

Temporary Fence Hire & Sales

Franchise Kit



Ready to Hear About us

Ready Fence is an Australian owned and operated business that specialises in the hire of temporary fencing and the sale of temporary fencing for the construction industry and the special events sector, such as major sporting and concert venues.

Ready Fence believes that sustainable competitive advantage comes from the ability of the business to more appropriately satisfy the demands of clients and potential clients with personalised service.

Ready Fence commenced operation and franchising in 1997 and in 2018 the franchisee for Ready Fence NSW, Brendon Callaghan purchased the franchise rights for the Australian business and got straight into developing and improving on the system that had been established back in 1997.

Brendon has been operating the Ready fence business as a franchisee since 2002 and is well qualified to provide support and continued growth to the Ready Fence business and franchise partners, he knows how the business works and how to make it work profitably.

Brendon has already established a number of national client relationships and contracts and is looking to grow the Ready Fence brand nationally and is now seeking likeminded individuals to join the Group to grow the business across Australia and service a national clientele.





Ready to Hear About the opportunity

With broad range of high-quality temporary fencing solutions Ready Fence products and services include a proven business format together with operational systems and procedures. This structure has been developed since being established in 1997 and the company's continually improving track record of success now provides an excellent basis for further growth.

With strong representation on the Eastern Seaboard of Australia and limited opportunities to join Ready Fence, now is the time for you to find out more. We won't be the biggest franchise in terms of franchise territories but we will be the best and if you want to be part of that then we need to speak.

With a large number of national clients and a strong focus on business development we need to bring new franchise partners into the business to service our national clientele and further strengthen the Ready Fence brand.

We're Ready to Hear About You

Our values drive how we do what we do and it's important that anyone that joins the Ready Fence business is aligned to our way of doing business. Our Values are our driving principles and our franchise partners need to share these values..



Our Values

- Family Spirit
- Prepared to go Above and Beyond
- Every Client. Every Time.
- Open and Honest
- Personal Accountability

Experience within the construction and building industry would be beneficial but the core skills we are looking for are people that are customer service oriented, sales focussed with an aptitude for business process. We can teach you the technical aspects of how our business works but you need to want to be a part of a team and follow our proven methods of doing business.



Are you Ready for the Next Steps

1. Enquiry

You've already completed the first step!

2. Apply

With this prospectus, we have provided a link to complete our application form so we can learn more about you. This includes the signing of our non-disclosure agreement.

3. Additional Information

Once we have reviewed and accepted your application, we will send you a copy of our franchise disclosure kit. This Will provide you with a detailed explanation of our franchise Model to enable you to determine whether this is the right Business opportunity for you.

4. Meet the Team

You will then meet our development team to answer any questions you may

Have resulting from the documentation.

5. Due Diligence

It is vital if we reach this stage, that you undertake your own Independent assessment of this franchise opportunity. We recommend you seek legal, accounting and business advice, speak with current franchise partners and ask us every question that arises to get a thorough understanding of this opportunity.



6. On the Job Evaluation (OJE)

You will be given the opportunity to spend some time in with our team and in the field to see the nuts and bolts of our operations so that both parties can evaluate each other.

7. Issue a letter of offer and Instruction to issue Legal documents

Should both parties agree to move forward, we will send you a conditional

Approval letter to outline the next steps. We will also ask you to sign a franchise offer to confirm your commitment to Ready Fence. At this point, you will be required to pay a deposit so that we can move forward in issuing formal franchise documents.

8. Signing Agreement

Once we have agreed on your new territory, we will need to formalise our arrangements. We will provide you with an estimate of your investment requirements and if you are happy with this, we will instruct our solicitors to draw up your Final franchise agreement. The balance of your franchise fees will be payable upon signing your agreement.

9. Getting Started

Once you're signed on, we will put together your training plan and opening schedule and start organising the launch of your business.



Ready to hear about our Support

Being part of the Ready Fence team means you're in business for yourself but not by yourself, you are supported 100% of the way. Our support team is committed to your success

We give you the tools and support to help you grow and operate your own business. Components of our support includes:

- Sales and marketing plans and implementation
- Initial and ongoing training
- Field visits in your territory

Marketing

Our marketing team are responsible for all major national campaigns, digital and social media, promotions and marketing materials. We work with national clients to generate brand awareness and direct leads for business in all territories.

Operations Support

Our operations team are there to help you, with a dedicated Operations Manager who will help work with you to get your business started and then will work with you to ensure the business is the best it can be. We will primarily focus on Operations support but will assist with the creation and execution of your business plan and achievement of your goals.



Training

Our training system, resources and team will train you to be the best you can be. No construction or fencing knowledge is required, just passion and a strong desire to be the best and to follow our system.

Agreement Terms

5 year term plus an additional 5 year option - total of 10 years.

Ongoing franchise fee: 5% of gross sales per week.

Initial Franchise Fee – Varies depending on the size of the territory and start from \$30,000 (plus purchase of fencing).

Investment

The upfront investment required for a new territory is dependent on the size of the territory with pricing starting at a minimum of \$170,000 to \$200,000 (excluding GST), including initial franchise fees, training, marketing and fencing.

Next Steps

Register your interest by sending us an email to franchise@readyfence.com.au or completing our online franchise application form which is available on our website. Once we receive your inquiry, we'll get together and you can experience our great products, our great company and hear more about this great opportunity.

www.readyfence.com.au





Franchisee Testimonials

Franchisee testimonials

Since taking over the Ready fence franchise less than one year ago Brendon has been an asset in helping us to secure new customers and bringing us more work.

Allan & Jenny Jordan

Readyfence Brisbane & Sunshine Coast

In March 2018, Brendon took over as national manager and Readyfence licensor. During this short time he has been extremely active in promoting the Ready Fence business nationally. He displays genuine integrity, honesty and has a fabulous knowledge of the temporary fence market.

I look forward to continuing working with Brendon throughout 2019, and have every confidence the hire sales figures will continue to rise as they have been since his involvement.



READYFENCETM

AUSTRALIAN PATENT NO: 722776