

FRANCHISE OPPORTUNITY

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WINDOWS
LOCKS
HINGES
HANDLES

Reliable, Guaranteed Repairs

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Are your windows child safe?

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you've imagined...

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"If opportunity doesn't
knock, build a door"

~ Milton Berle

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THE EXCEED BUSINESS OPPORTUNITY



WELCOME TO EXCEED

Firstly we would like to thank you for your inquiry and for taking the time to read this information. We have endeavoured to cover all aspects of Exceed within this information pack. As you will see, it is fairly comprehensive.

SOMETHING TO THINK ABOUT...

THERE ARE 5 POINTS TO PROVEN BUSINESS SUCCESS. THEY ARE:

1 Be in business for yourself

2 Sell products that are in demand

3 Guarantee a better service than your competitors

4 Reward those who do the work

5 Build your success on the success of others

A quotation
by
J. Paul Getty



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PERHAPS I WANT TO OWN MY OWN BUSINESS!



Ever thought: I want a job that I really enjoy, that's quite fun to do, where I meet a lot of interesting people who are pleased to see me? A job where I'm in control and I decide what I'm going to do?

If I were going to be in business, I would want to be in an industry where the market is huge and really needs what I provide. I want my products and services to have distinct, proven advantages and unique benefits over anything else on the market, while being value for money. I would want a business that would give a better lifestyle, maybe a bigger house, maybe a smarter car, longer holidays and more time to enjoy my life. I want my business to give me security, so I want the help and support of similar minded people who have already done the same thing elsewhere.

Sound like an impossible dream? No you have just described an EXCEED Franchise!

Yes, it is absolutely correct that operating an Exceed Franchise gives you a unique package enabling you to fulfil your own goals.



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WHO ARE WE?



WINNERS!

Exceed has won the Franchise NZ Home Services System of the Year four times!

The Exceed System has been identified as the best Provider to the Domestic Home Owner by the Franchise Association of New Zealand four years running.

In 2015 the Exceed System won Home Service Provider of the Year, Highly Commended Media Campaign Award. Our Franchise Owners in Remuera won Home Services Franchisee of the Year and our Taranaki Franchise Owner won Highly Commended in Home Services as well as the local Taranaki Chambers recognition with a Commended Media Award.

The next few pages provide you with an overview of the industry, and later in the information pack we will get down to the nuts and bolts in terms of what we do and what is required of you. The last few pages

of this information pack are devoted to getting to know you.

We see "Tell us about yourself" as the first step in the formation of a long term, mutually beneficial relationship. It is important to remember that our core business is helping

It is important to remember that our core business is helping our franchise owners to be successful.

our franchise owners to be successful. Therefore it is of primary importance to us to select only those people that have what it

takes to succeed. A fundamental part of the recruitment process is communication and the ability for us to exchange information freely.

It is a statutory requirement of the Franchise Association of New Zealand for us to provide you with full disclosure; however before we can provide full disclosure it is important that we know who you are. Therefore we ask that you complete the "Tell Us About Yourself" and sign the Confidentiality Agreement.

This Confidentiality Agreement ensures that all information provided by you will be treated as confidential between Exceed (Exceed Franchising Ltd) and you. Exceed will not disclose to any third parties (unless otherwise stated in writing) the information provided by you.

MARKET DEMAND

With the increasing use of aluminium joinery within NZ, a market has emerged for maintenance and repair services. Due to the natural aging process of the material and rapid increase in its use during the 1980's, demand in this service market continues to grow.



THE CONCEPT



Exceed was formed in April 1991 in Wellington to satisfy the needs of this market. The services of Exceed satisfy the needs generated by window manufactures for service to their joinery, and provide the householder with expert assistance beyond the range of the average home handyman.

