



**HandsOn**®

*Residential Property Management*

## **FRANCHISE OVERVIEW**



# Introduction

**Thank You** for taking the time to read about the Hands On Property Management franchise opportunity. In comparison to starting a business from scratch, or purchasing an existing business, purchasing a franchise is considerably different.

Buying a franchise is about buying a proven system that has been piloted and tested. It's buying a business that has a name, procedures, systems and manuals in place.

You have an entirely independently owned and operated business. It is your business, but you use the systems that the franchisor has developed. Your energy, motivation and effort will determine your success.

*The more effort you put in, the bigger the pot of gold at the end of the rainbow!*

We are currently looking to expand our business by recruiting a select number of franchisees who have the ability and desire to create their own profitable business enterprise. In return we will provide the systems and support required to make your business a real success.

This booklet outlines the basic operations of our system - what we provide our franchisees and what you, as a franchisee, can expect to gain by being a part of the HandsOn brand.

After reading the **Franchise Overview** if you wish to move on to the next stage please contact Warren Mills from Franchise Focus who is undertaking the recruitment stage on behalf of Hands On.

## Contact details :

### Franchise Focus

Warren Mills  
Warrenmills@franchisefocus.co.nz  
Ph 0800 FFOCUS or 0800-336-287

### Hands On Property Management

Salve or Janice Basile  
Wellington South  
Tel 0800-800-137  
Email: fso@handsonnz.co.nz  
[WWW.handsonnz.co.nz](http://WWW.handsonnz.co.nz)

## Current members of:

Franchise Association of New Zealand  
Independent Property Managers Association  
New Zealand Property Investors Federation



# Our Franchise Team

## *HandsOn Board of Directors*

### **Salve Basile**

Salve has been involved in property maintenance ever since he left secondary school. He started this role as a caretaker of a primary school, went on to a maintenance supervisor of Wellington's largest secondary school. He then moved into the hospitality industry.

All of these roles included the attention to detail required in arranging and repairing minor maintenance. Salve also supervised trades-people and project managed larger tasks, whilst also owning and managing his own investment property.

All of these skills have been put together in property management to show the importance of how a property should be presented to a tenant and how it should be maintained during a tenancy.

### **Janice Basile**

Janice's family has always had investment properties for as long as she can remember. After completing a Bachelor's Degree in Parks, Recreation, and Tourism Management, Janice worked for the Manukau City Council as a recreation programmer, and then moved to the corporate world with the Bank of New Zealand.

At BNZ, Janice initially worked in a front line customer services role, moved through to the complaint resolution area, and then to the staff training department where she was involved in training computer programmes and customer service skills to staff. Janice was then promoted to a branch manager at one of the bank's busiest branches which she managed for 4 years.

### **Kevin Hoare (Non-Executive Director)**

Kevin Hoare is a mentor and advisor to Hands On. He has been a courier Franchisee with the Fastway Group in New Zealand and a Regional Franchisee in New Zealand and Australia. Kevin started with Fastway Courier Franchisee in 1989. and has held the following positions with the Fastway Group in New Zealand and Australia; Operations Manager for Fastway Transport Linehaul in 1996; Fastway Franchise Association Council for the Central Region of New Zealand and South East Corner of Queensland; and Kevin is currently a Director, Shareholder and Managing Director of Global Express Couriers Pty Ltd.

Awards;

1992 – Commendation for Franchisee of the year;

1995 – NZ Master Franchisee of the year;

1995 – Australasian Master Franchisee of the year;

2000 - Australian Master Franchisee of the year.

### **Consultants:**

Franchise Consultants (NZ) Ltd—Auckland,

Rory McDonald Law—Auckland,

Philadelphia Consulting—Auckland,

# About Hands On

Salve and Janice started Hands On Residential Property Management in 2000. Our vision has always been to provide investors and landlords with a dedicated and professional team that would run a cost effective management service, with a strong emphasis on maintenance.

Since starting the business a lot of time has been spent developing systems procedures and operational manuals needed in the day to day running of the business.

As well as running the Wellington south office, a number of years were spent developing systems before launching the franchise model. The Wellington South office was used as a pilot office and also involved in-depth work with consultants and franchise lawyers in Auckland.

We launched the franchise model in August 05, with our first franchisee being awarded in September 05. We are members of the Franchise Association– which has strict guidelines that need to be enforced by companies to become members.

We focus on providing a professional and personal differentiator to our company along with an excellent communication service. Our personal difference is being able to offer clients a complimentary in–house minor maintenance program. It offers our clients a dedicated team, which has one hand on the management of their property and the other on the maintenance of it.

Hands On truly believes this is *“maintaining your investment”*.

This total package not only offers our investors peace of mind, but also enhances their property to attract prospective tenants, and maintains their property to a standard that continues to make their investment a profitable one.

