

How to make a Six Figure Income

As a Jim's Mowing franchise owner





Franchisee Interview

Dean Olsson

Jim's Mowing (Narre Warren North)

What did you do before joining Jim's?

Worked in the IT industry supplying Point of Sale solutions.

My role as computer technician was to prepare, repair, and install the computer hardware for Service stations Australia wide.

What frustrated you about your previous employment?

Travel. I was in peak hour traffic for at least an hour each morning and night, 5 days per week. As I was starting a family it was near on impossible to see my kids during the week. I was occasionally sent interstate for work several days at a time also, and this was beginning to take its toll on my family.

My work was becoming less and less appreciated as they moved into different markets. It was time for a change.

What were you looking for in an opportunity?

I was looking for an opportunity to work close to home, and less hours.

I was sick and tired of working for wages, and loved the idea of working for myself, and having a lot more time to myself really appealed to me.

Why did you end up choosing Jim's over other things you were considering?

Security. Initially I knew that Jim's had a big name in the market, and that I would be supported in my early days should I need the help. The amount of money I earned wasn't an absolute consideration when I started, but having a young family knowing that I had WAG to fall back on if required was a factor.

What do you like best about Jim's?

Winter. Having been going for almost 8 years, I have a great bunch of customers that trust me to look after their needs when required. Now having a good income, this enables me to work 2 – 3 days per week

during the colder months, and still make enough to get through.

Winter gives me time to get to most of the kids activities, and lets me play more golf. Also to take a break to the warmer parts of the world during this time of the year.

What do you find challenging about Jim's?

Motivation. If you aren't able to be self motivated, you will struggle to be your own boss.

What kind of money do you now make compared to previous employment?

I only wanted to make enough to feed the kids, and pay the mortgage. My income has steadily grown every year to now earning almost 4 times what I did at my previous employment. It has taken hard work to get where I am now, but it was worth it without any regrets.

How to make a Six Figure Income

Hard to believe? Can you really make \$100,000 mowing lawns? Isn't lawn mowing something you do part time to earn pocket money or when you're between jobs?

Here are the facts:

During our most recent survey the average Jim in Melbourne had gross earnings of \$115,920. That means some Franchisees made a lot more. In fact, Con Tsonis Jim's Mowing (Doncaster North) had gross earnings of over \$300,000. His full story on page 7.

Hello, I'm your Jim's Mowing Franchisor and over the next few minutes it's my pleasure to show you...

- **How you can make \$60k, \$70k, \$80k, or even \$100k or more in your own business**
- **How you can work in the fresh air and sunshine and enjoy a business that feels more like a high-paid hobby than work**
- **And how you can have a flexible lifestyle, the choice to work when and where you want.**

If you're looking for a way to escape the rat race, a way to make your own success, on your terms, a way to be paid properly and be appreciated for your work and effort... then you're just like so many of the other Jim's Mowing franchisees who are looking for a real way to get ahead.

I hope you find this information pack helpful, and even a little exciting, as you research an opportunity that will literally change your life. I look forward to guiding you through your application to become a Jim's Business Owner.

What did you do before joining Jim's ?

I worked for Telstra for 17 years before being made redundant as a Team Leader in charge of 20 staff, earning 65K per year.

What frustrated you about your previous employment ?

The internal politics, sitting in front of a PC all day, endless meetings with no resolutions and lack of job satisfaction.

Why did you end up choosing Jim's ?

After being made redundant I wanted to take control of my career stability and become my own boss, reaping the rewards of my own hard work. Jim's provided me with an instant income and ample opportunity to grow the business.

What were you looking for in an opportunity?

I was looking for something that had a great brand, relatively low start up costs, good support structure from my franchisor and the flexibility to be able to work the hours I wanted, to fit into my family commitments.

What kind of money do you now make compared to previous employment?

I have 3 employees and my current income is approx twice what I was earning in my previous job whilst working slightly less hours.

Steven Cole
Jim's Mowing (Bentleigh East)

'I don't have to pay a share of profits back to Jim's'

I can expand without extra fees and still have the support of my Franchisor and other Franchisees. My fees are not based on a percentage of my turnover so I don't have to pay a share of the profits back to Jim's. 12 months turnover nearly \$200K and fees were less than \$7000!

Campbell Henderson
Jim's Mowing (Caroline Springs North)



Jim's Story

As told by Jim Penman in his book 'Surprised By Success'

From \$30,000 in debt to profitable business in just one month

It was two weeks before Christmas 1982...

