



Why invest in a Australian Freedom Master franchise?

Introduction

Millions of people currently in the work force paid with salary or wages dream of achieving financial success through entrepreneurship.

Only a handful will seize the opportunity, this could be your opportunity.

Timing is everything! Aged Care and community care are a rapidly growing business. The community care market generates over \$43 billion in revenue every year, with a projected growth rate of 6.4% per annum. One in six Australians are aged over 65 years old, the number of residents aged over 85 years old is predicted to increase by 30% in the next 10 years, there has never been a better time to own a Freedom Companion Driving Master franchise.

Freedom Companion Driving has been operating successfully in New Zealand for 12 years, we have 42 franchisees spread throughout New Zealand, with 78 vehicles offering services to our clients daily.

We are now expanding into Australia, offering entrepreneurs an opportunity to build a substantial business with a minimal initial outlay.

The Master franchise offer.

As a Freedom master franchisee, you will report to head office, and you will own the rights to Freedom companion driving in a geographical area. These areas will typically contain a population of 850,000 to 950,000 residents.

A master franchisee will earn income in three ways:

1. Operating a franchisee transporting clients

2. Selling franchises within your territory, we expect that each territory will contain a population of between 28,000 to 30000, this allows for up to 30 individual franchisees in your master territory.
3. Collection of weekly fees from your franchisees.

Notes

- 7.5% plus GST of new franchise sales will be paid to the National franchisor.
- \$10 plus GST per week fee per franchisee
- Marketing fee of \$140 plus GST per month and a technology fee of \$10 plus GST per user per month will be required to be paid.
- The 7.5% new franchise fee on sales will be invoiced on receipt of payment, however other fees will not be charged for the first 4 months.
- Our initial launch will be in Queensland, with a population of 5.2 million, there will be 5 master franchise territories there. Individual territories will range from \$45000 to \$55,000 plus GST depending on population.
- 10% discount will be applied to purchases of additional territories by the same owner/company.
- Franchise agreements and other documentation will be prepared by Head Office.

Key Reasons to buy a Freedom Master franchise

- **Established brand reputation**

Freedom has built a strong reputation in New Zealand, there is huge interest in our franchises there.

- **Scability**

As a master franchisor you can recruit and manage multiple smaller franchises within your territory, allowing for significant business growth potential.

- **Marketing Support**

We are experienced marketers and know the best way to attract new customers to your business, we have a wealth of knowledge, and a substantial library of professional marketing materials.

- **Business system in place**

Freedom is a proven business model, the Australian and New Zealand markets are very similar, our success in New Zealand will be matched in Australia.

- **Recurring Revenue**

Your franchisees will pay you weekly fees 52 weeks a year.

- **Flexibility**

Although you are a part of a larger organisation you will still have control over your individual territory, you will be able to adjust your model to reflect your individual territory.

- **Potential for high earnings**

With the average master territory having a population of approximately 900,000 there is potential to earn substantial and recurring income.

Important considerations.

- **Initial investment**

We have purposefully kept our initial Master franchise fees low, you can expect to pay \$50000 plus GST for the territory rights, you will also need a modern white vehicle, a equipment package valued at \$6250 plus GST, insurances and licences will be additional.

- **Management skills**

Successfully managing multiple smaller franchisees requires strong and innovative leadership, along with business management skills.

- **Local Market Analysis**

Local market analysis and research is very important prior to making your decision.

Freedom Companion Driving Service

Freedom supports local communities and is specifically designed to provide highly personalized transport and assistance service to both this growing market of people and anyone who needs help getting from A to B. Customers range from senior citizens, those with injuries, children needing transport to and from school and sports and anyone else who needs temporary or ongoing transport.

Freedom is set to become a popular choice for these people, whilst providing a franchisee with the ability to build a great business and make a valuable contribution to their local community.

If you have always thought of being your own boss, now is the time to take the step you always promised yourself and own your own business. Freedom is at the forefront of this rapidly growing market and is a great choice when it comes to companion driver services.

The Freedom Difference

A Freedom franchise means delivering what you say you will and going the extra mile for your customers. It is all about how you present yourself and your attitude to deliver a top-quality service. We train you and provide you with the systems to assist you in delivering the best possible service to our customers at the same time creating a great business and lifestyle.

Our values :

- Integrity: always acting with honesty, and having strong moral values, being reliable
- Empathy: to provide a caring compassionate environment with utmost respect for our clients needs
- Professionalism: to always act and appear professional
- Safety everyone's safety is paramount
- Enjoyable focus on making the journey enjoyable for all parties.

