



FRANCHISE PARTNER INFORMATION PACK



WHO IS PERL?

PERL Group is a nationwide franchise partner network of trusted, locally owned and operated plumbers and electricians trading under the brands “PERL Plumbing” and “PERL Electrical”. PERL plumbers and electricians are highly qualified and experienced in assisting with all our customers Residential, Commercial, Industrial and Rural, plumbing and electrical needs.

PERL’s aim is to bring a coordinated, national approach to the plumbing and electrical contracting industry through providing superior support and business education, national negotiated supplier pricing and discounts, innovative integrated operating systems, and coordinated national sales and marketing.

This approach allows our PERL Franchise partners to get off the tools so they can spend more time working “on” growing and improving their businesses rather than just working “in” them. In doing so PERL transforms exceptional plumbers and electricians into “exceptional tradies” with world class business skills.

PERL - OUR STORY

The driving force behind the creation of PERL Plumbing and Electrical was to create a business partnership model that gave its partners the systems and support required to deliver hugely successful local family trade businesses.

Our story is one of shared success by harnessing the power of experience, teamwork, innovation and leadership.

PERL have built a collaborative group of locally owned companies that service the entire country as one by operating as a team, whilst ensuring that there is an unwavering local focus on earned trust, quality service, values and the community which remains at the forefront of everything we do because local people are the owners of their local PERL businesses.

PERL’s purpose is to ensure our customers’ needs for trusted plumbing and electrical services is a simple, efficient and stress-free experience. Through delivering excellence locally, everywhere and every time, PERL can provide unparalleled nationwide capability.

Knowing the importance of great product, PERL has worked in close collaboration with the industries best suppliers, chosen for their superior service, support, innovative product, and value proposition.

Through its combined contributions, commitment to earned trust, reputation and service the PERL Franchise partnership model sets a new benchmark in the industry which will ensure not only our franchise partners ongoing success but to continuously delight our customers.



WHAT'S IMPORTANT TO US?

We understand that our people are our greatest asset, and we invest in building highly engaged and effective teams, who deliver great results for our customers.

Our PERL family are guided by our **Purpose, Values** and **Mission**

- **Purpose** - To ensure the plumbing and electrical services we provide for our customers is a simple, efficient and stress-free experience.
- **Values** - Fair, Down to Earth, Honest, Trusted, Family Values, Customer Driven
- **Mission** - We're in the business of being New Zealand's most trusted national provider of plumbing and electrical contracting services, in every location we operate in.

Together these foundations keep us focused on what is most important and help make PERL a great place to work.

As we continue to grow PERL, we understand that delivering long-term sustainability must be at the heart of how we do business. This means:

- We have a strong focus on safety and ensuring all our people go home safe every day.
- We invest significantly in our people, and in diversity, leadership, and training programmes that provide pathways to employment for our local communities.
- We are firmly focused on reducing our environmental impact right across our supply chain.

IS OWNING A PERL BUSINESS RIGHT FOR YOU?

This PERL Franchise Information Pack will help you find out more about how joining PERL can benefit you in business, giving you and your family the financial wealth, independence and life balance that most people simply dream of.

Investing in a PERL Plumbing or Electrical Franchise will give you all the benefits of being associated with a growing trusted New Zealand brand, with the autonomy of being your own boss. It's also a lower-risk option than starting a new business from scratch.

We're big on family, mentorship, personal growth and work-life balance for our franchises. So PERL provides the tools, training and direction you need to get the most out of your work, deliver the best service to your customers, to make your business thrive.

Whether you're looking to step into business ownership for the first time or you want to partner your existing plumbing or electrical contracting business to make a step change then here are just some of the benefits you can expect as a PERL franchisee.

LIMITED FRANCHISE LOCATIONS

PERL is a new, innovative plumbing and electrical franchise partnership business with a limited number of franchise opportunities throughout New Zealand. Each franchise is determined by set criteria to maximise each franchisees opportunity.

LOW JOINING FEES

The low joining fee of \$10,000 plus GST is designed to reduce the barriers to entry for high potential franchisees which will get you going quicker. On approval of your Franchise you get:

- a fully functional personalised local URL website, Facebook and Instagram
- licence to trade & leverage from the PERL brand
- access to proven systems & processes
- full operational system training
- extensive marketing templates
- customer & client communication pack
- extensive member support manual
- access to exclusive national supplier purchasing rates, discounts & offers.

RING FENCE YOUR EXISTING CUSTOMERS

Unlike most franchises we appreciate that you have existing loyal customers that you may want to protect as part of your ongoing investment. When you enter a PERL Franchise your nominated customers will remain yours if in future you choose to exit the franchise.

MEMBER SUPPORT AND DEVELOPMENT

PERL is passionate about helping to deliver high performance franchises. We give you extensive business support, education and personal development opportunities, bench marking and networking opportunities. With regular regional seminars and training, our franchises and their teams can upskill from anything from the latest developments in our cloud-based software to business processes and procedures to local sales strategy and tactical marketing programs. At PERL you will learn, grow & thrive.

