

*Whip it*  
*Lawns & Gardens*



Franchise  
**Information**  
**Brochure**

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# A few words from Adam Betts



Hi

My name is Adam Betts and I would like to thank you for your interest in the Whip It Lawns and Gardens Franchise.

I've always loved nature and the great outdoors. To me there's nothing better than a beautiful garden. I find it relaxing and it rejuvenates my soul.

For me there's only ever been one choice of career and so in 2002 I started Whip It Lawns and Gardens. I wanted to share my passion for gardens and nature with as many people as I could. And you know what it was a good decision. Fast forward 17 years and I now run a business that has more work than we can manage. For this reason I decided to

look at franchising the business so I could find other passionate people like me to grow the model nationwide.

What I like about the franchise model is that it's a win:win. As a franchisee you get the benefits of my 17 years of experience in the industry. We've already figured out what works and what doesn't and have developed systems that you simply need to follow. By the same token I get the benefit of increasing the brand footprint at a rate that would be otherwise unachievable.

I hope Whip It Lawns and Gardens excites you as much as it does me and if so, I look forward to hearing from you.

Kind Regards

Adam Betts  
Franchisor Whip It Lawns and Gardens Pty Ltd.

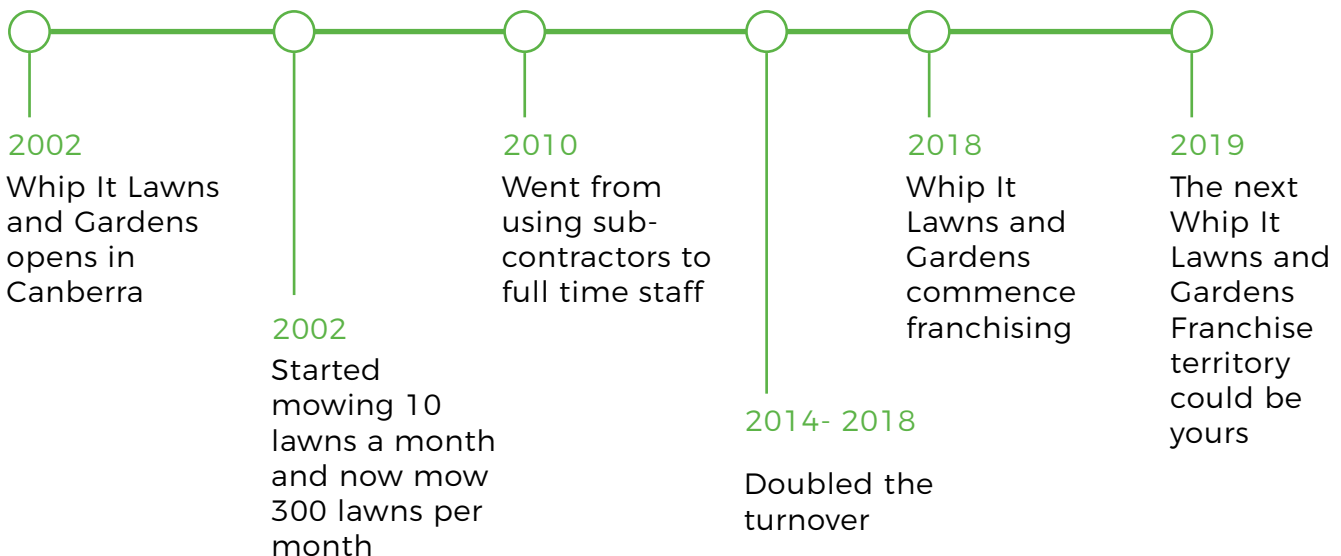
# Whip It Lawns and Gardens Franchise: Our Story

**Thank you for your interest in the Whip It Lawns and Gardens Franchise. This franchise brochure is designed to provide you with information you need to know about our business so that you can make a considered decision about joining our team.**

The Whip It Lawns and Gardens business was founded in Canberra in 2002 by Adam Betts. The concept behind it was to create beautiful outdoor gardens and spaces and to help maintain them. Our focus was mostly on commercial work with many clients coming from body corporates and embassies as well as some residential work.

Over time our reputation grew as an organisation who put customer service first. Perhaps this is because we only ever used qualified and experienced gardeners, our team offered a broad range of services from small tidy ups to massive overhauls. We do gardens, hedges, pruning, weed management, fertilising, disease and pest control on plants, mulching and planting in garden beds. We mow lawns with push mowers but then also have ride on mowers for larger grounds.