Services offered by Freedom include:

- Hospital visits
- Medical appointments
- Personal appointments – hairdressing, etc.
- Shopping outings (groceries etc)
- Social engagements
- Children's safe travel to school and sports •
- Personal driving services for tourists.
- Low vision clients
- Tourism work
- Airport, bus, and train pick ups and drop offs
- Day trips or half day trips
- Age Concern clients
- NDIS clients

What will you do?

You give your customers back their freedom providing them a warm friendly face and a safe and reliable driving service. Customers make bookings directly with you that you schedule into your day. Working hours are flexible and with systems that are internet based you can easily run it from home. Customer details, scheduling, quotes and invoicing can all be

stored, tracked and produced on line. Customers pay you directly so you can manage your own income and earning potential.

Franchise Investment

The initial investment is \$25900 plus a training and equipment fee of \$6250 plus GST. This purchases your territory for 5 years, with rights of renewal (\$2000 plus GST per renewal) .

The franchise fee includes

1. Access to a proven franchise system (operating in New Zealand for 12 years)
2. Step by step set up assistance
3. Full support from a experienced Regional Owner and the franchisor
4. Comprehensive and proven franchise systems including full documentation.
5. Detailed marketing systems, advice and support
6. Comprehensive manuals
7. Latest technology

Weekly royalties are \$130 plus GST per week for the first vehicle additional vehicles will incur a reduced royalty of \$100 per week per vehicle. There is also a marketing fee of \$150 plus GST per month, the marketing fee is used to promote not only your territory but all franchises throughout Australia.

You will need to purchase a white approved vehicle (normally a mid-range SUV) you will need a First Aid certificate, a full Australian drivers licence with a (requirements differ per state and we will advise you regarding this). Third party insurance, public liability insurance is also compulsory.

Who is an ideal Franchisee?

You may be from a health or caregiving background or simply looking for an attractive lifestyle business. Do you have:

- A desire to grow a successful lifestyle business long term
- Excellent interpersonal and communication skills and good spoken and written English
- A positive attitude to building good business relationships
- A kind and caring attitude
- Enjoy driving and helping others
- Self-motivation, energy and enthusiasm
- Determination to succeed
- Honesty, integrity and trustworthiness

Training & Support

Each franchisee completes a training program that includes a review of the manual, practical field training, marketing advice and use of the online systems. Although no previous experience is necessary some previous business experience can be an advantage as are a reasonable level of computer literacy and good written and spoken communication skills.

Our training includes (but not limited too)

1. Day to Day operation of your Freedom franchise
2. Managing your business
3. Health and Safety
4. Sales and marketing including visiting potential clients and making presentations.
5. How to grow your business including employing drivers
6. Compliance and reporting (GST, Taxation etc)

Growing your business

Although you will be responsible for the daily running of your business, we will provide you with support and advice on ways to grow it. The business can be run by a single operator, or you can grow it with additional vehicles and drivers.

We allow you to add additional vehicles to your franchise without paying a franchise fee, you will however have to pay a weekly royalty (currently \$100 plus GST per week) per additional vehicle.

Earning potential

If you complete and return a confidentiality form, we will supply you with a cashflow forecast. These forecast earnings are not guaranteed; however, the figures have been extracted from current franchisees annual accounts.

If you are buying a new territory there will be no initial customers, we do have contracts with providers such as NDIS and Age Concern however building your business will initially require time and effort building your client base via personal visits, social media, advertising locally, using our flyers etc.

You need to be aware that you are purchasing a new franchise in a new territory, there is no guaranteed income, or guaranteed initial clients, you must be prepared (with our assistance and guidance) to get out and market yourself as a new Freedom franchise harnessing the awareness of our brand and the services we offer.

You should assume that the first few months will be difficult financially while you build your business, this is the reason we do not charge any fees for the first 3 months.

While you will be operating under the Freedom Companion Driving umbrella with all the attached business tools and support, results will always be determined by the time and effort you put into growing your business. A hard-working franchisee can expect to earn around \$8-9000 per month per vehicle, this figure will increase if a wheelchair mobility vehicle (WMV) is added to our fleet by the franchisee.

We encourage you to set an earnings goal and we will assist you in achieving those goals.

Selling your Franchise

Your franchise agreement with Freedom runs for 30 years through 5-year renewal options. This gives you the ability to sell the business to a new operator giving them certainty that the area is secured for a reasonable time and adds real value to the business.

Next steps:

If you feel a Freedom Franchise is for you then email or call us and request an application form.

Julian on 0800 333 499

Email: franchises@freedomdrivers.co.nz

Website: www.freedomdrivers.co.nz

