



Welcome to

STAIN BUSTERS

the working persons success system



*"We have built
a business on stains the others
have given up on!"*

letter



STAIN BUSTERS

Hello and thank you for enquiring about a Stain Busters Cleaning Systems' franchise.

We would love to welcome you into our happy family if what we offer is what you are looking for. A Stain Busters Cleaning Systems' franchise is a business opportunity covering a variety of services. It is a complete system, utilising the principles of success in business and every day life.

Stain Busters do many things most other carpet cleaners simply can't do. Most of our techniques and technology have resulted from our own research and development and are exclusive to Stain Busters.

We have developed a cleaning process aimed at getting carpets cleaner and dryer, quicker. The equipment is the best available and we have a huge range to choose from, giving you different options to suit your budget. We will talk a lot about this as your enquiry progresses.

We make no secret the work can be hard but you will be well compensated. Your rewards will increase substantially as you get experience in the more specialised areas such as stain and odour removal and water restoration.

We bring this together with our Dynamic Business Plan which combines an exceptional marketing plan, software to administer your jobs and provide important statistical information, forecasting & budgeting tools, quality control and personal development.

Although we rate our services highly, by no means do we rest on our oars. We are currently exploring even more advanced equipment, chemicals, products and services to expand the Revenue Producing Centres for each of our franchise owners.

Warm regards

David Pennell and John McEwan
Stain Busters International
Franchisee Support



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STAIN BUSTERS

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the STAIN BUSTERS success system



STAIN BUSTERS

why STAIN BUSTERS are better:

STAIN REMOVAL

We remove many stains others can't. Our reputation and name have tremendous marketing advantage.

EASE OF OPERATION

Stain Busters provides the assistance you need in all 3 facets of your business, marketing, operations and administration. Your franchise inventory has everything you need to go out and start your business.

IMAGE

Our reputation is enhanced by our presentation and professional image.

MARKETING PLAN

Our marketing plan is second to none. Our franchisees enjoy turnovers far greater than the industry average. By fully implementing our marketing plan, you will generate more work than **you** can do within 18 to 24 months.

SUPPORT

Our system has answers, regardless of the problem! We are part of the solution. You get; a hot line, advanced training, conferences, newsletters, awards, competitions and recognition. We pride ourselves on strong support.

INNOVATION

We are continually fine-tuning and developing new concepts to improve profitability and market advantage for our franchise owners.

QUALITY

We focus on quality and value for money. This ensures high repeat and referral business, the life blood of a healthy growing franchise.

SUPERIOR CLEANING EQUIPMENT

We source the best equipment available. We take the guess work out of being the best. There are hundreds to choose from and they all say they are the best. We have worked out who really is.

EASE OF EXPANSION

Our contractor system makes it easy for our franchise owners to expand. It allows growth without using more of your precious capital.



the STAIN BUSTERS dynamic business plan



STAIN BUSTERS

overview

- * You can earn \$1,000 to \$20,000 per week and even more as some of our existing franchise owners do. (Our 7 van operation in Canberra will turn over \$1,000,000.00 this financial year)
- * You provide services virtually every household and most businesses need.
- * You won't need commercial premises. A small storage area is all you require.
- * You receive exclusive products. Many we make ourselves.
- * You have 13 Revenue Producing .
- * You will receive a cost effective customer communication system.
- * You benefit from constant referral business from satisfied customers.
- * You benefit from regular repeat business from a job well done.
- * You receive strong support on an on-going basis.
- * Your inventory is all new quality equipment.
- * You are your own boss. We provide the "how to", you put it into practice
- * You receive three weeks initial training
- * Your business expansion plan will require no more capital
- * You receive newsletters with stories, ideas and recognition
- * You will travel to great locations for our annual conference
- * You get access to our information/help Hot Line
- * You get on-going business ideas developed
- * You are provided with a proven marketing programme
- * You receive developmental visits to your area by our support team
- * Procedures are broken down into easy to follow formulas and systems.
- * You grow your business at your own pace.

13 revenue producing centres



STAIN BUSTERS

1. CARPET CLEANING

You will be overwhelmed by the comments on how good you are compared with firms your clients have used previously.

