



REFRESH[®]

RENOVATIONS

A guide for prospective franchise owners

In this guide, we outline the many business benefits you will enjoy as part of the Refresh Renovations network. We also explain the step-by-step process to becoming a franchise owner.



The power of a market leading brand



A unique concept

There is literally no other business in the world like Refresh Renovations. We are the first nationwide design-and-build franchise network to specialise in the renovation market. This makes our offering completely unique in the marketplace.



A trusted brand

As a Refresh Renovations franchise owner, you will benefit from having an established, high-profile and trusted name. We've already achieved national and international reach with our brand – and it's only going to grow stronger.



A great customer experience

We've developed the systems and processes to create the ultimate customer experience. Customers trust Refresh Renovations because they know they will receive a consistently good level of service. Not just once, but every time they want to renovate.



Part of a strong network

As a Refresh Renovations franchise owner, you're in business for yourself – but not by yourself. You'll be part of a network of successful, high-achieving franchise owners, backed by a national brand and support team, who are all helping to grow your business.

Powerful lead generation



Extensive marketing campaigns

There's a reason why Refresh Renovations has such a strong market presence. It's because we also own a professional marketing and communications agency, which specialises in the construction industry! From publishing our own 'Renovate' magazine, to achieving top Google rankings, our team is working 24/7 on your brand.



Dedicated call centre

To make things more efficient for you, we have a dedicated Call Centre which receives and responds promptly to every new customer enquiry. Qualified leads are then forwarded to you, based on your territory. Our ERP system captures all customer details, and steps you through the initial sales process.



Effective lead-conversion tools

Using the Refresh Renovations sales process, you will eliminate 'time-wasting' enquiries and deal only in genuine, pre-qualified leads. From the initial client meeting, you progress straight to the revenue-earning Concept Plan stage. Most Refresh customers who complete concept plans will then proceed with a full renovation.



A strong pipeline of projects

The Refresh Renovations business model is designed to provide you with a consistent, manageable workload – coupled with the steady growth of your business. You can continually secure the next projects, while your builders are completing the current renovations. And as you take on more work, you can grow your construction team to suit.

Full operational business support



Everything needed to run your business

Our central Support Office provides everything you need to keep the 'back end' of your business running smoothly – including systems for marketing, administration, financials, HR, and IT. By streamlining these time-consuming functions, you'll spend more time focused on generating revenue from renovations.



World-class IT system

A key part of the Refresh Renovations offering is our proven IT systems to manage the complete design-and-build process. We provide all the templates, contracts and documentation required at every stage.



Expert coaching and support

As a new franchise owner working with your first clients, you'll receive full training and support. Your ongoing success will be supported via our business coaching, best-practice benchmarking, and information-sharing with your Refresh Renovations colleagues.



A network of franchisees

The Refresh Renovations model is collaborative, not competitive. Our franchise owners work together to grow the success of the brand. They're happy to share information and advice on successful projects.

Partnership with leading building industry suppliers



Group buying power

As a Refresh Renovations franchise owner, you will have access to discounted pricing on quality construction materials. Using our group's size, we are able to negotiate these preferential purchasing agreements on your behalf. We also negotiate preferential insurance for your business.



Partnerships with leading brands

As a group, Refresh Renovations has also built relationships with other leading brands in the construction and design industry. Our reciprocal marketing and product supply opportunities reinforce to customers that Refresh is associated with quality materials.



Access to contractor networks

Refresh Renovations can provide you with proven networks of designers and sub-contractors to work on your projects. In addition, our industry partners can help you pull together great teams. Many of them have their own networks of installers that you can access through the Refresh relationship.



Industry training programmes

Many of our industry partners run training and development programmes that you can access through the Refresh relationship. You and your team will have the opportunity to upskill across a range of areas - from construction seminars, to health and safety training.

