



FREQUENTLY ASKED QUESTIONS

What is a Franchise?

A franchise is an arrangement for the distribution of a service into the market place. At least two parties are involved; the Franchisor, who lends the Trade Mark and business system, and the Franchisee, who pays a royalty and an initial fee to do business under the Franchisor's name and system. Technically, the contract binding the two parties is 'the franchise', but that term is often used to mean the actual business that the Franchisee operates under the Franchisor's system.

What do I get with my DeckSeal franchise?

When you become a DeckSeal Franchise Partner you have access to DeckSeal name, concept, business systems, support and ongoing business development. You become part of DeckSeal network, sharing experience and advertising costs, and benefiting from all our knowledge and developed skills for our industry. You are provided with everything that you need to commence trading. DeckSeal's proven business model has enabled us to become the largest deck restoration company in Victoria, offering various treatment types to residential, retail and commercial properties. We will be applying for tenders in councils and business developments as well as still servicing all our residential clients.

Will I be running my own business?

Yes. While franchising means you will never have to be in business by yourself, you certainly are in business for yourself!

What background and experience do I need?

The right attitude is the most important asset that you can bring to the business and is what you need to be a DeckSeal Franchisee. We also expect that you would have some trade or business management experience. Although experience in deck restoration is not necessary, it would be beneficial if you had some "handyman" skills. Very little experience is needed to become a franchisee. All training in deck restoration is provided. You will be going onsite to learn with the Master DeckSeal Franchise and will also have ongoing monitoring and support. You will also be trained in gsuite, xero and service m8.

Does DeckSeal provide training?

Yes. DeckSeal provides full comprehensive training in all aspects of the system, as well as giving you additional support with those 'once off' activities which need to be done when you set up a new business. Our training is presented in a structured program and we have checklists to make sure everything is covered.

DeckSeal Induction Training (initial training) will take about 2-4 weeks and you must be prepared to allocate your time to this. DeckSeal will provide ongoing training according to your feedback and our interpretation of your needs.

You will learn how to quote jobs with Brian, learn the software with Danielle and will go onsite for 2-3 weeks with DeckSeal staff to learn everything there is to know about deck restoration.



How much capital will I need to invest in my business?

The total business opportunity could amount from \$60 to \$70 K depending upon your individual circumstances. This amount provides for everything required to start business, excluding your vehicle. The Disclosure Document gives you all the details in a comprehensive manner including tools/equipment list and vehicle details. The vehicle costs are not included in the capital amount required as you may already have a suitable vehicle.

What do I get for my Franchise Fee?

In the formal sense it is the fee you pay to be granted the Intellectual Property (I.P.) rights and privileges that go with operating a DeckSeal franchise.

What ongoing fees do I have to pay?

You pay an ongoing Management Service Fee for the use of DeckSeal name and system and with that comes a great deal of business advice and support. You will also contribute to advertising and that too is detailed in the Disclosure Document.

Can I sell my Franchise?

Yes. The business is yours to build up and sell if you wish although DeckSeal does need to approve the new franchisee.

How long is my Franchise Agreement for?

It runs for five (5) years. At the end of that time you will be able to renew for a further five (5) years. Ten (10) years in total. There is a Renewal Fee to cover legal costs. As our success is measured by your success, it is in our interest to ensure you stay with us for as long as you desire.

I am interested and I think I qualify, what do I do next?

Telephone Danielle at DeckSeal and she will answer some basic questions to see if our business appeals to you and see if you can imagine yourself building a great business!

We will then ask you to complete our Confidentiality Agreement and Application Form.

After the Application is in our hands we will contact you and begin the process of taking you through a careful and detailed review of our existing business before you make any final decision.

At DeckSeal, we welcome your inquiry and thank you for your interest in our business.

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