

**CANDOO** 

**LAWNS**

**LAWN AND GARDEN MAINTENANCE**

# Franchisee Info Pack



# Introduction

The property services industry has long been a cornerstone of the economy, with Australia and New Zealand boasting a combined estimated market worth of over \$55 billion and the compounded annual growth rate (CAGR) is expected to be 5 - 6 percent through the coming decade.

However, in an industry as established as this, differentiation is key. While other property service franchises may offer similar solutions, at Candoo Property Services, we're committed to setting ourselves apart by embracing innovation and leveraging cutting-edge technology to redefine the landscape of property services.

Innovation isn't just a buzzword for us – it's our driving force. Founded with a vision to revolutionise the property services industry, we've made it our mission to lead the way in technological advancement and service excellence. Our commitment to innovation sets us apart from the competition, allowing us to offer faster, more efficient service and unparalleled customer experiences.

## Franchisor Profile

At Candoo Property Services, we're not just another property services company - we're industry innovators on a mission to transform the way property services are delivered. Founded with a spirit of innovation and a commitment to excellence, we've set ourselves apart by pioneering cutting-edge technology solutions that streamline operations, enhance customer experiences, and set new standards for service delivery.

At Candoo, we're proud to offer franchisees access to state-of-the-art technology that's second to none in the industry. Our proprietary software platforms, developed in-house by our team of experts, are designed to streamline every aspect of the business, from scheduling and dispatching to customer relationship management and beyond. With real-time data insights, automated workflows, and seamless communication tools, our technology empowers franchisees to operate with speed, precision, and efficiency, giving them a competitive edge in the market.



# Investing in your future.

## What are the setup costs?



### Opening Investment

An initial investment for an exclusive franchise area begins at just \$15,000 + GST.

### This investment includes:

- Exclusive rights to your area
- Equipment package
- Sign-writing for your vehicle
- Digital marketing package
- Business and practical training
- Uniforms

**You must provide your own vehicle in white, less than 10 years old, and fit for purpose. We can advise you on the best vehicle for your business depending on what type of work you would like to focus on and the location of your business.**

### How much should you invest?

The amount to spend on your business depends on the amount of work you want, and the size of business you would like to grow.

No Weekly Income Guarantee - \$15,000 + GST  
\$1,000 Weekly Income Guarantee - \$30,000 + GST  
\$2,000 Weekly Income Guarantee - \$45,000 + GST  
\$3,000 Weekly Income Guarantee - \$60,000 + GST  
\$4,000 Weekly Income Guarantee - \$75,000 + GST

### Working capital

Having between \$5,000 and \$10,000 in working capital helps to build your momentum in the beginning.

### Can we help with finance?

We have 0% interest vendor financing options to contribute to your startup costs if required (for approved candidates).

Choose any of our Income Guarantee packages and pay just 50% upfront.

Our financing terms make it easy to join and start earning with minimal money down.

### Ongoing fees

We only charge a small 12.5% (Min \$150 per week) of your Guaranteed Income towards a royalty which goes to marketing, CRM and tech, support, and growing the brand to bring you more quality work.

That equates to:

No Weekly Income Guarantee - \$150 per week  
\$1,000 Income Guarantee - \$150 per week  
\$2,000 Income Guarantee - \$250 per week  
\$3,000 Income Guarantee - \$375 per week  
\$4,000 Income Guarantee - \$500 per week

### No Hidden Fees

That's it. No lead fees. No brand levy. No IT fee. And no % penalty for earning more than your guarantee. Everything is included and transparent.



# Is Candoo Lawns a fit for you?

**If turning walking and fresh air into money sounds too easy to be true, a Candoo Lawns Franchise could be right for you.**

Candoo Lawns provides business opportunities and support that are not only lucrative but can be adapted to suit you and your dream lifestyle. No previous experience in lawn and garden or professional landscaping is required as we will train you in every aspect from scratch. What you will need, however, is plenty of motivation, a strong work ethic, and great interpersonal skills. A Candoo Lawns Franchise provides great flexibility to achieve a healthy work/life balance with Franchisees able to manage their own work scheduling.

**Approximate job hours required per week per Income Guarantee:**

**\$1,000** - 14 hours (Enjoy that part-time lifestyle!)

**\$2,000** - 29 hours (Achieve the ultimate work/life balance!)

**\$3,000** - 43 hours (Now you're making more than most lawyers, working fewer hours than them!)

**\$4,000** - 57 hours (Ready to pull some overtime and break the 200k per annum earnings barrier?)



## How we make it easy



Easy online quote forms allow you to quote like a Pro from day one.



In-depth training and advice so you can manage any job.



Our experience in lead generation enables you to get you work when you want it.



Our job management tools make scheduling and managing jobs easy.



We have dedicated business developers generating commercial work.



We provide finance to help you get started with the right business package for you.



# Why Franchise with us?



## Digital Marketing/Lead Generation:

In the digital age, marketing is key to reaching customers effectively and efficiently. At Candoo, we've invested heavily in digital marketing strategies and lead generation techniques to ensure our franchisees have a steady stream of leads and opportunities. Our comprehensive digital marketing campaigns leverage the latest tools and technologies to target potential customers in your area, driving awareness and engagement with our brand. From social media advertising to search engine optimization (SEO), we employ a range of tactics to maximize visibility and generate high-quality leads for our franchisees. With Candoo, you'll benefit from our expertise in digital marketing, allowing you to focus on what you do best - delivering exceptional service to your customers.

