Local paper advertising
- Yellow pages
- White pages
- Yellow pages online
- Australian true local (online advertising)
- Website (Jim's Trees and Jim's Group)
- Google (pay per click)
- Leaflet drops
- Promotions (discount vouchers)
- Truck and trailer branding
- Many more leads are generated through Franchisees networking with other Jim's Franchisees (Mowing, Fencing etc) or other tradesmen (landscapers, pool companies, Real Estate agents etc.)
- Radio and T.V. have been used, however this is quite rare.



• Tree Pruning • Tree Removal
• Stump Removal
Trained & Insured Professionals
131 546
www.jimstrees.net

JX6291905-028



— Tree & Stump Removal
— Pruning, Chipping & Mulching
— No Job Too Big
— Free Same Day Quotes
— Trained and Accredited Operators
— All Work Fully Insured - \$10M
— Satisfaction Guaranteed
— 6 Months Interest Free T.A.P.
— 24 Hour 7 Day Service

Jim's Tree & Stump Removal
www.jimstrees.net
All Areas 1300 728 504



* Free Permit Application Service (Where Required)



STORM DAMAGE?

Call Jim's Trees - We CAN

- Attend to dangerous or fallen trees
- Remove or prune tree's
- Mulch branches on site
- Remove all debris
- Clean site on completion
- Supply mulch and firewood if required
- Liaise with your insurance company
- Liaise with other tradesman including Fencing, Antennas, Handymen, Gardeners etc.

6 months interest free, t.a.p.   

Call 131 546
www.jimstrees.net
A/H EMERGENCY call
1300 728 504

Tree Services!




- Tree Pruning
- Tree & Stump Removal
- Fully Insured • Fully Trained

Jim's Tree Franchisees are insured and trained for all tree services.
Franchisees can prune trees correctly, or remove trees and stumps.

Call **131 546** for an obligation free quote
www.jims.net

Franchisees are licensed and insured

Jim's Trees Offer!
Receive a 5% discount on any of Jim's Tree services listed above!

Save 5%



Jim's Tree & Stump Removal
• Tree Pruning • Tree Removal
• Stump Removal
Trained & Insured Professionals

131 546
www.jimstrees.net

WEBSITE



The Jim's Trees website contains information used by clients and franchisees.

New clients are able to view our services and book a quote online.

Franchisees have a logon access, whereby they can download all documents contained in the franchisee operations manual.

OPERATIONS MANUAL

The Jim's Trees Franchisee operations manual comprehensively covers modules such as OH+S, training, ongoing and practical training, marketing & sales training, bookkeeping and computer advice, along with many documents evolved over the years that help franchisees.

This manual continues to evolve and is contained on the franchisee website.

BULK PURCHASING

Jim's Trees source a number of products in bulk, to make franchisees more profitable.

Our National office have sourced fantastic rates on insurance, mobile phones, finance and vehicles.

Our Divisional office sources bulk products such as chain, oil, saw and other consumables.

As an example, a franchisee in Melbourne can expect to pay just \$484 per annum for comprehensive insurance on any work vehicle under \$50k in value. \$10m public liability costs just \$242 and insurance for \$8,000 work of equipment with a \$200 excess is just \$145 per annum.

Savings on finance for both franchise purchase and the purchase of vehicles and equipment are also available.

Our phone plan allows franchisees to have free 5 minute calls to other people on the same plan (*including staff and family!) and just 7.15 cents per 30 seconds with no flag fall for calls to all other mobiles.

Solid customer base & territorial rights mean that a Jim's Trees Franchisee has jobs closer together. This reduces travel time & costs giving our Franchisee greater efficiency & profitability. A sophisticated state of the art computer program controls our work allocation.

TERRITORY RIGHTS

Your territorial rights simply mean that you get the right of first refusal to all clients from within your territory that

phones the office. This is a big help in keeping your travel to a minimum. It also protects you from having too many Franchisees in your local area.

Be your own boss.

The two main reasons why people buy a Jim's Trees Franchise are better lifestyle & being their own boss. Work where you want, when you want to. Our excellent customer service & workmanship standards mean we can charge higher prices & in turn enable the Franchisee the opportunity to earn better income.