We believe that by offering an in-house complimentary maintenance program; we stand out from other property managers.

At HandsOn we are selective about the properties we manage to ensure that all of the properties are maintained and presented to a high standard.

HandsOn’s principles for success are a result of focusing on their key values below:

Maintenance  
Knowledge  
Flexibility  
Innovation  
Prompt Actions  
Helpful and personal service  
Overall professionalism

**To achieve consistent customer satisfaction!**

*Hands On Property Management – “Maintaining Your Investment”*

# The Opportunity

HandsOn is selling a license to use our proven franchise system in an exclusive area. This system provides a personalized property management service to landlords and investors.

An exclusive area allows HandsOn Franchisees to provide a more personalised service, have a greater degree of local knowledge, and a greater sense of ownership of their “patch.” You will be a local owner operator which is a significant point of difference. You are all consumers in your communities—people with friends, people who shop locally, all with contacts and quality leads.

*(Maps will be provided with the franchise agreement)*

For investors who own properties in different areas, they should receive the same high level of personalised service from each franchisee based on our service standards

The HandsOn franchise is ideally suited to a husband and wife or partnership team. It is essential that one party has the ability and desire to undertake minor maintenance at the properties they manage as part of the Hands On service.

We have developed internal systems and procedures which will get you fully operational quickly—even if you have limited previous property management experience. Some of the day to day tasks includes things such as screening and selecting tenants, checking rents, undertaking property inspections and maintenance etc. We run a computerized software programme which tracks all information relating to the owners, properties and tenants.

Franchisees operate from a home based office which gives flexibility in the hours that you work, cheaper overheads and will allow you the flexibility to undertake other day to day activities.

We have sourced a sign written leased vehicle which all franchisees will need to have as it is a major source of advertising, networking and uniform branding.

We are looking for people who have a passion for property and are capable of undertaking sales and marketing to convert landlords to using a property manager.

## Exclusive Areas Available

We are looking at providing exclusive areas with 4000 to 6000 rental properties. A larger number of properties may be available in areas where rents are lower.

To achieve your first goal of 100 Properties within 2 years, based on an area of 5000 rental properties, all you would need to gain is a 2.0% market share.

As you can see, it is a fabulous time to enter into the property management market – the growth potential is fantastic and all you need to have is the motivation and desire to make it happen.

## **Maintenance is a key part of Hands On.**

It is where the name came from! We believe that maintenance should be undertaken quickly. This not only maintains your client's investment, it also keeps the tenant happy.

This is why we offer a complimentary minor maintenance programme to our clients.

It is therefore essential that Hands On franchisees have the ability and desire to undertake minor maintenance.

It is also important to note that the more maintenance that you are able to do the more money you can make from this side of the business. It's a bonus for you and your client.

This business opportunity will provide franchisees with the potential to make a good income and grow to be a marketable saleable asset.

Do you want to become part of a growing industry?  
Where market share requirements are low and property numbers keep increasing?

## **A Typical Day as a Hands On Property Manager**

Below is an indication of a "Day in the Life" to help give you some idea as to the things you will need to do.

- Check and answer phone messages and emails
- Check rents and reconcile accounts
- Ring tenants who have not paid their rents
- Arrange maintenance as required -
- Do inspections or small jobs such as changing taps washers
- Answer calls on properties for rent
- Show prospective tenants through /
- Process applications /
- Sign up tenancy agreements
- Do initial or final inspections
- Write up reports to send to owner
- Pay Landlords and or creditors
- Prospecting appointments

# Background Requirements

## We are looking for people who are...

Self motivated and capable of working alone;

A good mix of handyman skills and administration;

Hard working; professional in the way you do business;

Be sales focused; and able to cope under pressure;

Have true determination to succeed and be a winner.

Above all you will be positive and optimistic.

This business would ideally suit a husband and wife / partnership that can work together as a team to deliver superior property management service.

You will be offering a *personalised* property management service. You will need to undertake a wide variety of tasks and you will need at least some practical abilities to do that. Having said that, our initial training and our systems will help you in this regard.

## The HandsOn franchise system calls for someone who is:

### A “people person”

Good communicator – can talk and listen

Ready to smile

Can read people

Customer focused

Makes good eye contact

Honest

Can negotiate on behalf of a third party

### Administration skills

Able to maintain computer records

Run monthly landlord reports

Reconcile statements

### Has an eye for detail

Personal focus on quality

Understanding of what needs maintaining and when

## **Maintenance Skills**

Be able to attend to minor maintenance at properties

Confident with supervising trades-people

Have an understanding of what work is required and which contractor is most appropriate to contact for repairs if required

Be able to visualise changes and upgrades to properties as required

## **Organised**

Punctual

Able to manage their own time

Able to follow a system

Able to multi-task

Can handle a maintenance emergency

Can meet deadlines without cutting corners

Able to work effectively from a home base

## **Proactive**

Looks for ways to maintain the value of the investment

Seek opportunities to build the business

Has passion for operating their own successful business

Able to make decisions

**If you believe that you have these skills, you may be just the people that we are looking for.**

# FAQ's

## **Do I need to live in my exclusive area?**

Yes you do. Due to the nature of this business you will spend considerable time showing prospective tenants properties for rent. We want you to be an expert in your area on knowledge of rents and rentals. Along with this you will need to attend to inspections, urgent maintenance, and tenants moving in/out. We believe that by living in your patch you are able to do this more effectively and efficiently and offer a real personal service.