I was thirty years old and a failure. I had failed in my academic career. Now my business had failed. I lost my house, and was saddled with a \$30,000 debt. All that I had left was my Kingswood (by now rather battered), a small trailer, and a mower and brush cutter on their last legs. Obviously I had no talent for business and probably not much for anything else either.

And yet something did change, the oldest and simplest thing in the world. I got married. I knew I had to buckle down and work hard to get out of the mess I was in. And somehow I knew I could.

Working for someone else was never an option. My only course was to go back into business for myself. The only business I knew was mowing lawns.

About the money...

My start up capital was \$24: \$4 in Letraset from the local newsagent, and \$20 for a short run of leaflets. Felicity and I spent the next few days pushing the leaflets into letter boxes. Then we waited for the phone to ring.

By January (just 1 month later) I was turning over \$500- \$600 per week (remember this was nearly 30 years ago in 1982), enough to cover debt repayments and living expenses.

About the work...

Working in the open air was a great way to make a living. It kept me fit. My mind was clear and active. I loved to watch the seasons come and go and even enjoyed changes in weather during the day, something for which Melbourne is famous!

After rain the air is fresh, and the smell of grass and gum leaves sharp and unforgettable. It can even be pleasant to work in a misty drizzle, so long as you are wrapped up well and know how to direct grass into the catcher.

Then there was the work itself. I would go into a place with unkept lawn and weed infested garden. A few hours later, it was a place to take pride in. My customers were impressed, and many gave me extra money. I vividly remember one customer saying, I never knew my lawn could look so good. Some of my customers even became friends.

What did you do before joining Jim's?
I worked in a bedding Factory

What frustrated you about your previous employment?
I hated the attitude of the other workers and the inflexible work hours

What were you looking for in an opportunity?
My son has some health issues and I needed time to be able to cater for his needs with various appointments. I needed something that could earn enough money and give me the time to take care of my son.

Why did you end up choosing Jim's over other things you were considering?
I didn't really look into other franchises too much because I liked the brand. It is very well known and I liked the openness of the Jim's systems in the initial interview

What kind of money do you make now compared to previous employment
My last year's turnover was around \$80K. After costs and tax I do earn more than my previous employment but I only work around 60% of the hours. I use this time to be with my son. I know I can earn more when I need to just by putting in more hours, which I do from time to time.

Stefan Pjekni
Jim's Mowing (Attwood North)

"Here's my secret..."

"When I was mowing lawns, I showed myself willing to do anything. I made sure my service was excellent: the job was clean and thorough, it was done on time, and I kept on excellent terms with my clients.

If a job is done right, work floods in. Genuine concern for the other party is the best sales tool in the world.

Even now I feel life falls short without some daily contact with grass and trees."

Jim Penman

How to get started...

This booklet is more than an information package about the Jim's Business Opportunity. It's really a guide to help you start a successful mowing business whether you choose Jim's or not. The information in this booklet took Jim and his dedicated Franchisees 30 years to develop. The lessons are invaluable. Read carefully because you're about to discover...

- ▶ The truth about what Jim's Mowing Franchise Owners in Melbourne are making. Exact figures including income and expenses.
- ▶ Details about Jim's powerful 'Pay For Work Guarantee' that ensures you a secure, profitable business and income of at least \$1200 per week from day one.
- ▶ How to get direct access to Jim Penman, the founder and owner of Jim's Mowing. Jim is a 'real' Australian. He still works in the business every day. He loves helping Franchisees and freely gives them his personal email and phone number with an invitation to contact him any time.
- ▶ Why Jim's Mowing Franchisees can make more than other mowing contractors.
- ▶ Insider secrets to making more money and higher profits with less time travelling from job to job.
- ▶ A powerful strategy many successful Jim's Franchisees use to get an instant cash windfall of up to \$20,000 or more.
- ▶ A detailed list of all the business expenses you're likely to incur in your first year so you get a 'real' idea of what owning a mowing business is all about.
- ▶ The incredible marketing system that gives Jim's Franchisees more work than they can handle. In fact, thousands of leads are knocked back every year in Melbourne alone. This is work that you could be paid for... right now.
- ▶ The two most common reasons why people buy a Jim's Mowing Franchise and why 88% have thriving businesses within their first year.
- ▶ The many benefits you'll enjoy as part of the largest Mowing Franchise in the world.
- ▶ Proven equipment recommendations (mowing, edging and hedging), brands, models and costs.
- ▶ How you can own an already successful, profitable business immediately.
- ▶ How to be up and running and ready to make money from day one.
- ▶ The amazing Jim's Computer System that lets you choose the times, days and areas you want to work.
- ▶ Jim's training system that's second to none and incorporates everything you need to know to run a successful business.
- ▶ The unusual 'peer' support system that gives you practical, helpful advice from hundreds of experienced Jim's business owners (just like you) from all over Australia.
- ▶ The Mentor System that gives you specific help to succeed.
- ▶ Opportunities to help other Jim's Mowing Franchisees and advance your business interests as a future Franchisor.
- ▶ The potential to earn unlimited income, both in mowing and other service areas, as Jim's brand continues to extend and is becoming a leader in other categories.