Better lifestyle.

Our particular Franchise operation allows you to spend time in the great outdoors, whilst working the hours that suit your lifestyle.

Work Availability Guarantee.

Another reason why our Franchises are so popular is because of the security they offer. Clients know they are dealing with an established & reputable company. But Franchisee's also need to feel secure. If your business is not already established, we will provide a Work Availability Guarantee (subject to terms & conditions of the Franchise Agreement). The Work Availability Guarantee is designed to help Franchisee's maintain a level of income until the business is established.

Reduced set up costs & on going expenses.

Savings can be made on a variety of products, such as trailers, chain saws, vehicle fleet discounts, fuel, telephone expenses, insurance, printing & stationery & uniforms.

Professional Franchise System.

Jim's Trees provides a long term Franchise Agreement & full Disclosure Documentation in accordance with the Franchising Code of Conduct. We are fundamentally a Co-operative organisation. The more Franchisees who are successful, the more valuable all Franchises become. New Franchisees are impressed by the willingness of more experienced Franchisee's to give help & advice. Franchise owners are given a voice in the system through structured meetings, & through easy direct access to the Franchisor.

Ease of payment terms for your customers.

Jim's Trees Franchisors offer assistance, by way of training, in implementing & processing interest free contracts to approved customers. This allows customers time to save for their project without delaying commencement & ensures you receive payment on completion of the job. All Franchisees are able to process credit card payments through their mobile phones, with payment going directly into their account within a few days. Our transaction fees are very cheap.

Sickness, accident & holidays.

No problems with losing customers due to sickness, accident or holidays. Customers can be attended to during your absence. Jobs are ready for you on your return to work.

Franchise Term

The franchise term is for ten years with a further right of renewal of ten years, provided you are not in breach of the Franchise Agreement at the time of notice or time of commencement of the renewal. To renew, the Franchisee executes the then current & standard Agreement. Unlike some franchises there is no renewal fee; however some minor government charges may be incurred.

How does it work?

All Advertising includes the 131 546-phone number. Incoming calls are directed to the local Administration Centre. The computer program “FMS3” is used to allocate new work to Franchisees.

Where can I work? Franchisees nominate the suburbs they would like to work in, listing the Territory, Local areas and a list of All suburbs they will accept work in.

When can I work? Franchisees nominate the days they want work on, and the hours of the day they wish to receive new work.

What services? Franchisees nominate which services they wish to provide, for instance, you can choose from services such as Trees, arboriculture assessments, pruning, mulching and more.

E-mail

When you start as a Franchisee, you will be allocated an e-mail address, for instance you@jimstrees.net A computer package will also be available for you through Jims Computer services. This can include a basic printer, and the software you will need. Franchisees' being available on e-mail helps our communication; Franchisors and Jim himself are then able to send newsletters and other information quickly.

Networking

As a Jims Franchisee, you can network in with other Jims Franchisees. The Fencing Franchisees often work in with the Tree and Stump removers; Trees Franchisees work in with the Mowing and Fencing Franchisees on a regular basis. You are able to, but not obliged to use the services of a Jims Franchisee or Franchisor.

Jim's have over 2300 Franchisees from a number of divisions, including Mowing, Antenna's, Paving, Concreting, Fencing, Dog Wash, Building Maintenance, Cleaning, Window Cleaning, Appliance Repairs, & Floor Sanding.

Disadvantages of a Jim's Franchise.

Whilst most Franchisees do well, some do not. Jim's Trees has a commitment to quality & reliable service. If you fall below an acceptable standard you will be required to undergo further training. If you cannot achieve the required standard, you will be invited to sell your Franchise. We are clearly better than our competitors, attract the best people, provide the best service & earn our Franchisees the best income.

To encourage quality work, fees are based on leads provided rather than work done; however the office only charges for 90% of leads allocated to you. This means that below average operators may pay more than good operators in fees.

A minority of Franchisee's may find it difficult to do the required amount of work per week, although experience & fitness will increase in time. It is important that a prospective Franchisee judge his or her own capacity for work.

