



HOT PROPERTY

House & Garden Franchises

We buy it, sell it, build it, fix it, and improve it. Aussie's have a long-standing love affair with their property - and hundreds of franchise systems across the nation are helping home-owners create, update and maintain the great Australian dream.

Whether property owners wish to buy or build a new home, add value to, or beautify their existing home with an extra room, a second storey, a garage or fencing, an outdoor entertainment area, landscaped garden or swimming pool, one thing's for sure: there's a franchise out there to service their needs.

The Australian mortgage market is worth around \$30 billion and is a sector where mortgage broking franchises are doing extremely well, and providing enormous franchisee satisfaction. Smartline and Mortgage Choice were recently ranked number one and two in the topfranchise.com.au top ten franchises rated by current franchisees. Real estate franchises are also using the bulk marketing power of franchising to garner their share of this massive industry.

The \$3.5 billion building industry is one that is leading the way in sustainable and economical construction of new homes. A steady rise in home-building approvals, has led to increased building activity, and outstanding opportunities for construction and design companies to take on franchise partners.

Australians have always been passionate about home renovation and improvements, but even the do-it-yourself renovators often require the assistance of professional

experts. Recent Australian Bureau of Statistic figures show the trend in home renovations is increasing and that the sector is currently valued at around \$550 million.

There is an enormous range of home improvement franchises currently available including bathroom re-conditioners; tilers, pavers, fencing and roofing specialists; gardeners and landscapers; pool and spa services; energy products; garages, sheds, patios and carports, etc, etc. The variety of home services available by franchise seems to grow each day.

House and garden servicing franchises offer a lifestyle choice which is attractive to many, and they also have the advantage that they are, in most cases, mobile and rent-free – which means low overheads and less stress because franchisees generally don't have staffing issues and expensive shop fronts. These franchisees can often choose their own hours and customers, often scheduling work around family and other commitments, tipping the work/life balance scale in favour of 'life'.

Business Franchise Australia magazine has put together the following report on what's happening at just some of the house and garden franchise systems that service the home and property industries:

AllSafe Energy Efficient Products

One of Australia's fastest growing energy efficient product providers has highlighted better training as a key factor in restoring community confidence in 'green sector' businesses.

AllSafe has made a substantial investment in providing a specialised training facility in Enoggera to equip each franchised store location with the ability to be at the forefront of professionalism in the green sector.

In a fragmented industry, AllSafe pulls together six businesses in one place to give the impression of a 'one stop' energy efficiency store. It's a very popular concept - people want to know how they can save on energy costs and also reduce their impact on the environment. AllSafe supports the building and home renovations industry with a range of environmentally friendly, energy efficient products.

Aussie Mortgage Masters

Aussie Mortgage Masters is an independent 'formula' franchise with proven results. This great Aussie brand comprises a quality franchisor team who combine many years of lending expertise with a true commitment to their franchisees to help them to succeed. If the franchisee succeeds, then the group succeeds.

AMM provide an extensive quality lending panel established to enable the franchisee to offer a flexible and competitive product portfolio suitable for most client lending requirements. By utilising the very latest integrated financial software, designed for mortgage brokers to increase their profitability, AMM franchisees are able to access reliable information that streamlines and optimises all phases of the loan process - from loan marketing through to settlement and beyond.

Bathroom Werx

Bathroom Werx is attracting the Y-Generation with its unique apprenticeship training program. They currently have four apprentices training at the moment and are looking to take on another four apprentices throughout 2010.

"Our franchisees are seeing the benefits of our apprenticeship training program and the long term benefits that it brings to their businesses," says Bathroom Werx CEO George Yammouni.

Bathroom Werx services involve the restoration and reconditioning of bathroom sanitary-ware items. The work involves understanding all the different substrates and surfaces that are used in bathrooms, their repair and restoration; the preparation and application of unique surface coatings; removal and replacement of various plumbing fixtures and fittings; showers screens; wall and floor tiling; and much more.

Bosetti Blinds

Bosetti Blinds specialises in providing custom-made window furnishings for households and commercial markets, in a way that is convenient to consumers and at a price to fit almost any budget. Established in 2006, the company is now looking to launch its franchise system nationally.

Bosetti provide all the training and support franchisees need to get their business up and running. Franchisees don't need any previous skills or experience in the window furnishings industry to operate a Bosetti franchise. A Bosetti franchise offers low start

up costs and can be operated from a home office.

Century 21

Century 21 is the most recognised consumer brand name in the real estate industry today. Their offices and sales associates are part of an unmatched worldwide referral network with more than 7,700 independently owned and operated real estate offices and over 200,000 sales professionals in 68 countries and territories worldwide.

These strengths, along with the best education and training programs, state of the art technologies, unique marketing initiatives, and the best award/recognition program in the industry, are all part of the success of the Century 21 system. Century 21 Australia currently has franchise opportunities available in select markets across the country.

changingplaces Real Estate

One of Australia's leading real estate agents is revolutionising the real estate industry with huge savings to vendors. "By centralising our administration and introducing a flat rate fee structure, we are able to provide our vendors huge savings," says Cameron Fisher, managing director.

Most of changingplaces area specialists work from home with the full support of the company's specialised offices. They operate with the latest technology and have the flexibility to work the hours that suit without being tied to a typical real estate office. changingplaces offer numerous forms of training including an induction session, ongoing training, area specialist manual and most importantly in the field training. They also provide around the clock phone assistance.

Dixon Homes

Dixon Homes has recently developed advanced computerised building management software. Dixon franchisees are utilising this software enabling them to build homes more efficiently.

Clients, suppliers, sub contractors and Dixon Homes' supervisors all access the system

remotely. Plans, documents and orders can be downloaded. Notifications are sent via text message when action is required. Dixon Homes are the leading builder servicing the project home market. With this technology Dixon franchisees operate very profitable businesses employing fewer staff than their competitors.

Dream Doors

Dream Doors is proud to announce the launch of the world's first online made-to-measure kitchen ordering website. To date other companies have only offered set stock sizes for online purchase. Now any size of cabinets and doors can be ordered to exactly suit any requirement. Customers can measure their existing doors, drawer fronts and panels, then order them direct online. This is fantastic news for Dream Doors franchisees who will receive a share of all online orders from customers in their territory. Dream Doors via its expanding national network of franchisees offer a full design service if required, using its state of the art European 3D design software. All joinery is made of 18mm MDF to the very highest standards in Australia and New Zealand and by local craftsman.

Eco Pest Control

Eco Pest Control is an innovative, South Australian owned and operated company who are the leaders in environmentally safe and effective pest control products and solutions.

Now in its tenth year, Eco Pest Control are committed to excellence within the pest control industry and have established business methods and systems, ideal for the conscientious franchisee.

Servicing a wide variety of the community from smaller commercial and domestic premises to larger warehousing and food grade processing plants, their services include all pest, insect and rodent control solutions.

Frogs House Washing

Let Frogs take care of all your exterior home cleaning needs including commercial buildings, home units, nursing homes etc.