“The Only Training Course I Have Attended Where I Did Not Fall Asleep”

“Jim's is the only training course that I have ever attended where I was fully attentive throughout and not once did I fall asleep. It certainly was worth the money.”

Peter Jones
Jim's Mowing (Mulgrave)

What's your real reason for wanting to own a business?



Do you find yourself staring out the window at work, wishing you could be out in the sunshine on a beautiful day? Watching the trees swaying and wishing you could feel the fresh air on your face?

Do you have to drag yourself back to your desk after lunch and force yourself to concentrate when you know you would rather be doing something else?

Deep down, do you just wish you could do something you feel passionate about, something that feels more like a 'hobby' than work?

That's how most Jim's Franchisees felt before they joined the Jim's Family. They wanted a lifestyle, a way to have both the money and time to enjoy life... now. They wanted a way to be paid properly for their work and effort. They wanted flexible hours, massive earning potential and the chance to work on their own terms.

Jim's Franchisees aren't afraid of hard work. They just want to be paid well for their efforts. They want to make their own success, to set their own course, to really look after customers and to feel the satisfaction of doing a good job and being rewarded for it.

Is that how you feel?

Traditionally, jobs do not and cannot provide you with these benefits. A famous quote says...

“JOB stands for Just Over Broke”

In a sense, that's an accurate statement, even for people who have high paying jobs. Why? The reason is that most employees spend what they earn. The more they make, the more they spend. They never really get ahead.

Is there a solution? How can you 'make your own success'? How can you make enough money to enjoy the special things life offers AND have the time to enjoy them?

Jeffrey Gitomer, best selling author of the Little Red Book of Selling and the Little Gold Book of YES! Attitude, says...

Write Your Own Paycheck...

“When you're in business for yourself, you write your own history, you write your own success story, you write your own legacy and most important, you write your own paycheck. Being in business for yourself gives you the opportunity to work your heart out for something you love.”

What do you want from your new lifestyle?

- ✓ Have the flexibility to see your children, drop them off and pick them up from school, tuck them in at night, and take the odd day off to enjoy being a family.
- ✓ Make more than just a pay packet. Have the confidence to dream again, to set goals you can work towards, enjoying the work to earn that extra money, and to feel the satisfaction of a reward that's well deserved. Perhaps an overseas holiday. Maybe a bigger house. A new car. Or extra money for education... or just to spoil your family.
- ✓ The chance to set your own course. To work when you want, where you want, and how you want. To offer the level of service you want and to set the price you want. To know that this is YOUR business.

“I'm The Fittest I Have Been Since High School”

“Joining Jim's is one of the smartest decisions I have ever made. No more sleepless nights, I'm the fittest I have been since high school, I really enjoy the work and I love having the flexibility to spend much more time with the people that matter in my life.”

Cameron McDonald

Jim's Mowing (Parkdale South)



If up to 50%* of businesses fail within 1 year,

is business really the answer?

It's true, nearly half of all businesses fail within 1 year and only 1 in 5 will still be operating in 5 years. So why do experts still say that owning a business is the best path to financial freedom?

There's no doubt, owning a business is challenging. Many people enter business with dreams of grandeur and little else. In his popular book 'The E Myth' Michael Gerber calls it the 'Entrepreneurial Seizure'. He says that most small businesses fail because the owners have technical skills in a certain area, but lack business skills. By starting a business they end up becoming a self employed technician with the worst boss in the world (themselves).

According to Gerber (and many business authorities) the answer lies in systems. He says: "The system runs the business. The people run the system."