# Whip It Lawns and Gardens Franchise: Our Growth





# About Whip It Lawns and Gardens Franchise

## Our Values

Whip It Lawns and Gardens Franchise is a niche business with a reputation for offering quality gardening services at a fair price.

At the core of our business we value

- › CUSTOMER SERVICE
- › VALUE FOR MONEY
- › CONVENIENCE
- › SAFETY
- › NATURE AND THE OUTDOORS



# Whip It Lawns and Gardens Franchise Your Opportunity

As a franchisee of Whip It Lawns and Gardens Franchise, you will operate your own business in your own exclusive territory.

You will receive full training to ensure you are confident with the business, including all aspects of gardening as well as operating a business. This will enable you to build a reputation for quality and service in your franchised territory.

Although you will be working for yourself and will be your own boss we are with you every step of the way and are committed to providing ongoing support and advice to help your business become a success.

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Other qualities a Whip It Lawns and Gardens Franchise would need include:

- › A strong desire to own and operate your own business.
- › Enjoys working outdoors
- › Experience in gardening or a keen interest in the outdoors
- › Physically fit
- › A valid driver's license
- › Good communication skills.
- › A willingness to keep learning and refining skills.
- › A strong sense of pride in what you do
- › Prepared to follow a system that is proven to be successful.

# Your Success Is Our Success

A key factor for you to consider is that we have been operating Whip It Lawns and Gardens in for the past 17 years. We have a successful business model and this is mirrored in our franchise set-up.

Your success is our success, which is why we're committed to sharing our experience and considerable market knowledge with you. You'll enjoy the freedom of being your own boss while benefiting from being part of an established and successful team.

## Our Franchise Agreement

This sets out the obligations of both the franchisee and franchisor. It allows you to use our brand name and logo, our intellectual property and our method of running the franchise, while having full support and guidance from our experienced team.



## Your Interests Protected

Your franchise business will require the investment of time, hard work and commitment to the business system we have developed. Each and every franchisee is expected to maintain our existing high standards. You'll be offered the help and support you need to maintain these standards. We'll protect the value of our brand and your business by vigorously ensuring professionalism and dedication by all involved with Whip It Lawns and Gardens Franchise.

# Whip It Lawns and Gardens Franchise: Our Franchise Package

**Whip It Lawns and Gardens Franchise package provides everything you need to set up and operate your business.**

This includes:

- › Start-up equipment and stock including:
  - Trailer
  - Equipment needed to commence operation e.g. push mower, whipper snipper, hedge trimmer, ladder etc.
  - Ipad
  - Vehicle signage
  - Uniforms
- › New gardeners trailer provided every 4 years at no additional cost.
- › 12-year franchise agreement with the right to renew at no cost.
- › Whip It Lawns and Gardens Franchise Operating Manual, containing detailed “how to” information on all aspects of running your franchise.
- › Centralised lead generation by Head Office to compliment Local Area Marketing by Franchisees.
- › Rights to use our trade name, trademarks and other intellectual property.
- › Initial training at head office, followed by on-the-job training with an experienced Whip It Lawns and Gardens Franchise team member.
- › A centralized website which will be managed by the franchisor and list all the Whip It Lawns and Gardens Franchisee’s contact details.
- › Ongoing back-up and support.

## A Typical Day in the Life of a Whip It Lawns and Garden Franchisee

One of the great benefits of joining the Whip It Lawns and Gardens Franchise is that lots of the hard work is done for you. The brand name is already well-known and has a great reputation.

Head Office will generate the vast majority of your leads and will distribute them to franchisees via their cloud

based App. The app will schedule your jobs, enable you to send quotes, invoices and take payment. So as a Franchisee all you have to do is turn up to the job on time, complete it to the best of your ability and then move to the next job! If it sounds easy it’s because we’ve created a seamless business model that franchisees simply have to follow.



# Your Whip It Lawns and Gardens Franchise Journey: The Process

Making the decision to operate your own business is a big and exciting step, which is why we're committed to making the process as open and informative as possible. It's an important decision for both of us, so we'll provide all the support and information you need to help you make the right decisions for you and your family. Our recruitment process involves the following 9 Steps.