KEY FACTORS TO SUCCESS

Exceed has successfully met the needs of this new market. Success has been achieved by dedication to the following key factors:



- Thorough, reliable and thoughtful service
- Mobile “one stop” service
- Full range of product offerings
- Focus on customer service
- Expert knowledge
- Continuous improvement principles
- Professional consumer communications

COMPLETE SOLUTION

A key aspect of the business is to provide a complete solution, integrating an array of maintenance and security services. By integrating these services, Exceed provides a one-stop solution, in a thoughtful, profitable manner.

By listening to the customers Exceed has continued to expand its seasonal product offerings to meet customer requirements, leading to increased share. In tandem with this expansion, Exceed has developed an efficient business system and marketing strategy to fulfil the market need.



THE FUTURE



With the future looking bright and positive, Exceed is looking to complete its network of franchise owners throughout the country.

In order to complete the business, we wish to identify like minded individuals that may come from a trade background. It is likely that the individuals will feel comfortable working with their hands, and would like to be self-employed but would like the back up and support that a company such as Exceed can and will provide. In brief, we are seeking real people to work with in order to provide practical services to everyday customers. They will be driven by a desire to provide exceptional customer service and be good communicators.

VISION:

To be the market leader in the New Zealand window and door maintenance industry.

MISSION:

To be the preferred supplier of window and door maintenance services in New Zealand.

VALUES:

To provide our customers with a one stop solution to their window and door joinery maintenance requirements. In doing so, EXCEED endeavours to provide a thorough, reliable and thoughtful mobile service which exceeds customer expectations.

SERVICES:

Window joinery maintenance and repair, burglary damage, door rollers and hinge replacement, window and door security installation, conservatory repairs, glazing (optional) internal hardware and seasonal product such as Retractable Insect Screens.



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OUR FRANCHISE VISION



Is to establish a Franchise Team where each Team Member works hard and smart for the mutual benefit of all. To encourage them to think and act like business owners and help them reach their potential.

FEATURES:

- A late model five door Japanese van smartly painted, fully sign written, fitted out and ready to be a mobile workshop.
- A laptop or tablet and mobile phone
- All invoicing, job management programs with Exceed online software
- All the necessary tools and stocks required to do the job.
- Four weeks training including both onsite and business operation techniques- everything you need to successfully operate your business.
- Manuals on operations, marketing and technical aspects detailing proven systems of success and designed to be a quick reference tool.
- Company uniforms and identity cards.
- Stationary including marketing material.
- All the documentation required by your bank to speed finance approval

It's not a job.
It's a lifestyle.



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FREQUENTLY ASKED QUESTIONS



Why buy a franchise instead of going it on my own?

This is the most frequently asked question, and the answer has become the subject of a number of books.

A few of the most important reasons are:

- Brand name identity: Customer base
- Time-tested business systems: No costly trial and error
- Support: You are not in business alone
- Power in group buying: Lower cost window and door components
- Reputation: We have a long established service reputation with window and door manufacturers throughout NZ.
- Creditability: Exceed is recognised as leaders in the window and door maintenance market and is well respected by key industry players.

How much can I make as an Exceed Franchise Owner?

Exceed makes no claims as to your earning potential. However, we believe your earnings will be determined by how hard you work and how closely you follow the Exceed operating formula.

Before you acquire an Exceed franchise, we urge you to contact other Exceed franchise owners to fully understand the financial potential of the business.



FREQUENTLY ASKED QUESTIONS



What qualifications do I need?

Exceed are looking for people who display the following qualities:

- Integrity
- Team players
- Possess a desire to succeed and achieve
- Willing to follow systems
- Good communicators
- Goal setters
- Possess self-discipline and tenacity
- Practical hands on learners

Do I receive training from Exceed?

Yes. All franchisees must attend and successfully complete our training program. The cost of your initial training is included in the purchase of your franchise. However, those costs connected with travel and lodging will be at your expense. Other management or partners may attend the program as mutually agreed by you and Exceed.

Do I receive assistance in starting my business?

Yes. In addition to your initial training period, a representative of Exceed will work closely with you from commencement of your business. The management team of Exceed will be available to assist you to discuss business development and operations.