95% success with this breakthrough systems based business formula*

It all started in 1952 when a 52 year old salesman walked into a hamburger stand in San Bernardino California, to sell the two brothers (who owned it) a milkshake machine.

What he saw there was a miracle. At least that's how Ray Kroc, the milkshake machine salesman, might have described it. For he had never seen anything like that very first McDonald's hamburger stand.

It became apparent to Ray Kroc that what the McDonald brothers had created was not just another hamburger stand but a money machine.

Gerber says: "The Business Format Franchise not only lends its name to the smaller enterprise but it also provides the franchisee with an entire system of doing business."

Now you can share in this success. Penman experienced the difficulties and learned the hard lessons so you can leap frog your way to success. Follow in his proven footsteps and enjoy immediate success without having to reinvent the wheel.

What Ray Kroc did for McDonalds, Jim Penman did for mowing.

*The E Myth Revisited p91

Which outcome will you choose?

Traditional Business

- 50% failure in first year
- 80% closed in first 5 years

Or

Franchise

- 95% success in first year
- 75% success long term

Secret to great customer service

- ✓ Return enquiry calls within 90 minutes and turn up on time.
- ✓ Mow in straight lines and cut edges cleanly.
- ✓ Pick up all grass clippings and blow paths clean.
- ✓ Be part of a brand that is known for it's great customer service because all the operators do these things all the time. When your excellent reputation precedes you, your job is easier, more pleasant and far more profitable.

The great franchise hoax

The case against buying a franchise

Copying the proven system of McDonalds, businesses everywhere started offering franchises. While some succeeded, many were plagued with the same problems of traditional businesses. You see, the key to franchise success is not in the business model. It's in the strength of the systems and the support of the Franchisor. **Six problems with franchises...**

1 High Franchise Fees

The initial cost to use a company's brand and systems can be tens to hundreds of thousands of dollars. Then there's ongoing franchise and advertising fees that can run into the thousands per month. That's just to be part of the system, you still have to set up your operation. Buying a franchise can be very expensive.

2 High Set Up Cost

Shop fit out and equipment costs can easily exceed \$100,000. In fact, it's not unusual to pay half a million dollars before you're even open for business.

3 Ongoing Expenses

On top of ongoing franchise fees you could be up for thousands each month for lease, rent, wages,

insurances, electricity, phone and other admin costs. These overheads prevent many businesses from getting ahead.

4 Limited Ongoing Support

Even some of the largest franchises fall down in this area. They offer a manual, some initial training and a yearly conference, but no real day to day support. Many franchisees are left to struggle alone.

5 Inadequate Marketing

You'll find that many franchisors are more interested in building their national brand than helping local franchisees get business. After all, a strong national brand often allows the franchisor to sell more franchises at higher prices. But it doesn't do much for each franchise owner.

How much does it cost to own one of these well known franchises?

- ▶ **McDonalds** \$1.5M - \$3M
- ▶ **KFC** \$900,000 - \$1.8M
- ▶ **Snooze** \$500,000 - \$750,000
- ▶ **Clark Rubber** \$420,000 - \$500,000
- ▶ **Coffee Club** \$400,000+
- ▶ **Nando's** \$350,000 - \$450,000
- ▶ **Donut King** \$300,000 - \$400,000
- ▶ **Mrs Fields Cookies** \$199,000 - \$250,000
- ▶ **Kwik Kopy** \$210,000
- ▶ **Snorepro** \$100,000 - \$200,000
- ▶ **Ovenclean** \$50,000 - \$100,000

Sources

www.franchise.directory.com.au
www.australianfranchises.com.au

www.franchisebusiness.com.au
www.topfranchise.com.au

The ACCC received over 500 complaints last year from consumers and businesses about franchising.

Common complaints included:

- Sudden increase in ongoing franchise fees.
- Unfair wholesale prices (with no option to source supplies outside the company).
- Making misleading and false claims and failing to deliver software, products and training to operate a business.
- Publishing false testimonials.

Research thoroughly!

www.accc.gov.au



Franchisee Interview

Con Tsonis Jim's Mowing (Doncaster North)

What did you do before joining Jim's?

I spent over 20 years in the Real Estate Industry as a salesperson and business owner

What frustrated you about your previous employment?

The long hours and weekend work. In real estate you spend a lot of time working hard chasing new leads and trying to convert them into listings and sales. As it was a commission based business you were not always assured that your hard work would result in generating income. You never knew where your next dollar was coming from.

