



131 546



Franchise Information

Looking for a change of lifestyle?

- Opportunities now exist in all states, for new Skip Bin Franchisees;
- Join over 2,700 Jim's Franchisees;
- Work Where and When YOU choose;
- Get in on the ground floor with Jim's Skip Bins.

PROUD MEMBER OF

FCA



FRANCHISE COUNCIL OF AUSTRALIA

Why a Skip Bin Business?

Jim's Skip Bins began as an extension of the already successful Mowing division. Jim's identified a need in the waste & recycle industry for a nationwide franchised operation.

Work WHERE & WHEN YOU CHOOSE!

Book your drop offs and pick ups to suit your lifestyle!

- **No Rush, no Stress**, there is normally a window of a few hours when it can be dropped off or picked up.
- **Work outside**, meet people.

Why Join Jim's?

1. Work is easy to find through established branding
2. New franchisees and staff are easy to train
3. Franchise owners are profitable!
4. No fees on pick ups or referrals
5. You can re sell your business
6. Swap bins & jobs with other f'sees
7. Get work covered during hollidays.



Opportunity

- Capitalize on good will – Franchise can be sold at any time
- Massive savings due to huge buying power
- Higher conversion rate due to a trusted national brand name
- Networking with 2,400 other Jim's Franchisees in Australia

Support

- Practical and theoretical ongoing training
- Sales training
- OH+S training, documentation and support
- Local franchise meetings, local support
- Monthly newsletters to keep up to date with industry developments
- Unlimited growth – Franchisees can have as many trucks and bins as they like.
- Growing a Super Franchise, whereby operators are able to project manage multiple trucks and staff
- Jim's Skip Bins stay up to date with rules and laws regarding placement of bins on roads and also council permits. This information is passed on to all Franchisees.

Introduction

Jim's Skip Bins didn't just happen overnight. The history behind Jim's Skip Bins highlights the commitment required when working your own business & the benefits of joining an already successful business.

The Jim's system gives you the opportunity to learn from our experience & avoid the many pitfalls of entering business alone.

Innovation

- Jim's Skip Bins is an innovative company who are actively improving the design of skip bins and trucks.
- Skips are secured to trucks via hydraulic clamps (no more strapping down!)
- Other innovations include removable lids for skip bins.



Waste disposal

Jim's Skip Bins are dealing with waste disposal on a number of fronts.

(i) Dealing with current transfer stations and land fills, negotiating discounted rates for Jim's Franchisees.

(ii) Developing a model for franchisees to run their own transfer station. Including discounted waste disposal and selling of recyclable materials.

(iii) Developing a "roving waste" program, whereby a large truck does a daily run from one side of town to the other, along certain main roads, collecting waste from skip bins along the way

We are committed to lowering the waste disposal costs of our franchisees!

Jim's Skip Bins plan to introduce a number of waste transfer and recycle stations.

Government subsidies are available in some states, to assist in the establishment of these sites.

Jim's are committed to reducing waste, whilst also lowering costs to franchisees.

Company History

Jim Penman started Jim's Mowing in Melbourne, Australia in 1982 whilst studying for a doctorate in history. From a modest beginning, initially starting with the idea of making "a few dollars" by mowing other people's lawns, Jim's has grown into the world's largest lawn mowing franchise.

A commitment to customer service and excellence saw this business grow at a rapid rate with more customers than one person could effectively manage, leading Jim to commence franchising in 1989.

By offering secure territories and a generous work guarantee, Jim's was able to attract and keep quality Franchisees. The Jim's Mowing system proved successful enough to be duplicated across many other industries, with the Group establishing Jim's divisions for all manner of household and business services between 1994 and the present day.

As the number of Franchisees grew, steps needed to be taken to ensure "in the field" quality control.

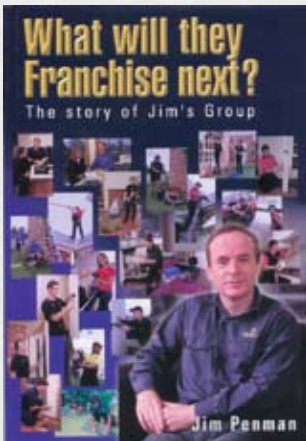
Accordingly, regions were offered for sale to the most experienced Franchisees, including several whom later moved interstate, and even internationally. Purchasers of these regions became "Regional Franchisors" (Master Franchisors) who took over responsibility for providing local attention to Franchisees; thereby ensuring company standards were effectively maintained. Today, Franchisors are in place across all divisions and continue to be a driving force in the prosperity of the group.

Growth has been fast for the Group even in times where the rest of the business community has slowed. For example, Jim's experienced a rise in Franchisee numbers during the last Australian recession, due to more recently unemployed people looking for a new income.