RETAIN CONTROL AND OWNERSHIP

The PERL model allows an easy transition of existing businesses into the PERL family. However if you're a business start-up, our system is also set up to provide plenty of training and support to get you going and keep you on track. While you retain full control and ownership of your existing business you also obtain full access to the PERL brand, marketing and advertising knowledge and services, all our business operating systems, corporate credibility.

GREATER LEADS & SALES THROUGH COORDINATED MARKETING & ADVERTISING

A well-known, trusted brand means more growth for all of us. Therefore we continually undertake active national and regional marketing and advertising programmes, which are backed up by great national and local websites, SEO optimisation, AdWords, social media and bold traditional marketing campaigns.

NATIONAL ACCOUNTS

PERL Group Central Services provides sales support and coordination to secure multi-site contracts and service and maintenance management for national customers not normally accessible to independent contractors.

NATIONAL BUYING POWER

We've aligned ourselves with some of the most recognised brands in New Zealand, giving you the national buying power to provide you with the best prices and discounts on an array of product and services, which are all chosen to reduce your costs, improve your margins and put more money in your pocket. No other franchise has such a comprehensive selection of suppliers. Job Done!

FOCUS ON MEMBER PROFIT, GROWTH & WELL-BEING

Unlike many other franchises, PERL helps franchisees drive performance in a total sense and not just sales performance, but also profit performance – and profit in relation to your total investment. We also understand the importance of focusing on how your return is developing over time rather than just at a specific moment in time.

NETWORKING OPPORTUNITIES TO CONNECT WITH LIKE-MINDED PEOPLE

As a nationwide business, we have a strong network of franchisees and suppliers who work together as a community. We have regular regional and national seminars which provide a great opportunity to come together as a team to share knowledge, updates and to celebrate each other's success. Each year we also hold a formal 2-day themed PERL Conference where we are entertained by keynote speakers, undertake training sessions, discuss strategy, and celebrate outstanding achievement through our annual PERL Awards Dinner.

INTEGRATED BUSINESS SYSTEMS

We have all your system needs covered... accounting, operating, estimating, vehicle tracking, benchmarking, customer feedback and they're all fully integrated... PERL systems are chosen to help save you time and money so you spend less time working & doing more of what you love!

LONG TERM VALUE

Becoming part of the PERL brand will make your business more profitable and saleable. So when the time comes this simply means more money in your pocket for the same effort, with a better long term exit strategy for your business.



WHAT ARE THE COSTS?

INITIAL INVESTMENT

The initial cost of a PERL Franchise Partnership starts at \$10,000 plus GST and is dependent on the level of income you're looking for.

In addition to the initial investment you will need to buy a suitable vehicle or have a current one that is white, modern, serviceable and that will meet the needs of your business area (plumbing or electrical). You will also need vehicle signage, uniforms, safety equipment, computers, software and subscriptions, office equipment, stationery and marketing collateral.

HOW DO I CHOOSE AN INVESTMENT LEVEL?

The level of your financial investment will determine the level of income you're looking to generate. You can tailor the best package to suit your circumstances and aspirations. Best of all, there are no limitations on your maximum earning capacity. If you choose to increase the number of vans on the road, unlike other franchise businesses that's left solely to your discretion.

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.

BANK FUNDING

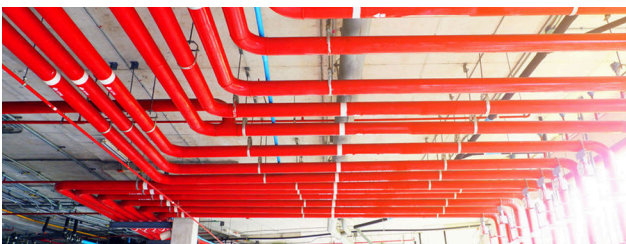
PERL Group has a good working relationship with the major banks and can help in introducing you to them if finance is required.

WHAT ARE THE ONGOING COSTS?

The only ongoing costs are a \$115.00 monthly National Administration Fee and a monthly Marketing Levy of 1% of sales revenue that all franchises contribute towards the running costs of national marketing and administration which are solely designed to benefit you. Any additional Monthly System Fees are based simply according to your specific business subscription. There are no hidden extra fees.

BUSINESS SITE SELECTION

The location of your business is an important aspect of the PERL Franchise system. However to allow you to get up and running without the initial burden of lease costs, a negotiated grace period allows a new PERL Franchisee partner to operate at a residential address before a commercial property is required. There is no set time period required to commit to a commercial lease and it may be that a home office works well for your business.



HOW MUCH CAN I MAKE?

As much as you like! The opportunities get as big as you want them to be. Many similar franchises in the industry turn over as much as \$10M a year although its more typical to operate in the region of \$2-5M.