2. STAIN REMOVAL

Virtually all stains can be removed - we are still working on the few that beat us.

3. UPHOLSTERY CLEANING

All material covered furniture needs cleaning and protecting.

4. CARPET & UPHOLSTERY PROTECTION

Protecting carpets and upholstery against spills and soiling is a great service your clients want and a source of extra revenue for you.

5. LEATHER CLEANING & PROTECTING

Our two stage process cleans and adds the protection that leather needs to keep it looking good, prevent cracking and premature wear to the pigmented surface. All leather needs this at least yearly. Your market is waiting to be educated and sold this service.

6. VERTICAL BLIND CLEANING

We clean them, and have a process to remove stains and marks others can't.

7. FLOOD WORK - WATER DAMAGE

Fixing water damage for householders and commercial clients is a huge profit centre for your business as it grows. Your equipment makes money while you sleep.

8. ODOUR REMOVAL

Smoke and animal smells are the most common odours people need fixed. This is a specialised service and you get to charge for your expertise. Stain Busters will take care of your initial training and can recommend the best internationally recognised courses for you if you wish to increase your knowledge.

9. SPOT COLOURING

Bleach marks can ruin an entire house full of carpet, but - we have a spot re-colouring programme. Another specialised service you can charge a premium for (extra training required).

10. PRODUCT SALES

We have a spot remover that really works and your clients will keep buying it! PETEX fixes pet odours and is an ideal product for anyone with a pet. These clients will also want our fabric protection.

11. DRAPES

This is another specialised area. You can expect to put in a lot of time and effort to master this art but when you do, residential clients, property managers and insurance assessors will literally throw jobs at you.

12. TILE & GROUT CLEANING

A growing revenue centre you can take advantage of with some additional equipment.

13. CARS, BOATS & CARAVANS

Most people have one or more of these and the upholstery and floor coverings get dirty.

what can you make from your STAIN BUSTERS business?



STAIN BUSTERS

A Stain Busters business has no known limit to its earning capacity. If we are talking potential I could say and substantiate any figure I wanted to. This would be reasonable because there is no realistic limit to the number of territories you own, the number of contractors you commission or the number of services you provide. Could you turn over \$2,000,000.00 in a year? Yes! Someone will one day.

To keep this more relevant for you, let's stick to what current franchisees are actually achieving.

The following table shows our best performers with varying numbers of vans and different years in the business. We believe this is the best way for you to see what is possible for you based on what is actually being achieved.

| Franchise Area | Average Monthly T/O | Best Month | # Vans | Years in Business |
|----------------|---------------------|--------------|--------|-------------------|
| Canberra | \$85,000.00 | \$150,000.00 | 7 | 6 |
| Gold Coast | \$65,000.00 | \$105,000.00 | 5 | 10 |
| Toowoomba | \$33,000.00 | \$44,000.00 | 3 | 7 |
| Wagga | \$20,000.00 | \$29,000.00 | 2 | 3 |
| Tamworth | \$19,500.00 | \$28,300.00 | 3 | 5 |
| Wollongong | \$10,000.00 | \$14,000.00 | 1 | 1 |

We have chosen these top performing franchises because they represent a good cross section of turn overs, years in business and numbers of vans.

Is there any reason why you couldn't duplicate these results at the 1,3,5 and 6 year mark in your business? If there is, now is the time to ponder the answer.

It has been our experience so far in this business that no matter how high someone sets the bar, someone else always comes along and creates a new high...Could this be you?

training program



STAIN BUSTERS

You will receive extensive training to get you up and running, including:

STAIN REMOVAL

- * How to remove stains
- * The four worst stains and how to remove them
- * The *Magic* stain lifter - one of our exclusive best weapons
- * How to stop stains from recurring. The bane of most carpet cleaners and their clients
- * How to cure animal urine stains and smells in carpet

SKILLS DEVELOPMENT

- * How to get repeat business
- * How to beat your opposition and charge more
- * How to increase the size of the job
- * How to get clients who will send you business every week
- * How the competition actually produces business for you
- * 45 methods to find new business
- * This idea keeps customers sending you their friends
- * How to make enough for an overseas trip every year – from one \$20 item.
- * Business principles that work
- * How to maintain total quality in your service