Jim's Skip Bins has been developed to be the name brand in the industry.

Even before launching this division, clients regularly call Jim's – "assuming" that we provided this service.

Our model allows franchisees to operate any number of trucks and staff, according to their own business plan. We feel that encouraging franchisees to run larger and more profitable businesses benefits everyone



Who is Jim's Skip Bins?



Craig Parke Joined Jims mowing in 1995, he then launched the Tree division in 1996, becoming the first Franchisee in the division. Over the past thirteen years, Craig has been experienced in all aspects of the Jims Franchising structure, as a client, a franchisee, a Regional or Master Franchisor for many divisions including Paving, Concreting & Trees, as an advisory committee member and for four years as chief franchising manager for Jim's Corp.

Andrew Parke joined Jim's in 1999, launching the Antenna division. Today, Andrew has almost 100 technicians on the road in the Antenna division. This team was formed in order to develop our systems and franchise model around the world. We have put together a team of people to develop the business, and to provide outstanding service to our clients, our Franchisees and our Franchisors.



Regional Franchisors

As previously stated, Regional Franchisors are the driving force behind the success of the company. The commitment of the Franchisor extends beyond just managing their own regions – they are actively engaged in the recruiting and training of new Franchisees and participation in Exhibitions and Trade Fairs. Franchisors are responsible for the development of the Franchise system throughout their region, including Franchisee growth, advertising, training and support.



Franchise Information

Commercial work

Jim's Skip Bins plan to tender for commercial work and large events. With many franchisees and huge resources, Jim's are able to facilitate the needs of these events. Aside from the income generated, this is a fantastic branding exercise for Jim's!

Strengths & Core Values

The core values that underpin the success of the Jim's organisation are honesty, integrity, transparency and reliability together with an absolute commitment to customer service – to both Franchisees and the general public. Further, we have articulated the key strengths that set the Jim's company aside from its competitors and justify its claim as the number one provider of home services to the Australian population.

1. Brand name prominence: High recognition by Australian public
 2. Excellent reputation for customer service
 3. Acknowledged leader in the field of Home Services in Australia
 4. Experience & thorough knowledge of franchising industry
 5. Franchisor system designed to give close personal support to Franchisees
 6. Strong 'group culture' that focuses on Franchisee success and customer service
 7. Economies of scale accrue due to management of over 2,700 Franchisees
 8. Good mediation system leading to very low level of legal disputes with Franchisees
 9. Solid financial backing, good cash flow, low debt
- Our first priority is Franchisees
 - An equal priority is looking after Clients and Franchisors
 - We work constantly to improve service & lower our costs
 - We put performance before display
 - We sign only Franchisees and Franchisors we are convinced will succeed
 - We put the long term welfare of the group before short term profit
 - We treat staff well but require them to perform superbly
 - As far as practical, we treat people as equals

Group Values

Benefits

There are wide ranging benefits to being a "Jim" some of which are outlined below:

Customers

- Rapid response to customer inquiry's through cutting edge technology
- Company branding promises reliable service
- Overall quality control delivers on company promise
- Customers feel comfort in dealing with a trusted and known national brand.

Franchisees

- Easy entry into the system
- Comprehensive training program.

Benefits - cont...

- Economies of scale due to bulk purchasing, along with discounted phones, advertising, insurance, leasing & more
- Concentrated work, leading to higher efficiencies.
- Cost effective advertising programs resulting in enormous amounts of new work being generated
- Ongoing and repetitive work for repeat clients
- Ability to sell franchise and benefit from capital gain
- Option to work ANYWHERE the Franchisee chooses
- Option to work ANYTIME the Franchisee chooses
- Network enabling a sharing of resources including bins and other equipment

The core values that underpin the success of the Jim's organisation are honesty, integrity, transparency and reliability

been at the forefront in pioneering a computer package that allows us the exclusive advantage in providing our Clients and Franchise Owners with the best, fastest, fairest and user friendly system available. It is totally unique to Jim's and developed for our own needs.

FMS – FRANCHISE MANAGEMENT SYSTEM

Computer and Communication advances over the past 10 years have been nothing short of amazing. Our own technical team is constantly working on upgrades and efficiencies to keep us dominant Market Leaders. Basically, FMS allows the Franchise Owner to be in control; for you:

- List the Services you are available to provide
- List Streets & Suburbs that you are prepared to work.
- List Hours of the day you are available for work.
- List Days of the week you are available for work.

Once listed these can be altered by simply making a phone call and advising us of your changes, or by doing online. So if a large quote is accepted you have the option to reduce the suburbs you are prepared to travel to for that next quote:
- This is simple and automatic. Or visa versa you may have visitors or a family illness that prevents you from working for a short period of time: - Not a problem, we can hold off on sending new leads.