What were you looking for in an opportunity?

I wanted a business with low capital outlay to start up, a well known and trusted brand and strong franchise system, with the potential to earn as much income as you wish.

Why did you end up choosing Jim's over other things you were considering?

Everyone knows Jim's! It's a trusted name that gave my business an edge in comparison to small independents in the area. There was no need to establish credibility with customers as they already knew they would be dealing with a professional operator with the backing of a national household name.

What do you like best about Jim's?

I enjoy the support I get from my fellow Jim's franchisees and franchisors. There is always someone to talk to and help you out when you need it. This is something that you would not have as an independent operator starting up fresh. My health has improved as I get lots of exercise and I have lost weight but above all I have a lot more time for my family and my weekends free!

What do you find challenging about being in Jim's?

My current challenge in Jim's is growing my business and dealing with the challenges of growth. I currently have 3 full time employees working 5 days a week and balance this out with maintaining my time spent with my family.

What kind of money do you now make compared to previous employment?

Within my first 12 months and working on my own my turnover had exceeded \$100K. Now just on 4 years later together with my team, working 5 days a week 8 to 4, we have more than tripled our turnover. I have also created a steady flow of regular income from lots of regular customers that keeps us going through the leaner Winter months.



The secret to predictable success with Jim's, is it hype?

Or a promise you can count on?

With a track record stretching back to 1989 when Jim started franchising his business (and before that when he learned many hard, expensive lessons as an independent)... and with nearly 2000 mowing franchisees throughout the world... Jim's is a 'fair dinkum' business offering 'fair dinkum' rewards for 'fair dinkum' people. Let me be clear, this is not a fast buck, get rich quick scheme. It's a real business.

Jim's franchisees enjoy average incomes higher than independent contractors, and a lifestyle that is envied by even high level executives. In fact some of our most successful franchisees were high level executives before joining Jim's.

But we didn't just get lucky. The entire Jim's business is built around the philosophy of its founder. Jim Penman enjoyed immediate success in his lawn mowing business because he put his clients first. He was obsessed by customer service. And he still is.

Today that means he is committed to both the end client (the property owner) and his direct client (his franchisees). He still works in the business every day providing leadership, encouragement and support for his franchisees.

We've walked many hard roads, climbed many steep mountains and faced challenges that we thought would get the better of us. But as we've shared our experiences, solved problems together and urged each other to even greater success, we have slowly, quietly, become the biggest and best mowing franchise in the world.

Here are some of the things we have put in place to help you succeed as a Jim's Franchisee...

Application Process

It all starts with the way we recruit new franchisees. We only look for the best. Believe it or not, we turn away more than we accept. We strongly encourage you to do proper research, contact other mowing franchises and see what they offer; talk with other Jim's franchisees (we'll give you a list with contact details), ask questions and get to know their honest feelings about the Jim's business. Then there's an interview; a face to face meeting where you can further assess the Jim's opportunity, and we can see if you are the sort of person who is likely to become a successful Jim's franchisee. Finally, before anything is signed, we ask you to spend a few days in the field with some of our franchisees, working alongside them, experiencing first hand what it's like to run a Jim's business.

We show you our system (no secrets) and give you access to the inner workings of our business. Not only will this give you a chance to find out ALL about us, it gives us

What did you do before joining Jim's?

Woolworths liquor department manager

What frustrated you about your previous employment?

Long hours, weekends, no public holidays and managements expectations.

What were you looking for in an opportunity?

Taking back control of my worklife. Being rewarded for my efforts.

Why did you end up choosing Jim's over other things you were considering?

Strong recognised brand. Something customers could identify with.

What do you like best about Jim's?

Clients and the public trust the brand. I average less than 30 hours per week and can take my children to school and pickup on most days.

What do you find challenging about Jim's?

You are the boss. You need to be organised across all aspects of the business. But that is far less challenging than keeping an employer happy!

What kind of money do you now make compared to previous employment?

Similar money for far less hours worked

Simon Wilksch
Jim's Mowing (Mordialloc North)

The secrets of a man obsessed with improvement

"Each lawn challenged me to save a half second getting round a tree, or one pace by putting my grass bag in exactly the right position. How to cut time without cutting quality. And then I would start wondering how the mown lawn looked from the client's perspective."