PERL GROUP CENTRAL SERVICES

PERL will also assist in supporting the wider franchise network to source and win large regional and national accounts through PERL Group Central Services. To work out exactly how much income you could earn as a PERL franchisee, PERL will provide you with a planning and forecasting tool. You'll be able to experiment with operational costs, investment levels, number of employees, margins achieved to find a work-life balance that works for you.

NATIONAL BUYING POWER

PERL has negotiated exceptional buying rates from leading national Plumbing and Electrical suppliers and manufacturers that you will struggle to obtain as an independent. Add this to discounts from a vast number of supporting suppliers as a PERL Franchise partner you are more competitive right from day 1.

FOLLOW THE MODEL

We know by utilising our proven systems and implementing practical learnings from our training programme you can reach your desired income. When you start your PERL business, you will have in place a robust and achievable 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 and interactions.

BUSINESS PROFITABILITY TEMPLATE

All good businesses have a strong business plan supported by a detailed set of financials.

At the point a prospective franchise is issued a Disclosure Document PERL will make available its PERL Business Profitability Template and the support to complete. This financial planning tool will help you gain a good understanding of the financial potential a PERL Franchise can deliver.



RECRUITMENT PROCESS

As you progress through our recruitment process, we will ask you to “jump through a few hoops” as well as offering as much information and guidance as we can to ensure that you are fully informed and comfortable when signing the PERL Franchise Agreement. You will be advised of your selection (or non-selection) to the next stage of our recruitment process.

Our objective is to ensure that every franchisee in the network is successful. That is why we look for the following attributes in potential franchisees:

- A passion, commitment and drive to develop, succeed and thrive
- A desire to consistently deliver outstanding customer experiences
- Strong leadership skills
- Team player
- Good people skills
- Entrepreneurial flair
- An ability to have fun and work in an energetic & vibrant member business.

The recruitment process is an opportunity for you to show us what you bring to the table and helps us understand how we can support you best to achieve success in your own PERL business.

STEP 1 - ENQUIRY STAGE

The first part the recruitment process is the completion of the “Enquiry Form”. We will respond to your enquiry by sending you our PERL Franchise Information Booklet. We will contact you to discuss your enquiry in person and begin a discovery process to see if a PERL Franchise is right for you.

STEP 2 - APPLICATION REVIEW/DOCUMENTS

If after the initial Enquiry Stage, there appears to be a good fit we will provide you with a more formal application document pack in preparation for a Prospect Telephone Meeting. No commitment is required by either yourself or PERL at this stage.

STEP 3 - PROSPECT TELEPHONE MEETING

We will arrange a Prospect Telephone Meeting. This telephone meeting is simply a chance for us to get to know you better and vice versa. It's informal in nature, so please ensure you have done plenty of research and come prepared with any questions you may have for us.



STEP 4 - FRANCHISE DEVELOPMENT MEETING

Upon the successful completion of your Prospect Telephone Meeting you will be asked to complete a draft business plan prior to us arranging a face-to-face meeting. We will provide you with a PERL Business Plan Template and PERL Business Profitability Template. We'll also support you to complete it if you need.

The face-to-face meeting will provide an opportunity to discuss the business intricacies of your application in addition to guidance regarding your business strategy, business plans/cash flow projections and agreement on franchise area.

Upon the completion of this meeting, PERL will provide successful applicants with a Disclosure Document.

Once you are satisfied, via your due diligence process, that PERL is right for your personal and business goals we will progress to approving your application. Upon approval you will sign the Franchise Agreement, pay the Initial Franchise Fee and the next exciting chapter of your life begins!

STEP 5 - FRANCHISING PROCESS ORIENTATION AND TRAINING

Once contracts are signed and cooldown periods completed you will undertake an initial period of training and induction. All necessary product, service, financial and operating systems and subscriptions will be setup and trained. Business location selection, if an immediate commercial site is planned, fitout will be planned. Marketing and advertising of your business in your local area will be prepared ready for your opening.

STEP 6 - FORMAL FRANCHISING BEGINS

Following the successful completion of your initial training and fitout has been completed and signed off - you are ready to trade.

A PERL Business Performance Partner will make subsequent visits and calls to cover off all outstanding issues and organise any additional training requirements.

STEP 7 - CONGRATULATIONS YOU'RE TRADING

Congratulations! You are well on your way to becoming a fully-fledged PERL Franchisee! The first 8 weeks are intensive but will teach you important skills necessary to become a high performing business owner within the PERL franchise network.

STEP 8 -TEAM SUPPORT

You'll continue to grow your business along with the support of our team. We'll help you set goals, make plans and then help you to achieve them!

READY TO TAKE THE NEXT STEP?

If you consider that a PERL Franchise might be the business opportunity you are looking for, now we need to get to know each other better. Any future business relationship needs to be built on mutual respect, confidence, and trust, and our Recruitment Process is designed to facilitate that.

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 membership@perlgroup.co.nz
or call Andrew on 027 616 0433***

STILL NOT SURE?

Why not take our online survey to see if owning a PERL Franchise is right for you?