BUSINESS DEVELOPMENT

- * How to *really* clean carpet
- * How to clean upholstery and leather
- * How to identify different types of carpet
- * How to fix common problems with carpet
- * How to fix bleach spots
- * How to restore water damaged carpet
- * How to clean verticals

ADVANCED TRAINING

Includes fire restoration, drape cleaning, spot re-colouring, advanced stain and odour removal, structural drying, and hard floor cleaning and refinishing.



stains we remove



STAIN BUSTERS

Coffee

Cordial

Gentian Violet

Nail Polish

Tea

Ink

Iodine

Oils

Milo

Dye

Mercurochrome

Fats

Milk

Gravy

Wood Stains

Black Sauce

Soft Drink

Vomit

Pot Plant Stains

Tomato Sauce

Spirits

Urine

Water Stains

Soy Sauce

Ribena

Candle Wax

Rust

Grease

Port

Blood

Paint

Crayon

Wine

Chewing Gum

Lipstick

Shoe Polish

Soup

Blu-Tak

Make Up

Salad Dressing

Orange Juice

quick start



STAIN BUSTERS

your first 100 jobs

Our **Fast Start Programme** gets you underway fast! We have some fantastic ideas to introduce new business right from day one. This goes into action while you are away doing your training so things are starting to pump when you get back and are ready to go.

Our marketing strategies cover approximately 45 different methods of generating business, although our marketing plan is **focused** on fewer. Some of these need attention each week, while others work automatically. It is all designed for you to grow your business in a predictable way by sticking rigidly to what has been proven to work.

Substantial emphasis in our training is placed on **new business generation and retention**. We have comprehensive tools to help you plan and monitor the best use of your time and marketing budget. **You are in business for yourself but not by yourself.**

During "Quick Start" your focus is on your first 100 jobs. Based on an average of \$129 per job, your gross earnings would be \$12,900. Some franchisees have achieved this in 6 weeks, while most have taken between 8 to 13 weeks. From this point, **by diligently sticking to our marketing plan**, you should average between 15 to 22 jobs weekly. How you apply yourself to our system will be the sole governing factor of this. When you are consistently doing more than 22 jobs per week it is time for your first Contractor.

These revenues are for residential carpet cleaning only. If you apply yourself to selling additional services at each job, your job average will be much higher than \$129. Any commercial work would also increase this average.

HERE'S SOMETHING YOU NEED TO CONSIDER

The first 3 to 6 months will be the hardest you will have in this business. This is the time you will need to focus on finding carpets to clean. The marketing will do some of this for you but if you want to make it more predictable you have to generate work from your efforts. We will show you the way and help you but we can't do it for you.

A big part of the success of an established Stain Busters franchise comes from the predictable and ever growing repeat and referral business. This is the life blood of a growing franchise because it isn't costing cold hard cash to buy new clients.

In your start up period you don't have any repeats and few referrals. You can only replace these with enthusiastic local area marketing or more working capital. In short you work for the extra jobs or you buy them. Deciding to **find** the clients develops an invaluable skill and focus that will serve you for your whole business life. This winners mind set is what separates the best from the rest.

quick start



STAIN BUSTERS

Sitting around waiting for the marketing to work will mean slower growth and lower incomes than those predicted above. Only those who commit enthusiastically to the fast start program achieve these results.

WHY WOULD WE MENTION THIS IN A SALES/INFORMATION PUBLICATION?

Because we want to be up front about what it takes to get your Franchise started the way you would want it to. If we only tell you about what we will do to help you, it is likely that you will be unprepared for the initial burst of energy and effort you will need to put in to guarantee yourself a smooth start up.

MORE THAN A JOB

By now you should have realised we are not selling carpet cleaning jobs. A Stain Busters Franchise is far more than that. In fact we believe the carpet cleaning is just the activity (that we happen to be very good at) that supports the real product. We are offering a vehicle that will take you from where you

are now to **financial independence**. That is why we are interested in finding good people and duplicating a success system that is so much more than that offered in an average service Franchise.