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FREQUENTLY ASKED QUESTIONS



What form of continuing guidance will I receive?

First of all, you will receive Exceed Manuals covering many important facets of your business operation. As manuals are updated, revisions will be made available to you via Exceed Online Systems.

You will also receive regular visits by Exceed who will consult with you and offer useful advice and counsel on such system elements as quality, customer service, product information, advertising, record keeping, training, communication, promotion, and any other business information you require.

What does a Franchise Cost?

There is no set price to set up an EXCEED franchise as the cost to set up is entirely dependent on the location of the franchise. As an indication only, a greenfield franchise fee is \$35,000. You then need to take into account for the van, stock, marketing material, tools and training.

Does Exceed provide Finance?

There are several ways of funding the initial set-up of your EXCEED franchise this includes leasing, bank loan or finance company. Exceed can assist you in the preparation and presentation of documentation to suitable financiers.

However, these are third parties and their decisions are independent of Exceed. In addition, we have access to various lending institutions that will assist qualified franchise owners with financing. Please discuss this with our franchise recruitment manager, we will help you in whatever way we can.



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FREQUENTLY ASKED QUESTIONS



Can I sell my Exceed Franchise?

Yes. Like any other business, your business can be sold to any buyer approved by EXCEED. There is a transfer fee for administrative, legal and selling costs. Terms and conditions of transfers are covered in your Franchise Agreement.

What is the term of my franchise agreement?

The term is 5 years, with a right of renewal for 5 years. Terms and conditions of renewal are covered in your Franchise Agreement.

How long before I get my Exceed franchise started?

This depends on the number of franchisees that we have training at any given time. You may be able to arrange financing, complete training, and be up and running in as little as 60 days.

I would like to study your franchise agreement. Will you send me one?

The Exceed's Franchise Agreement was developed by its attorneys and specialists in franchising and is a valued document, which is not indiscriminately distributed. By following the procedure outlined in Question 10, we will be happy to provide you with a copy of the Franchise Agreement and Disclosure Statement.

How do I get started?

Contact David on 0800 25 25 00 who will then arrange a confidential appointment and interview.



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THE NEXT STEP



We appreciate that you will have a number of questions about this document. Please feel free to phone 0800 25 25 00 alternatively please complete the questionnaire and confidentiality agreement and return them both by scanning or in the envelope provided.

As you will appreciate the most important aspect in developing any relationship is mutual trust and mutual commitment. It is therefore important that you ask me any questions that you feel will provide you with the answers you are looking for.

It is also important that you complete the following section "Tell us about yourself". To ensure the information you provide us and we provide you is kept confidential, we also ask that you sign the Confidentially Agreement.

Upon completion just take the personal and financial information pages and the Confidentiality Agreement from this information pack and post/scan them to me.



Thank you for taking the time to read this information. I look forward to discussing it with you in person.

Kind Regards,

David Dovey
EXCEED FRANCHISING, GENERAL MANAGER



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THE RECRUITMENT PROCESS



The following is a guideline of the recruitment process:

Initial inquiry from prospective franchise owner.
Information pack and "Tell us about Yourself"
sent out for consideration.

"Tell us about Yourself" and Confidentiality Agreement
returned by prospective franchise owner.

- Exceed Franchising Ltd reviews the information and proceeds to book a first interview if deemed as suitable for consideration.
- First Interview conducted by David Dovey and full Disclosure Document and financials provided at this stage.
- Franchise Recruitment Manager to assess the prospective Franchise owner and recommend for a second interview where appropriate.
- Reference checking
- Field Assessments with an Existing Franchise owner
- "Heads of Agreement signed with Exceed Franchising Ltd
- Deposit for Franchise paid
- Checklist of items required for franchise set-up e.g. Company formation, van fit- out, van signage.
- Settlement date: Franchise Agreement signed, transfer of funds via Exceed Franchising Ltd.
- Franchise Induction and Training Program (after settlement)

Be in charge of
your own growth.



NOTES:



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Call us today to talk further
about the Exceed opportunity

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