The Work Availability Guarantee is not unconditional. A minority of new Franchisees may find it impossible to do \$1000 worth of work per week, though income does tend to rise with experience. On the other hand a great majority of Franchisee's can expect to do far better than this.

In our type of business at least 90% of business depends upon your attitude, enthusiasm, commitment & refusal to quit in the face of discouragement. It is also necessary to enjoy the outdoors, hard physical work & have pride in a job well done. Given your good attitude & our level of training & support there is no likely reason for failure (except poor health).

Is a Jim's Trees Franchise for you?

A Jim's Trees Franchisee should possess the following attributes:

- Easy going, pleasant to deal with, trustworthy & having initiative.
- Physically fit, or at least in good physical condition. If you have bad back or a knee complaint we recommend you visit your doctor & present a medical clearance certificate to your Franchisor.
- Practical, clever, creative & have a good common sense approach to working with their hands (i.e. the home handy man type).
- Good communications skills. The ability to listen without interrupting or talking over people. The ability to talk clearly & pleasantly without strong language & without domineering. Ability to write messages neatly & clearly.
- Positive outlook on life.
- Decisive as opposed to a procrastinator. A decision-maker will do far better than a "fence sitter".
- Self-motivated & ambitious. You must be prepared to start low & aim high, looking to succeed in business. You must lead by example.
- Mentally alert & looking to learn.
- Disciplined, reliable, clean & tidy & well groomed.
- Stable personal life. If you have a partner, then your partner is considered & assessed at interview stage just as you are & should share your positive outlook on life.
- Fine eye for detail, committed to quality & professional service. The job must be done well the first time. It will be your responsibility to safeguard the Jim's image & use it with propriety.



Aside from the usual tree pruning and removal, we sometimes get called to do some unusual work! This keeps us on our toes, and lets us play with some cool equipment!



TRAINING

A Jim's Trees Franchise requires no prior knowledge of the industry, and very few of our Franchisees have previous experience. The initial training is a two-week certified course (course outline following). This is followed by practical training on the road with a Trainer Franchisee. The initial training period is normally around 4wks. After this time, Franchisees are able to begin providing the service, and this is when the training begins to make sense.

Franchisees are also expected to undertake ongoing arboricultural training as the most effective way to maintain safety standards and improve technical expertise and income. Other ongoing training includes OH+S, Road Traffic Management, computer training and more.

ACCREDITED ARBORICULTURAL TRAINING

The two week initial training leads on to further ongoing training. Following is an outline of the initial training course.

Initial Training Course

- Day 1 Introduction & Occupational Health & Safety
Introduction to Ropes
- Day 2 Use of Ropes
First Aid
- Day 3 Limits of Approach
- Day 4 Tree Climbing
Pruning & Tree Care
- Day 5 Pruning Practical (Ground)
Pruning Practical (Ground Rope & Harness)
- Day 6 Chainsaw Operation & Safety
- Day 7 Chainsaw Practical & Clear Tree Felling
- Day 8 Chainsaw Practical & Clear Tree Felling
- Day 9 Tree Dismantling with Spurs
- Day 10 Tree Dismantling under Positive Restraint

Monthly meetings are conducted by the Franchisor to assist in increased income & to obtain & retain industry expertise & high standards of work. These meetings focus on Sales techniques, special offers on products & up to date education & implementation of Local Council regulations. Regular attendance of these meetings is expected.

Business Management & Administration

This is a 2-day Jim's induction course to be completed by all Franchisees. This course relates to the day to day management & operation of a small business. It covers administration functions including bookkeeping, job allocation, customer service, complaint handling, time management & general office procedures of the Jim's Group or Localised Admin Centre. The course must be successfully completed prior to commencing work under your Franchise.