Even with a Rolls Royce, you still need to drive it for it to go anywhere. We have a great product, a clear plan, hundreds of effective strategies but it still won't work without the right person in the driver's seat. We will give you all the driving lessons you need but we can't give you the energy, the 'can do' attitude, the persistence, or the genuine basic people skills you will need to succeed.

There is no shame in disqualifying yourself now if you do not have these traits. Not everyone does. We spend a lot of our time and energy helping people succeed in our system so you can see why we want to be only dealing with people with drive and a "winners" mind set.

frequently asked questions



STAIN BUSTERS

WHAT EXPERIENCE IS NECESSARY?

Experience as a hard worker and basic fitness are the main pre-requisite. All other training is provided, reinforced and expanded on to ensure a totally professional approach. You must be a systems person who will keep good records. The entire process is systemised and must be followed. Any one intending to do it their way should not apply for a Franchise.

WHAT HAPPENS IF I GET INTO A TIGHT CORNER ON A JOB?

While your comprehensive training substantially minimises this, the Hot Line is available to assist any time you need help. If necessary we will come to you and assist.

CAN I OPERATE MORE THAN ONE UNIT IN MY TERRITORY?

Most definitely - in fact, unless you choose for it not to happen, it will happen as a consequence of following the system. When you are ready you grow using our "Contractor" model. This model enables you to grow your business without any more capital outlay.

WHAT ARE THE ONGOING ROYALTIES?

The monthly franchise fee is \$500 or 10% of turnover whichever ever is greater. Franchisees paying more than the minimum receive a 2% discount if fees are paid on time. There are further turnover incentive levels which provide franchisees with even greater discounts as their revenue grows. The reducing formulae needs to be explained in detail and is not possible in this document. Don't worry, we are not hiding anything! It's good news for you.

WHAT DO I GET FOR THESE FEES?

They entitle you to use the Stain Busters name and trade marks. To use the Stain Busters System along with complete on-going support, business building advice, techniques, consultations, reduced priced chemicals, training, seminars, awards, conferences, newsletters, new services, products, problem solving.

HOW DO I START GETTING JOBS?

As part of your training and franchise package, there is the "Quick Start" programme which is aimed at getting you your first 100 Jobs in your first 8 to 10 weeks (Some have taken longer.)

WHAT ABOUT ON-GOING BUSINESS?

The training also includes your on-going marketing. Franchisee support will work closely with you in this regard, ensuring that the telephone keeps ringing and the jobs keep rolling in! This infrastructure is aimed at producing an additional 700 to 1,200 jobs in the following 12 months after "Quick Start".

There is an assumption by us that you will do a great job and provide good service because your business will need healthy repeat and referral = to grow as we claim it can.

DO I HAVE TO HAVE MY VEHICLE SELECTION APPROVED?

Yes. We must approve the vehicle for pay load capacity and appearance. Some of our franchisees have bought excellent second-hand vehicles which is fine with us as long as it satisfies our criteria. In fact in most cases we encourage it. Lowering your capital outlay increases your rate of return. Higher rate of return = happier franchisees, which is our primary focus.

frequently asked questions



STAIN BUSTERS

DO I HAVE AN EXCLUSIVE TERRITORY?

Yes. We can not and will not sell other people into the same territory. Other franchise owners are not allowed to do jobs in your territory. In some circumstances you may consent to a variation as you may request to do a job for a family member or similar.

WHAT ABOUT MOVING FURNITURE?

This concerns many people because they equate moving furniture to the laborious task of shifting house. Yes we move furniture but not in the same manner. Most furniture such as lounge suites are simply slid forward, the same with beds etc. We don't move pianos, stereos, TV's, bookcases, waterbeds, china cabinets etc. Furniture shifting does not involve much lifting and is not strenuous.

WHAT ABOUT ALL THOSE OTHER CARPET CLEANERS OUT THERE?

Ask existing franchisees and the general reply is "What opposition?"