## **I perceive that it will be too expensive to lease a sign written vehicle – can I use my current vehicle? Is it absolutely necessary for me to make this move?**

Yes it is! This is the way we will build a strong brand throughout the whole of NZ. As we do not have shop frontage or commercial leases this is your “mobile office and billboard”. It is location, location, location translated as visibility, accessibility and affordability. It makes us stand out as one. Uniform branding is essential to Hands On.

## **How do I find my clients?**

We cannot emphasize enough the importance of networking in your local area and the benefits this will bring to your business. The most successful franchisees are those that approach their area with confidence and enthusiasm, appointing staff in a timely fashion and focusing on business development. There is a marketing plan available that gives a range of activities that you can do to grow your business. “Word of mouth is a very powerful marketing tool”

## **What hours do I need to work; do I spend all my time managing properties?**

Your hours are flexible; however you should be working at least 60 – 80 hours per week as a partnership. Days and times vary, however you will be required to work Saturdays and undertake evening appointments. You will need to balance your time between managing properties, attending networking sessions and undertaking marketing and development of your business.

## **Do you train me? Who pays for my training? Where do I go for training?**

Initial training is for two weeks – this will be at our office in Wellington. Your travel and accommodation costs are at your expense. There are an additional 5 one day training days at your new premises to be used in the first 3- 6 months. The travel, accommodation and reasonable expenses of your trainer are born by you.

## **Do you have any minimum performance targets?**

Yes. If you do not achieve 40 properties in year 1, and an additional 40 in subsequent years, then you are not operating our franchise effectively. If the property numbers gained by you do not meet your minimum targets then you will be in breach of your contract, and we can terminate your Franchise Agreement. These figures are our minimums, and by keeping to the business model you should comfortably exceed these levels of growth.

## **What advertising and promotional expenditure do you incur and do we have to contribute to it?**

There is a centralized marketing account which you pay into. This fund is used to promote the brand on a national basis. Primarily this is used for Yellow pages advertising and the maintenance of the website. You are responsible for your own local advertising and are obliged to spend a minimum amount to grow your business.

## **What systems do you have for keeping franchisees in touch with yourselves and each other? Do you hold seminars?**

We have Regional Meetings and a National Conference once a year to discuss sharing of best practice, up-skilling, and to update the network on planned developments for the coming year. We also hold conference telephone calls regularly covering a range of topics.

**Can I talk to some of your existing franchisees?**

Once there is strong mutual interest and after you have completed our confidentiality form, we would encourage you to speak to a franchisee as part of your research.

**On what basis do you choose your franchisees – how selective are you?**

We are highly selective because we do not want franchisees to join us who are not going to be successful. We look for ambitious, disciplined and motivated people with a positive outlook.

**Who will be my link with you after I have opened the business?**

The Franchise support office is always available for ongoing assistance, via a 0800 phone line. Warren from Franchise focus will also be available for Auckland franchisees.

**What promotional literature do you supply?**

We provide you with stationery, marketing leaflets and promotional material included within the franchise package fee. Other items can be reordered at any time. We will also provide you with an initial supply of corporate clothing.

**How much IT knowledge do I need to have?**

We will only accept business owners who have a good degree of knowledge and experience in using a PC. This is due to the fact that a large part of the work involved is software driven.

**How much working capital will I need?**

You should reach break even after six months (20 properties), and it is unlikely that you will be able to pay your self a wage during the first year. You will need funds to cover these two scenarios.

**What fees do I charge?**

Fees can be adjusted on a regional basis to make sure that you are meeting the market in your area. These fees will be agreed with the FSO.

**Are there any returns that I need to submit?**

Yes, franchisees must submit a monthly activity report to the Franchisor no later than the fifth working day of the following month, which gives details of client enquiries and sign ups, and revenue information for the last completed month. A royalty fee of 9% is applied to commission received. In addition, franchisees are required to submit copies of their own annual accounts no later than 30 June annually.

**What IT hardware and software do I need? And what do you supply?**

You need to supply your own PC complete with Microsoft operational software. We use a property management software programme called Gateway. There is a monthly on-going cost for the usage of this programme.