Jim Penman
Surprised by Success, p 16

a chance to see you working in action and further assess your suitability to become a Jim's owner. The Jim's opportunity is a privilege. It's our job to help our franchisees become the best they can be... and that sometimes means declining applications from unsuitable candidates.

Training

You're not just becoming a lawn mowing contractor, you're becoming part of the best lawn mowing group in the world. You're going to be trained to be the best. You're going to love Jim's Training Academy. During your week long induction you'll be shown critical business skills, sales techniques, book keeping, customer service, small equipment maintenance, physiology of grass types, lawn care, time management, scheduling, quoting, Pay For Work Guarantee, insurance, creating work, business development, occupational health and safety, and so much more. Then you'll spend a week in the field with hands-on training. This will include practical lessons in quoting, scheduling, time management, sales skills, equipment skills and customer service.

You'll also benefit from ongoing training in the form of in-house seminars, monthly newsletter and the restricted franchisee website where you can give and receive advice from all other Jim's franchisees. You may also like to undertake formal training in a certificate of horticulture, as well as other TAFE courses. As a Jim's franchisee, you receive first class training and all the support you need to succeed.

Mentor

As your Regional Franchisor, we are with you every step of the way. We'll phone you regularly to see how you're going and encourage you, and of course you can phone us any time. We'll help you with pricing, scheduling and building your business. We'll help to keep you accountable so you uphold the Jim's philosophy of service... and so that you give yourself the best chance of success.

You can also count on help from Jim Penman himself. He is available by email and phone and he is only too willing to help ALL his franchisees. Last (but certainly not least) you have the support of nearly 2000 other franchisees that are part of The Jim's Mowing Family. You'll never meet a more helpful bunch of people, all eager to see every one of their fellow Jim's succeed.

Pay For Work Guarantee

Starting a new business can be tough financially. Firstly there's the outlay to get things started (e.g. equipment purchases etc). Then there's the growth stage where you are yet to have enough clients to give you a full income. That's where Jim's Pay For Work Guarantee is so valuable. In return for giving away free or discounted services to qualified prospective clients, Jim's will pay you for your work. It's a great way to help you market your business (i.e. there's no faster way to get regular clients than to give away a sample of your service). It's a great way to ensure you earn adequate money in the early stages.

Lead Generation and Job Allocation

Jim's Mowing's extensive advertising generates more leads than our franchisees can handle. This is work you could be getting paid for today! Enquiries are fielded by expert staff in our Customer Contact Centre. They pass enquiries to the franchisee in their area. They also allocate jobs according to Jim's powerful Work Requirements Program. You simply nominate where and when you would like to work and the Contact Centre will send you an equal share of those leads too. This gives you control over where and when you work. Almost like designing your own perfect business really.

Business Growth and Splitting

As your client base grows you are welcome to introduce extra trailers and staff with no additional fees. If you prefer, you can split your business and sell part of your client base. This allows you to have a more targeted geographic focus so you have less travel time and a more efficient business. It also gives you an immediate cash injection commonly in the range of \$15,000-\$25,000.



- At Jim's we'll teach you all you need to know to ensure your customers will be happy with your finished job.

What did you do before joining Jim's?

Worked for a small sheet metal manufacturing business

What frustrated you about your previous employment?

Long hours, shift work and lack of variety..

What were you looking for in an opportunity?

Independence and better income.

Why did you end up choosing Jim's over other things you were considering?

I could see there was an opportunity to grow with a business compared to being just an employee.

What do you like best about Jim's?

There are always new opportunities through the call centre, on the street (walk up's) and from existing customers.

What do you find challenging about Jim's?

There are challenges to improve on how the different jobs are done at different locations and doing them efficiently.

What kind of money do you now make compared to previous employment?

I previously earned about \$55K per year, which is what I've earned in the last 7 months.

Andy Kaman
Jim's Mowing (Mordialloc South)

The truth about how much money you may make



A Jim's Franchise offers an attractive mix of both lifestyle and income. Choose when and where you want to work... AND... how much you want to make.

The Jim's opportunity is a business, a franchise system, not an employment or subcontract opportunity. When you become a franchisee, you set your own prices, collect all monies and actually build your own client base and goodwill (with support from Jim's).

So really, the sky is the limit in terms of how successful you can become. As a guide, here are the figures for a new business, 3 years in business and 5+ years in business, for the financial year 2011 - 12 (as per the Franchisee Survey in Melbourne).