The real question is; How many carpet cleaners in my area operate in the same market segment? Then ask, can they do what we do? Answer those two questions with the facts applying to your area and you will stop

worrying about other carpet cleaners. You will realise you will have very few peers, if any!

HERE'S A REAL LIFE EXAMPLE TO HELP MAKE THIS POINT.

In Canberra, there are 120 carpet cleaners. About 100 of them are below average operators who do not know what they are doing. The others are doing courses, buying good equipment and trying to build good solid businesses.

Out of these remaining 40 we have found 6 or 7 have solid, successful businesses and we would consider them our peers. Rather than be our opposition they have become our allies, we regularly do jobs for each other and help each other out in many ways. The pie is much too big for 7 or 8 good operators and our problem has been controlling our growth, not the opposite. The 120 carpet cleaners was a totally irrelevant number to an appropriate analysis for us in our area.

HERE IS ANOTHER REASON NOT TO WORRY! THERE IS SO MUCH CARPET OUT THERE.

Even if there are a lot of carpet cleaners, there is a tremendous amount of carpet: much more than most people realise.

In your territory, if you cleaned every carpet once, it would take you approximately **40 YEARS**. Most territories have at least one street that has so many houses, it would take one carpet cleaner **OVER A YEAR** to clean all the carpets in that street.

These examples are just about carpet, imagine the possibilities when you include upholstery, leather, vertical blinds, drapes, cars, boats, caravans, flood work, odour work, tile and grout, fabric and carpet protection and all the things we haven't thought of yet.

We know we will get our share of the pie because we are providing a service that embraces activities other carpet cleaners either can't do or don't do well. We market pro-actively and we know how to reach our target clients and what motivates them to book.

We regularly carry out work referred to us by other carpet cleaners.

The best way to convince yourself of this is to ask any or all of our existing franchisees if they think the number of other carpet cleaners has ever been a problem for them. I am confident the "winners" will all give you a resounding NO.

STAIN BUSTERS

has two important questions for you



STAIN BUSTERS

will you follow our proven system?

If you don't, we don't know how to help you. It is about doing what has been proven to work. Choosing to do it your way to avoid going outside your comfort zone will affect your results and make supporting you more difficult.

will you do what it takes?

While we are continually trying to improve what we do, and we acknowledge there is still room for improvement, we certainly don't want franchise owners who embark on their own agenda to reinvent the wheel and try things we already know don't work.

That's not to say we don't want new ideas introduced from our new people. Innovation is encouraged; it just needs to be introduced in a controlled and measured way to maintain the integrity of the system.

Sticking to the processes which are the best known ways for doing things is what we base ALL our expectations of your success on.

WARNING!
**ACHIEVING SUCCESS IN OUR SYSTEM MAY TAKE YOU OUT
OF YOUR COMFORT ZONE! ARE YOU READY?**

trades or business person?

The answer to this question will govern how you progress in this business more than any other factor. There is no wrong answer, only your destination will change.

The following generalisations differentiate the person who sees their activities as their job from the person who sees their activities as **one** function of their business.

THE TRADES PERSON:

Is content to be one person and a van and treats all revenue as income and generally treats marketing as an unwanted expense. While they will still make excellent incomes, well above average wages, it's unlikely they will ever build a business that will give them substantial prosperity and **financial independence**. They think no one else can do it as well as them.

Conversely, the BUSINESS PERSON runs their operation on a much more pragmatic basis drawing a wage each week and working toward the business making a profit. They plan capital expenditure and growth. They diligently apply themselves to the execution of the marketing plan and the maintenance of systems and quality.

They grow to a point where they stop cleaning carpets and concentrate on finding carpets to clean. They continue to build their business until it can run profitably without their direct input. They are continually trying to find people to replace themselves in each box of their organisational chart. They ultimately enjoy much larger returns than the trades person and eventually, a far more relaxed and prosperous lifestyle.

A business person works on the business, not in the business.

which one will you be?

There is a lot to digest. If after reviewing this material and checking your suitability, you would like to progress your enquiry, please call me to discuss the next step in your journey to financial freedom.

Regards

John McEwan
Franchisee support
1300 55 66 02
(02) 6296 6296

