

Frequently Asked Questions – Just Better Care

Application Process

What are you looking for in a Just Better Care franchisee?

Just Better Care looks for franchisees who share our commitment to opening strong and professional community care businesses. We look for people that currently or are willing to embrace our industry and will be active in driving business growth, local area marketing and development of their franchise. Strong candidates should be able to meet our financial requirements and have a general history of achievement and successes.

If I send in an application, does it commit me to anything?

Absolutely not! Submitting your application simply allows us to get to know you better. It gives us the chance to review your financial picture as well as your area(s) of interest. Your application is completely confidential. We will not share your information with anyone outside of Just Better Care without your permission.

How long does the application process take?

The entire process from initial application through to signing a franchise agreement can be completed in as little as 30 days, but generally takes 60 days. This allows you enough time to complete the application process and review the Disclosure Document (DD), and talk or visit some of our existing franchisees. A lot of it will depend on how quickly you want the process to move.

Financial Questions

How much is the franchise royalty?

The royalty is 6% plus GST of the gross revenue.

Is there a marketing levy?

Yes, a contribution of 1.5% plus GST of gross revenue is payable to the national marketing fund to build the Just Better Care brand and compliment the promotion and advertising our franchise owners carry out within their respective territories.

What are the typical establishment costs?

Summarised below are estimates for some of the initial costs for setting up a Just Better Care franchise business.

Initial Franchise Fee: \$65,000 plus GST - the fee is for the use of the Just Better Care business system, branding, industry knowledge, marketing strategies, and quality management system and computer programs within an exclusive territory.

Initial Launch Marketing: \$10,000 plus GST - this amount is paid to the Franchisor and is then applied toward agreed initial marketing and promotional activities to launch your business in the territory.

Office Set-up/establishment: approximately \$10,000 - \$30,000 plus GST – including phone system, computers, internet networking, I.T. set-up and software licences, stationery, office supplies and furniture, signage - external and internal, insurances, legal and accounting expenses, property lease expenses including security bond

How much working capital do I need?

It is important Franchisees have sufficient funds to cover office set up, operating costs and sales and business development activities until such time as they have grown revenue to a satisfactory level to support their ongoing business operations.

In some cases franchises reach financial breakeven relatively quickly although in other cases this can take much longer. Many factors impact on the time it takes a new business to grow and build up its customer base.

We generally see Just Better Care franchisees entering the system with working capital to fund business activities including their own living expenses for a period of approximately 1-2 years from commencement.

Advice should be sort from your accountant and or business advisors regarding the amount of working capital you will require. This will vary based on your multiple factors including office rental, trading terms, debtor control, wages, expenses, ability to attract customers and a franchisees own personnel income requirements.

How much money can I make?

This will probably be your biggest question, and we can't blame you. However, because every town and every owner is different, we'll never be able to tell you how much money YOU can make. Your earnings potential and your level of gross income will depend upon a range of factors including the effort and energy you put into your business. While we cannot provide projected earnings for you we can provide a financial modelling tool and information that you can use to do your own projections and set earnings targets to support your circumstances. Whilst we will provide as much information as we can under the provisions of the Franchising Code, we strongly recommend that you also seek advice from an independent financial advisor.

Locations and Territories

How does Just Better Care determine a territory?

Just Better Care has developed a business expansion plan with nationally mapped exclusive territories determined by utilizing population sizes, statistics and demographics in order to offer all franchise owners opportunity to succeed.

Where are Just Better Care Territories available?

We are now releasing territories in the following areas:-

- South Australia
- Northern Queensland
- Victoria
- Northern Territory
- Western Australia
- Tasmania

Do you have any existing territories for sale?

It's very rare that Just Better Care owners decide to sell their franchises. Though it's sad to see a member of our family go, we love the energy and excitement new owners bring to our system. Our role (the franchisor) in the resale process is to bring you through the application, approval and then ultimately the training and on-boarding process. This process is similar to the application process for new locations.

Other Common Questions

What will I do as a Just Better Care Franchise Owner?

When you begin your business, your role will include promoting and marketing Just Better Care services in your territory, recruiting staff and administrative work. Unless you are an experienced services coordinator we strongly recommend that you recruit someone with industry specific rostering experience. As your business grows and you hire more staff your role will mainly be one of leadership, business development, workforce management and financial control.

Can I sell my Just Better Care business?

You can sell the business at any time during the initial term or subsequent renewal periods of the agreement. However, the business must be sold to an operator approved by Just Better Care and the new owners must agree to the conditions of the then current Franchise Agreement.