1

Initial meeting



Let's meet

You'll meet with our team at Refresh Renovations' head office. We'll explain the Refresh Renovations business model in greater detail, and what your franchise will involve. Please bring a list of all your questions; we'll be happy to answer them.

Getting to know you

This meeting is also about getting to know you – and talking through your ideas, expectations and aspirations for your new business. This session should help you decide if this is the business for you, a brand that inspires you, and a team you'd like to be part of.

2

Information sharing



Financial analysis

In this step, we provide you with full details on the Refresh Renovations business model, including financial information and your forecast earnings as a franchise owner. To receive this, you'll be asked to sign a Confidentiality Agreement (CA).

Testing the fit

Similarly, we will seek more information from you, via an online Information Request. This is to ensure we are both aligned on expectations. This information is of course kept confidential.

3

Due diligence



Independent advice

This is the most detailed part of the process, and typically takes about a month to complete. During this stage, we recommend you take advice from independent financial advisors who specialise in franchise systems.

Draft Franchise Agreement

We will also give you a copy of the draft Franchise Agreement. You can email us with any questions as you work through this stage.

Talk to other franchisees

Lastly, if you would like to talk to some existing Refresh Renovations franchise owners, we'll be happy to provide you with their contact details.

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The offer



Final meeting

We get together again for a final meeting. This is an opportunity to discuss any issues or outstanding questions that arose during your due diligence. We believe open and honest communication is the right way to begin any relationship.

Formal offer

We then formally offer you a Refresh Renovations franchise and territory. Upon payment of a fee to cover legal costs (this is non-refundable), our lawyer will prepare for you the relevant contract documents to take to your franchise lawyer.

5

The legal work



Legal documentation

You will have 14 days to accept our offer. Once you've decided to purchase a franchise, you will need to complete the legal documentation with an experienced franchise lawyer.

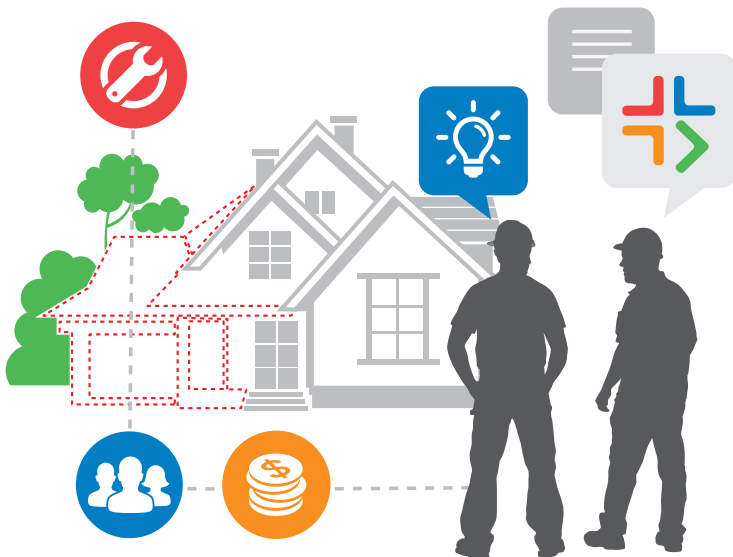
To improve the briefing process, and reduce your legal costs, we suggest you provide your lawyer with copies of all our correspondence and discussions to date (including emailed questions and answers).

Signing

Once you have signed the contract, and paid the franchise fee, you are awarded your Refresh Renovations franchise.

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You're in business!



Set-up and training

Together, we'll get your business up and running. We will set up your IT, and train you on all Refresh Renovations business systems. You will be provided with all of your branding materials; including vehicle livery, business cards and marketing collateral.

Ongoing support

You'll also start working with your first clients, and building your project pipeline. Along the way, we'll provide as much help and advice as you need. It's the start of an exciting journey for you, and for us!



A fresh approach to renovations



Ready to take the first step?

To find out more, or setup an initial meeting:

New Zealand

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