Estimated Income

| Time In The Franchise | 1 YEAR | 3 YEARS | 5 YEARS + |
|------------------------------------|-----------------|-----------------|------------------|
| Gross Income (Includes GST) | \$92,375 | \$124,775 | \$165,969 |
| Fuel | \$3375 | \$4287 | \$6589 |
| Vehicle Costs | \$2280 | \$2935 | \$4234 |
| Equipment Parts & Maintenance | \$1528 | \$3242 | \$4203 |
| Mobile Phone Bill | \$761 | \$711 | \$1179 |
| Tipping Fees | \$1730 | \$2424 | \$3433 |
| Uniform & Stationery | \$873 | \$969 | \$665 |
| Insurance | \$1264 | \$1773 | \$2369 |
| Franchise Fees | \$7024 | \$6875 | \$6007 |
| Sub Total | \$18,835 | \$23,216 | \$28,679 |
| GST | \$6686 | \$9233 | \$12,481 |
| Total Costs | \$25,521 | \$32,449 | \$41,160 |
| Net Income | \$66,854 | \$92,326 | \$124,509 |

*All figures have been supplied by franchisees on survey conducted late 2011 - early 2012.

**Income can vary depending on the efforts of each individual franchise owner, location does not affect income.

No guarantees. Your income level is dependant on the time and effort you put into your business and the lifestyle you wish to achieve, and your income may fluctuate with the seasons.

For a more accurate example of income potential, speak directly with established Jim's Franchisees. We'll give you a full contact list when you come in and have a chat with us.



Discussion points

Starting a business is a significant decision.

It could be the start of a career that changes your life. It's important to think things through carefully. Please, take time to do your research. Look at the opportunities available. Speak with business owners and find out the truth about how much money they make, how much they spent getting started and how much time and effort they put into their business each week. We'll gladly give you a list of Jim's Franchisees you can call.

Remember, Jim's business is not for everyone. We do not promise you'll get rich fast. On the contrary, this is a real business that requires real work. But if you put in the effort, the rewards can be outstanding. The average Jim's Franchisee has gross earnings of \$115,000 and the best ones earn much more, over \$300,000 in fact.

As a Jim's Franchisee, you are a business owner...

So you decide when and where you work and how much you charge. You make your own success and design the life you want.

To help, you have the support of Jim Penman himself, your Regional Franchisor and nearly 2,000 other Franchisees who have done what you are hoping to do and will cheer you on to the success you wish for. While your success is not guaranteed, you will be part of the largest mowing franchise in the world, where the best people join together to find the success they are looking for.

Please consider these important questions and phone us on 131 546 when you are ready to know more.

What 3 things am I looking for in a business?

What income level would I like to reach in 6 months / 12 months / 2 years?

How many hours a week am I prepared to work?

What 3 things are good about working in the outdoors?

What 3 things could be challenging about working in the outdoors?

How do I really feel about owning a service based business?

Am I prepared to put clients first, offer exceptional service, have attention to detail and take pride in my work?

What did you do before joining Jim's?
I was a Corporate Account Manager

What frustrated you about your previous employment?
I was frustrated by the hours worked versus the hours I got paid for, work related stress and the impact work was having on my personal life

What were you looking for in an opportunity?
A healthier lifestyle (physically and mentally), flexibility in the hours I work and the ability to support my family financially.

Why did you end up choosing Jim's over other things you were considering?
Following resignation from my prior job I started to look into Landscaping. Unfortunately, being 35, married and hoping to start a family, the wage of a 4yr apprenticeship was not enough to seriously consider. Jim's just kept coming up in the internet search engine and the more I looked into it, the more I was tempted to make contact. It was the biggest decision of my life to go with Jim's and in hindsight I would not change a thing. I'm happier, healthier and have the time to spend with my new daughter stress free.

What do you like best about Jim's?
The ability to run the Franchise the way you want to. You can work when you want, earn what you want and if challenges come up then you have the support to call on if you need it.

What do you find challenging about Jim's?
Initially, the daunting number of things required to keep on top of so that you run a successful business. You're given the tools to run a business but initially time is your worst enemy and things take longer to do. You have to hit the ground running when you first start in the Franchise and that can be quite frustrating.

Andrew Blake
Jim's Mowing (Footscray)

"If you're not going to do it properly, there's no point in doing it at all."

Mr Tapley, my first client when I was 8 years old.

Jim Penman

Is Jim's right for you? Are you right for Jim's?