Modules include

- Jims Ethos Buying a business, not a job Business reviews
- Communication with; Clients, other Jims, Admin Centres, Suppliers, Franchisors,
- Insurance; Public Liability, trailer and tools, Accident and Sickness, Risk Management
- Complaints; What is a complaint, how to deal with complaints, dispute resolution,
- Work Availability Guarantee; Your obligations, how does it work?
- OH&S; Personal, Clients, Workers, Property
- Quoting Procedures; Booking quotes, Point of Sale material, Before arriving on site, be prepared,
- E-curve, FMS4 Territory rights,
- Where can I work, When should I work, Work allocation
- www.jimstrees.net Franchisee forum, Using your diary
- Standards & Presentation Mobile phones What is a lead?
- Receiving SMS messages Creating work Self generating leads
- Adding value to leads Payment terms Accountancy
- G.S.T what is G.S.T. Calculating your credits and debits Invoicing clients
- Budgeting and Cash flow Record Keeping Why business's fail
- Punctuality, Site assessment using site checklist Running multiple trailers
- Council approvals Dump fees Controlling costs
- Dangers of discounting Written quotes Wording techniques
- Terms and conditions Deposits On site acceptance procedure
- Follow up phone calls Common objections Engaging contractors

PRACTICAL TRAINING

The practical training course on the road ensures franchisees are aware of standard operating procedures. Getting a feel for the equipment and some practice on real jobs.

Ongoing training is recommended, and available at many TAFE's.



Stump Grinding; Although not always a service provided by Tree franchisees directly, they are encouraged to sell this service, then sub contract out to a Jim's Stump removal franchisee. Tree franchisees are able to make a profit from the stump work, and find a higher level of conversion when offering this service.

Blocking down; once the branches are removed, the trunk needs to be dismantled.

This can be done by roping up and lowering large sections, or by cutting and dropping into a safe fall zone.

Cleaning up; an important part of our business. Tree work can be messy; however we are on show with our large signwritten trucks and trailers. It is important that we leave each job site tidy.



ESTIMATED INCOME

Franchisees report annual turnover from \$75,000 to many hundreds of thousands of dollars. For an accurate example of the earnings potential of Jim's Trees Franchisees, we suggest that you speak to other experienced and new Franchisees, and observe the daily income of others during your training and assessment days. A full Franchisee contact list is available for the Franchisor (contact details on the first page of this information) or with the Franchisee Disclosure Document.

Franchisees are able to purchase a trailer instead of a Truck and Chipper. Many Franchisees start off this way, whilst they are learning the skills and becoming more efficient. The trailer has a hydraulic ram, enabling it to tip up to empty the branches. The trailers cost around \$8,000. Alternatively, you may buy or lease a truck and chipper; prices vary from \$15,000 to over \$100,000.

MONTHLY FRANCHISE FEES

Refer to state specific set up costs.

***REMEMBER; there are NO FEES on any referrals or pick ups you generate for yourself.**

JIM'S TREES SERVICES

- Tree pruning
- Tree dismantling and removal
- Arboriculture assessments (for qualified arborists)
- Mulching & Chipping
- Stump Grinding (for stump grinding and corporate franchisees.)

*in some areas, Jim's trees takes the unserviced Mowing leads for services such as hedging, gutter cleaning, double story gutter cleaning and pruning. These services belong to the Mowing division, however if a Mowing franchisee is not available, we can sometimes take this work.

ASSESSMENT

Like any Franchise system that takes customer service seriously, Jim's Trees require all prospective Franchisees to go through a rigorous screening process. If you have not already been for an initial interview, you are invited to phone and arrange one. This is also an opportunity for you to ask questions, so feel welcome to bring a list. A careful examination of the system, including looking at any competitors, is one sign of a good operator.

If the interview is successful, you will be invited to spend a few days on the road with a successful operator. This is an opportunity for you to have a look at the business in practice, and for us to look at you. You will need a good report to be eligible for a Franchise. Having been passed at this stage, you will be invited to collect a copy of the Franchise Agreement and Franchisee Disclosure Document.

A detailed list of required plant & equipment is provided. Any of the plant & equipment that you already possess will be assessed by the Franchisor. If approved, you will not have to repurchase those items & the cost should be deducted from the Plant & Equipment cost.

We encourage a prospective Franchisee to "shop around" on sundry equipment & substantial savings can be made if you do so. The Franchisor will assist in purchasing the major capital items such as the trailer, signage, uniform, chainsaws and climbing equipment.

