



Franchisee Info Pack



Is owning a Green Acres business right for you?

If you can turn other people's chores into money-making opportunities, you could be the perfect Green Acres business owner.

Whether you want to start a small family business that provides for the future, or take a step towards building your own empire - we offer investment levels for everyone.

Investing in a Green Acres franchise will give you all the benefits of being associated with a trusted New Zealand brand, with the autonomy of being your own boss. And it's a lower-risk option than starting a new business from scratch.

Try our online quiz at greenacres.co.nz/buy-a-business to discover more



What do we mean by "franchise"?

A franchise is a small business that is associated with a larger brand. The benefits of this business model is that the franchisee (the person who buys the franchise) is able to work for themselves, while tapping into the reputation and support network of an established business.



What are the start-up costs?



Initial investment

The cost of a Green Acres franchise starts at \$23,000 and is dependent on the level of income you're looking for and the type of franchise you want.

As part of this initial investment, you'll receive a fully-comprehensive equipment pack, that provides all the tools of the trade you'll need - from uniforms, vehicle signage and safety equipment, to marketing collateral, accounting tools and client management software. With this collection of essentials, you'll be confident and prepared to get your business up and running.

Remember that you may need to buy a suitable vehicle for your business. We do ask that you drive a serviceable, white coloured vehicle that will meet the needs of your business area (garden or cleaning services).

How do I choose an investment level?

You can tailor the best package to suit your circumstances and aspirations. Best of all, there are no limitations on your maximum earning capacity.

To work out exactly how much income you could earn as a Green Acres franchisee, check out our [Design Your Own Business tool](#). You'll be able to experiment with investment levels and hours to find a work-life balance that works for you.

Extra capital

It's sensible to allow up to 6 months of working capital up-front, which will provide a buffer for fluctuating income levels, and cover any unexpected start-up costs.

What about financing?

Our alliance partner, ANZ Bank, can look to provide an unsecured business loan of up to 70% of the cost of your franchise (with the option of further lending if you have equity in your home).

ANZ will also give you fee-free banking for the first 12 months on your Green Acres business account, to help you get up and running.

Are there any ongoing fees?

Your Royalty and Brand Levy are contributions towards the running costs for your area and are designed to benefit you. They will be fixed according to the investment level you choose; this means if you grow your business, you won't be penalised with higher fees.

In addition, every franchisee contributes to the technology fund administered by the national support office.

There are no hidden extra fees.

How much can I make?

As much as you like! The opportunities get as big as you want them to be, with our largest franchises turning over \$250,000. You can design your business to be anything from an extra income channel or retirement fund, to a business empire that employs an entire workforce. There are no limits. And we'll never penalise you for growing your business with any fees fixed at the start-up stage.



How do I get customers and grow my business?

We guarantee you can reach your desired income by utilising our proven systems, and implementing practical learnings from our training programme (outlined below). When you start your business you will have in place a business plan that will enable you to grow your business, and a dedicated Business Advisor will guide you along the journey during regular one-on-one reviews.

Why Green Acres?

Our brand

Associating your business with the Green Acres brand is a great way to maximise your earning potential. We are the leading home and commercial service provider in the country, with over 500 franchisees nationwide. This means a bigger customer base to tap into, better awareness of our brand, and ultimately, more revenue for you.

The Green Acres community

As a well-established, nationwide business, we have a strong network of franchisees who work together as a community. Our organisation is multicultural with 40% of our franchisees being 'new' New Zealanders. These people share ideas and knowledge regularly so you'll never feel like you're totally going it alone.

Strategic partnerships

As a large company, we have many successful strategic alliances/partnerships with leading business suppliers such as banks, insurers and equipment providers. By leveraging our size and brand strength in this way, we are able to drive down costs and lift profitability, which benefits us all. Here are some of our partners

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Customer service support

Because all new client enquiries are handled by our website or 0800 call centre, you can spend more time focused on your existing jobs. A dedicated Area Manager will process all enquiries, converting interest into tangible work and distributing it accordingly.

Sales and marketing

A well-known, trusted brand means more growth for all of us. This is why we continually support active marketing and advertising programmes, which are backed up by a great website and 0800 call centre. This investment not only benefits us at a corporate level, but also helps our business owners to thrive.

Technology

When it comes to technology, we keep our eye on the latest innovations and how they can make your business run more smoothly - and we invest in them. We are a committed paperless business, and using iPhones and iPads to communicate with clients and franchisees is just one way we future proof our own business.

Training

Training through our e-learning platform means you can learn at your own pace.

At the end of your training, you'll feel more confident dealing directly with clients, knowing how to accurately quote and complete jobs, while providing a superior customer experience. We'll give you the tools you need to invoice jobs yourself and receive payment direct to your bank account. You'll also learn how to easily keep full control of your tax returns and GST payments. Our e-learning platform will help you to keep growing and meeting your business goals, by providing ongoing training after you start your franchise.

Ready to take the next step?

Give us a call or submit your interest online and we'll arrange a time to chat. We'll go through any questions you have and let you know what options are available to you, so you can decide if you're ready to purchase your own franchise.

 Register your interest at greenacres.co.nz/workwithus

 or call us on **0800 803 200**

Still not sure?

Why not take our online quiz at greenacres.co.nz/buy-a-business to see if owning a franchise is right for you.