A Jim's business is not for everyone. It's hard work. It can be physical. You're out in the sunshine, and sometimes the wind and rain. It requires attention to detail. You're learning all the time, and you're always meeting new people. Every day is different and has its own challenges.

But it's a privilege. Ask any Jim's Franchisee, they'll be absolutely straight with you. They'll tell you the good and the bad while you're analysing the Jim's business, you can be sure they will be analysing you too. You see, Jim's Franchisees are fiercely protective of the Jim's brand, they only want the best to join the Jim's family, people who are prepared to work together to make Jim's even better.

So as much as you need to assess the Jim's opportunity, we need to assess you. If we don't think you'll be a great success as a Jim's Franchisee, we won't let you join. One bad apple can spoil the whole bunch and we're not going to let that happen.

But we also want the best for you. We want you to find the right opportunity, something that will lead you and your family to your dreams. If that's a Jim's business, then we would be delighted to help you on that journey. If it's some other opportunity, then we will wish you well.

The next step...

If you feel tired of your current circumstances, feel like you would like to know more about the Jim's opportunity, take the next step and request an interview. It's more like an informal chat really. There's no obligation.

But there's also no guarantees of anything. We'll simply have a cup of tea and talk about what you want and what a Jim's business offers. It may go no further than that at the moment or you may like to talk with some Jim's Franchisees and even spend a day or two in the field finding out what it's really all about.

Phone now, while this is fresh in your mind and make a time for us to chat. Take a few minutes to think about the things you would like to know more about. There are some discussion points on page 11 and an area to write your questions.

We look forward to meeting you and helping you to assess your next exciting career move.

Please feel welcome to phone your Regional Franchisor, their card is attached with this information pack.

Thirst for knowledge...

People who are exceptionally good in business aren't so because of what they know but because of their insatiable need to know more. (Page xiii)

Hunger to be the best...

And so the great ones I have known seem to possess an intuitive understanding that the only way to reach something higher is to focus their attention on the multitude of seemingly insignificant, unimportant, and boring things that make up every business. And that make up every life, for that matter! (Page xiv)

Determined to make a difference

The simple truth about the greatest business people I have known is that they have a genuine fascination for the truly astonishing impact little things done exactly right can have on the world. (Page xv)

Michael Gerber, The E Myth

Before becoming a Jim's business owner our most successful franchisees were...

- Accountants
- Salespeople
- Office Workers
- Engineers
- Health Care Workers
- Teachers
- Builders
- Chefs
- Journalists
- Consultants
- Childcare Workers
- Mechanics
- I.T. Professionals
- Managers
- You?

Franchise System Checklist

A sign of a good franchisee is someone who looks around and knows their options.
When considering a franchise business, be sure you ask:

| Remember To Ask | Jim's | Option 1 | Option 2 |
|--|-------|----------|----------|
| Can I speak to all of your other franchisees? | ✓ | ? | ? |
| Have you got a proven track record? | ✓ | ? | ? |
| Can I choose my territory? | ✓ | ? | ? |
| Can I promote myself in my territory with my own phone number? | ✓ | ? | ? |
| Can I work outside my territory if I want extra work? | ✓ | ? | ? |
| Do you take a percentage of my profits? | X | ? | ? |
| Can I resell my business? | ✓ | ? | ? |
| Do I have to pay fees for referrals I get? | X | ? | ? |
| Can I build & sell off my customer base? | ✓ | ? | ? |
| Can I add other trailers at no charge? | ✓ | ? | ? |
| Can I have as many employees as I want? | ✓ | ? | ? |
| Can I do both domestic and commercial work? | ✓ | ? | ? |
| Can I provide my own clients with any service I want to earn extra income? | ✓ | ? | ? |
| Can I choose my own work hours? | ✓ | ? | ? |
| Will you teach me business skills? | ✓ | ? | ? |
| Do you guarantee me a minimum amount of work each week? | ✓ | ? | ? |
| Do you offer ongoing support and training? | ✓ | ? | ? |
| Can I get discounted business costs like insurance, equipment, and mobile phone costs through bulk buying? | ✓ | ? | ? |
| Can I buy my equipment and spares from anyone I like? | ✓ | ? | ? |

Call **131 546** or
visit **www.jimsmowing.net**

Discover how **YOU** may make a six figure income as a
Jim's Mowing Franchise Owner.

Enjoy the career and the lifestyle you've always wanted.