<b>STEP 1</b>	Send us an enquiry
<b>STEP 2</b>	Whip It Lawns and Gardens gets in touch and sends you a Franchise Brochure, Franchise Application Form, Confidentiality Agreement and Franchise Information Statement
<b>STEP 3</b>	You read through the brochure and fill in the Franchise Application Form and sign the Confidentiality Agreement and then send it back to Whip It Lawns and Gardens
<b>STEP 4</b>	We meet to get to know each other better and answer any questions you might have
<b>STEP 5</b>	You conduct your due diligence and reserve your territory with fully refundable deposit of \$2200
<b>STEP 6</b>	If you decide to proceed you go to step no 7 If you decide NOT to proceed, you return the documents and we refund the \$2200 and that's the end of the process
<b>STEP 7</b>	The Franchise Agreement is customised and a payment of \$8800 is made (for further details please see Franchise Agreement)
<b>STEP 8</b>	After 14 days from receiving the final franchise documents, The Franchise Agreement is signed and the balance of fees are paid. Training is organised ready for you to commence trading
<b>STEP 9</b>	You are ready to trade as the new franchisee of your very own Whip It Lawns and Gardens business.

### **Steps 1, 2 and 3: Let's Talk**

This is where it all begins: your journey will be made simple and enjoyable. We want the best people to join our team and build a brand name that is second to none.

- › Initial informal chat with the Franchisor
- › Complete and submit Franchise Application Form and Confidentiality Agreement
- › Talk with the Franchisor to find out everything you need to know about owning a Whip It Lawns and Gardens Franchise.

### **Step 4: Meet with the Franchisor**

- › The best way to see if the Whip It Lawns and Gardens Franchise is for you is to visit a site and see it first-hand.

### **Step 5: Document Deposit and Territory Deposit Fee**

- › Pay a refundable fee of \$2200 which will reserve your territory while you conduct your due diligence on the franchise. If within a 14 day period you decide not to proceed with the franchise (for whatever reason) this fee is fully refundable.
- › Review operating costs and expenses in detail
- › Review the Franchise Agreement and understand the terms
- › Review the Disclosure Document which provides detailed information about operating the business and provides information about the people behind the business
- › Get independent legal advice on documentation.

### **Step 6: You make a final decision**

- › Weigh up the pros and cons of becoming a Whip It Lawns and Gardens Franchisee
- › Revisit the reasons WHY you started looking for a change
- › Consider your options if you stay in the same situation you are in now
- › If you decide not to become a franchisee your \$2200 is returned on receipt of the draft Franchise Agreement and Disclosure Document
- › If you decide to join our team the \$2200 is allocated to customising your Franchise Agreement.

### **Step 7: Join the Whip It Lawns and Gardens Franchise Team**

- › The Franchise Agreement is signed and the balance of the franchise fees is paid as per the agreement
- › Return your independent advice form
- › Have a cooling off period of 7 days.

### **Step 8: Arrange Start-Up Equipment and Stock, Franchise Training, Commence and Launch Your Business**

- › Set start date
- › Commence franchise induction training
- › Receive the start-up stock and equipment
- › Launch your business in your very own franchise territory



# Frequently Asked Questions

## **Do I need to have experience the gardening industry to own a Whip It Lawns and Gardens Franchise?**

No but experience would be a benefit. If you have no formal gardening qualifications or experience so long as you have a passion for the outdoors and nature we can teach you everything you need to know to become a Whip It Lawns and Gardens Franchisee.

## **I have never owned my own business, will it be too hard?**

No it's a fantastic opportunity to make your dream come true of being your own boss, doing what you love while at the same time building an asset for yourself and your family.

As part of your franchise package Whip It Lawns and Gardens Franchise will provide you with comprehensive training so you will be confident from day one.

## **Do I get an exclusive territory? How will I know other franchises won't flood the area?**

You get an exclusive marketing territory which is yours to promote your business. However as much of our work comes from Word of Mouth Referral we do not restrict the territory that you can operate it. However, franchise growth will be strictly controlled and monitored to ensure the market does not become saturated.

## **This franchise sounds fantastic, such a unique opportunity must be expensive?**

Whip It Lawns and Gardens Franchise are very well priced at \$22,000 + GST.

# The Next Step

If you like the sound of what you've read so far then your next step is to complete and return the Franchise Application Form and Confidentiality Agreement.

By completing these documents all you are committing to is finding out more information about the opportunity - nothing more.

If you are serious about owning your own gardening business then I'd love to hear from you. Please send your completed forms to:

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## **Whip It Lawns and Gardens Franchise Recruitment:**

enquiries@whipitlawnsandgardens.com.au  
Adam: 0414 755 253

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