**Does this contract permit me to sell my business?**

Yes, you are able to sell your business at any time. A neighbouring franchisee may be interested, or we might be able to find a new franchisee to take over your business. You also have the option to spit your area and sell a section off. The franchisor must approve the prospective franchisee.

**What restrictions might affect my rights to sell the business?**

Having assessed the value of your business, you must offer it to the FSO in the first instance. Assuming the FSO does not purchase your business, you have the right to sell it to any other third party. You must sell your business as a going concern with includes the entire portfolio.

# Your Investment

Your investment in a HandsOn franchise is...

\$35,000 franchise fee (+ GST)

*\*Larger areas are available and price can be discussed depending on the size and location*

## For this you get...

### Your Own Business

Your own entirely independently owned and operated business. It is your business, but you have brought right to use the name and proven systems that the franchisor has developed.

Your energy, commitment, motivation and drive will determine your success - *The more effort you put in, the bigger the pot of gold at the end of the rainbow!*

### A \$6,000 Start Up Kit - Which includes

- Uniform pack for two people
- House sign
- To Let signs
- Vehicle signage
- Stationery
  - Letterhead
  - Business cards
  - Stickers 1000
  - With Compliments slips
- 3 Fold brochures
- Presentation Packs
- Network Presentation Pack
- Procedures Manual
- Keys tags
- Disk with standard forms and letters
- Software programme Setup
- Tenancy Act
- Forms Folder

**Initial Training** - We will provide you with an initial two week's intensive training course that will allow you to hit the ground running with your new venture. This will cover day to day activities, prospecting, marketing and business planning. We want you to succeed and are committed to helping you. There will also be five training days available to you at your office during the first three months.

**An Initial Marketing Package \$4,000** Individually designed for the first two months in your area to kick start your business.

### **Potential to Make Money**

There is great potential to make a good income – the harder you work the more rewards you get. For example - 100 properties with an average rental of \$350 per week could produce earnings in excess of \$100,000.

### **Existing Marketing Plan**

There is already a marketing plan that has been developed to assist you in building your business right from the start.

### **Ongoing Support and Networking**

We will be in regular contact with you to help answer any questions and help you along the way to make sure you keep your business on track. It is great to share your ideas and have access to a support network for any questions or queries.

### **A Proven Business Model**

You get the benefit of our experience – Procedures that we have developed, tried and know that they work. Think of the time and effort that will save in getting your business started!

### **Access to our Brand**

You can tap into our already established branding including vehicles, signage, uniforms and so much more. The more we grow the more recognisable we will be.

### **Capital Gain**

Your business can grow into capital gain. The more effort you put in, the bigger the pot of gold at the end of the rainbow!

### **Research and Development**

We will continue to develop the business to ensure that we stay dynamic and a fore-runner in our industry – you will of course have access to these ideas and changes allowing you better potential for growth and innovation.

***Now is a fabulous time to enter into the property management market,  
the growth potential is fantastic.  
All you need is the motivation and desire to make it happen.***

# Obligations

In comparison to starting a business from scratch, or purchasing an existing business, purchasing a franchise is considerably different.

The franchisor only benefits when you are successful, so it is entirely in their interests to help you to establish, operate and expand your business. In order to successfully operate a franchise system it is essential that both parties fully understand each other's roles and obligations.

Your obligations	Our obligations
Achieving annual business plan targets	Providing franchise support services to help you achieve your annual business plan targets
"Maintaining the Investment"	Allowing Franchisees the exclusive use of the HandsOn business system and our signature branding
Adhering to the standards of customer service as defined in the Franchise Agreement and the Franchise Manual	Training you in our Property Management systems and procedures and business development methods
Developing quality relationships with customers, key local alliances, and referrers of business	Providing Franchise Manuals - Updated as required
Recruiting, supervising, and training competent and committed staff / subcontractors as required.	Developing internal benchmarking system to facilitate shared best practices Providing ongoing guidance and direction
Spending sufficient (\$2,000 est.) advertising funds to promote the business in your local area	Managing and accounting for group advertising fund
Adhering to all supplier arrangements including payment terms	Franchise system design and development to meet the needs of a changing market

The obligations of both parties are explained more fully within the **Franchise Disclosure Document** and the **Franchise Agreement**.

# The Next Step

**Now is the time...**

**Join the Hands On Team!**

This existing opportunity is now available to secure the exclusive rights to operate a Hands On Property Management franchise in your location.

## Are you ready to take the next step?

Then please contact:

**Warren Mills**

**T: 0800 FFOCUS 0800-336-287**

**E: [warrenmills@franchisefocus.co.nz](mailto:warrenmills@franchisefocus.co.nz)**

**W: [www.handsonnz.co.nz](http://www.handsonnz.co.nz)**