EQUIPMENT REQUIRED

UNIFORM	OTHER EQUIPMENT
Trousers x 1	2 x Road Signs
Windcheater x 1	2 x Road Sign Stands
Vest x 1	10 x Traffic Cones
Shirt x 4	1 x Wolf Pole 4M
	Hand Saw, Razor Tooth
STATIONARY	Saw Pouch, Right Hand
2 Quote/Receipt Pads (100 sheets each)	40m Rope, 12mm Poly Prop
Business Cards x 1000	40m Rope, 16mm Poly Prop
Jim's Trees A4 Diary	40m Rope, Hi Vee New England
CHAINSAW KITS	Throw Bag and Line
Blower = ECHO	Leaf Rake
019T Chainsaw	Wood Splitter
Mini 30cm Bar	Shovel
12"C/Loop-Picco	2 x Alloy Wedges
Mini Chain	Harness
036 Chainsaw	Flip Lines
Rollomatic 6B Lam	Pole Strap, Webbing – 2.5m
45cm Bar	Tool Strop, 4ft
18" Rapid Micro 36RM Chain	2 x Karabiner, Blk Diamond
2 Stroke Lube 1 Litre	2 x Karabiner, Alloy Screw Gate
File Set 3/8" Mini	Riggers Gloves
File Set 3/8" Mini – other size	Helmet, Visor Earmuff Comp
12" C/Loop-Picco Mini	First Aid Kit, Green Plastic Case
18" Rapid Micro 36 RM Chain	Kit Bag, Professional
Woodsman Saw Case	2 x Prussic Line, 8mm Cord
Barrier Tape 100m roll	Safety Vest, Fluoro Strips
Tree Climbers' Long Gaffs	<i>Police Background Check</i>
Climber Pads	

TOTAL INGOING COST – REFER TO SET UP COSTS BROCHURE

THE NEXT STEP



That's up to you. If you wish to build a successful business of your own, making a personal commitment & a financial investment, then a Jim's Trees Franchise may be your opportunity to move ahead.

After receiving this Franchise Information Kit an initial interview can be arranged. We will evaluate you & get to know you, because we are seriously seeking Franchisees in which we can invest our name & our reputation.

This interview will be your opportunity to ask questions, so feel free to bring a list. A careful examination of the system, (including looking at any competitors) is the sign of a good prospective Franchisee.

If the interview is successful, additional, more detailed, information will be provided. You will be invited to spend a few days on the job with an existing Trainer Franchisee. Please contact your Franchisor listed at the front of this Information Booklet, to arrange a no obligation trialing & assessment days with them. This will be your opportunity to have a good look at the type of work involved & we can look at you. After passing this stage you will be invited to pick up a Disclosure Document, Franchise Agreement, Franchising Code of Conduct & a Franchisees Buying Guide.

If you are interested in pursuing a Jim's Trees Franchise, then do your homework. Take the time to investigate all aspects of the franchise fully & read the Disclosure Document & the Franchise Agreement carefully. From your point of view, it is essential that the cost of purchase & the cost of operating the franchise be properly analysed. Contact some of our current Franchisee's, a list of contact details will be provided to you with the disclosure document. Better still, stop one of our Franchisees if you see them on the road, they will give you an honest account of our systems.

You should seek your own independent legal & accounting advice on the franchise proposal from your lawyer, accountant or business advisers. You will not be able to sign the Franchise Agreement until fourteen days have expired from picking up the Disclosure Document and Contracts. A 7-day cooling off period (after signing the Franchise Agreement) is applicable for the Franchisee to withdraw from the Franchise Agreement.

But the commitment does not end with you. Talk to your family. Explain to them that for the first year or so, the demand placed on you by your new business will be substantial. You will need the support of your partner & children; otherwise your chance of success is greatly diminished. Also explain that, even though they may not be directly involved in the business, they will share the financial rewards through the support they give you.

When you are satisfied that your family will support your new venture, ask business & legal advisers their opinion.

I sincerely hope you can assist me in my quest to find & keep the best people, for Jim's Trees.

QUESTIONS TO ASK

ANSWER

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