## Industry-Leading Technology:

At Candoo, we're proud to offer franchisees access to state-of-the-art technology that's second to none in the industry. Our proprietary software platforms, developed in-house by our team of experts, are designed to streamline every aspect of the business, from scheduling and dispatching to customer relationship management and beyond. With real-time data insights, automated workflows, and seamless communication tools, our technology empowers franchisees to operate with speed, precision, and efficiency, giving them a competitive edge in the market.

## Faster Service, Better Results:

By harnessing the power of technology, we're able to offer our customers faster response times, smoother service experiences, and superior outcomes. Our advanced scheduling algorithms ensure prompt service delivery, while our mobile app empowers franchisees to stay connected, informed, and responsive on the go. With Candoo, customers can expect nothing less than the fastest, most efficient service in the industry, backed by the latest in cutting-edge technology.

## Training on the tools

We provide full training for our Franchisees. This includes:

- Equipment use and care
- Washing techniques
- Damage avoidance
- Quoting
- Safety
- Customer care

We train you from 2 to 4 weeks depending on your skill level and subject to what type of work you will focus on.

## Business support

At Candoo, we're more than just a franchisor - we're your partners in success. We understand that starting and running a business can be challenging, which is why we provide comprehensive business support to all our franchisees. From initial training and onboarding to ongoing coaching and mentoring, we're here to guide you every step of the way. Our experienced support team is always on hand to answer questions, provide advice, and offer assistance whenever you need it. Whether it's help with operations, marketing, or finance, you can count on us to support you in building and growing your business. With Candoo, you're never alone - we're with you every step of the journey.

## Area Developers as Business Developers:

One of the unique aspects of Candoo Property Services is our Area Developer model, where our Area Developers play a pivotal role as business developers in their respective regions. Beyond managing their own franchise units, Area Developers are tasked with cultivating commercial opportunities on a regional scale. Leveraging their local knowledge, industry connections, and business acumen, they actively seek out and secure large-scale commercial contracts for our franchise network.

As business developers, Area Developers are responsible for identifying potential clients, building relationships, and negotiating contracts for services such as commercial cleaning, lawn and garden maintenance, property maintenance, and facility management.

By acting as proactive ambassadors for the Candoo brand, Area Developers help drive growth and expansion in their regions, creating new opportunities for franchisees and contributing to the overall success of the network. With their expertise in business development and their commitment to excellence, our Area Developers play a vital role in shaping the future of Candoo Property Services and driving our collective success.



# Revenue Potential?

Our Franchisees aim for a minimum of \$70 per hour when starting out. However, the services that we offer can achieve a great deal more than that, and with time we recommend our franchisees to steadily increase their hourly rate as they become more experienced and build a regular client base - with an aim to get all jobs to \$100 per hour.

Franchisees can also sell “runs“ of minimum \$300 per week back to the franchisor at a multiple of 10. (Eg sell \$300 of weekly income to us for \$3,000) We recommend building your business, increasing your prices as you go, and selling your lower priced (\$70 per hour) jobs back to us to improve your profit.

This creates an ecosystem of work for new Franchisees, and higher profits (and secondary income stream of selling runs to us) for experienced Franchisees. Franchisees can earn upwards of \$60,000 per annum on top of their regular income, just by building runs and selling them back to us.





# Are you ready for the first step?

## Your Journey to Becoming a Candoo Franchisee

### **1. Initial Inquiry and Phone Call:**

Reach out to us and express your interest in joining the Candoo family. We'll have an initial phone call to discuss the opportunity and answer any questions you may have.

### **2. Franchise Information Pack and Opportunity Assessment:**

Receive our comprehensive Franchise Information Pack, providing detailed insights into the franchise opportunity. Assess the opportunity at your own pace and explore the potential of joining Candoo.

### **3. Face-to-Face Meeting:**

Let's meet in person to delve deeper into the opportunity. We'll discuss your goals, aspirations, and how Candoo can help you achieve them. This meeting is a chance for us to get to know each other better.

### **4. Field Experience Day (Optional):**

Experience a day in the life of a Candoo franchisee firsthand. Join one of our existing franchisees in the field and witness the operations up close. It's an excellent opportunity to see if Candoo is the right fit for you.

### **5. Application and Deposit:**

Ready to take the next step? Submit your formal application and pay a \$4,000 deposit. This deposit signals your commitment to the opportunity and separates the serious candidates from the rest. It's fully refundable if you decide not to proceed.

### **6. Vendor Finance Application:**

If financing is required, complete our vendor finance application to explore your financing options. We're here to support you every step of the way.

### **7. Franchise Agreement Issuance and Due Diligence:**

Upon approval, we'll issue the Franchise Agreement for your review. Take your time to conduct due diligence and ensure that Candoo is the right choice for you.

### **8. Training Booking:**

Get ready for your training sessions! We'll book your training dates, covering everything you need to know to run a successful Candoo franchise.



### **9. Franchise Agreement Signing and Balance Payment:**

Once you're satisfied with the terms, sign the Franchise Agreement and pay the balance of the franchise fee. Congratulations, you're officially a Candoo franchisee!

### **10. Training and Setup:**

- Complete our comprehensive Business Training sessions, covering operational processes, customer management, and marketing strategies.
- Get your vehicle sign-written and equipment set up for action.
- Spend time in the field with experienced franchisees, learning the ropes and gaining practical experience.

### **11. Ongoing Support and Review Meetings:**

- Benefit from our ongoing support with weekly metrics meetings to track progress.
- Monthly metrics reviews help us analyze performance and make adjustments.
- Quarterly review and strategic planning sessions set goals for growth.
- Annual review and strategic planning conference assess achievements and plan for the future.