Is it fair?

You bet! As we said earlier, you are in control of listing where and when you want leads sent. If you are recorded as available for new work and the Administration Centre logs a client lead into the computer, it automatically sifts through the information stored and selects the next available Franchise Owner. Every Street and Property belonging to your Territory is part of the data stored within FMS. So if in our earlier example of a new lead coming through, it and all others like it in your Territory would be automatically allocated to you every time; until you are unable to accept any more work that is. Likewise in vacant or unsold areas, FMS sorts through to find if anyone is available. If "Yes", then the lead is forwarded like all our messages, in text form to your Mobile Phone.

Is it fair? cont...

If more than one Franchise Owner is available, and over the course of the day multiple new leads are received then these are automatically shared. If “No”, then the client is advised that Jim’s is unable to service that enquiry and the job entry is

logged as Unserviced. It is this unserviced list that helps our established Franchise Owners to consider changing their listed Suburbs or upon necessity your Regional Franchisor then must look at filling that Black Hole and provide the opportunity to another person and they list this as a New Business for Sale. These are only sold on an as needs basis.

Summing up

FMS automatically identifies Franchise Owners listed Work Requirements, the Services they are available to do and the Suburbs they service. Based on this data, incoming calls for customers requiring work are directed to a Franchise Owner that is taking work in that suburb, for that service on that day. Where there are two or more Franchise Owners available, FMS allocates the work to the Franchisee on a rotational basis.

You have the ability to reduce travel, compact your work zone and ask for as many or as few leads as you need.



Jim's Jobs

Another computer program specifically designed for Jim’s by Jim’s but this time specific to Franchise Owners needs is Jim’s Jobs. It is your total client file management system made easy.

So now you can spend less time on book-keeping and more time on the road – earning money!

Any established Franchise Owner can download this for free; this also includes any upgrades to the program. Basic client contact details, Job history or Diary updates have never been easier. It can also keep track of all you’re invoicing and debtor control and those GST calculations can also be easier at BAS time.

F.A.Q's

What if I don't know a thing about Skip Bins?

That's fine, so long as you have an aptitude for this type of work; you enjoy working outdoors, we can teach you how to provide our services. In fact, it may be an advantage that you do not bring with you any bad habits. We prefer experience in sales and customer service to industry experience. We find it easier to teach someone with a retail background how to run a Skip business, rather than teach a current operator how to run a better business. Jims Skip Bins suits people wanting to work in their own business, and for people that enjoy working outdoors.

What's in a name?

In our experience the Jim's name attracts more inquiries for work. Buying a Jims Franchise is not just buying the name. You are entering a systematic model for providing Skip Bin services.

Standard business cards, truck and bin stickers and other promotional materials help our branding and product awareness in the community. The stronger our brand, the more leads we receive, and the higher our conversion rate.

Why call Jim's?

The public has a minimum expectation from a Jim's Franchise, expectations of good presentation, branding, courtesy, promptness and workmanship. Ever waited at home for a tradesman to turn up and just sat there wishing he would call? The Jims System is based on customer service. Our computer system sends work to Franchisees wanting work in that suburb, for that service, at that time. There is a lead fee attached to every lead sent from the office. The benefit of this system means Franchisees not requiring work will not request any, leaving the work to Franchisees that are in need. When the Franchisee has paid a lead fee, they are more inclined to follow up with that client. Since we do not charge the Franchisee fees on clients they find for themselves through referrals, Franchisees are likely to provide exemplary customer service in order to generate these referrals.

Further Opportunities

Opportunities exist for exceptional Franchisees wishing to move upwards within the infrastructure of the Division. A Franchisee may become a Franchisor, responsible for administering, supervising & supporting any number of Franchisees. A Franchisor also advertises for ongoing work & appoints new Franchisees. You do not necessarily require industry experience to be considered as a Franchisor, but certain business skills & experience are required. These options may be appealing to those contractors who are sometime in the future, looking to take a less physical approach to their business.

What is Franchising?

Franchising is the cloning of an already successful business. The owner of the business (the National Franchisor) grants another party (the National Master Franchisor, or National Master) the right to engage in the business pursuant to a Franchise Agreement.

The National Franchisor allows the National Master to use its well-known business name, trademark or logo. The Franchisor conducts their own businesses in accordance with the marketing business plan of the National Master & provides to the Jim's Skip Bins Franchisee ongoing marketing, training, business advice & administrative support.

The relationship between a Franchisor & a Franchisee is often compared to a partnership or marriage. The parties depend upon each other, share responsibilities & share the fruits of their collective efforts. But like a partnership or marriage, a franchise relationship can turn sour & become a bitter experience for all concerned. The Franchisor must find the right Franchisee & therefore has a rigorous selection process to identify the right Franchisee.

Like anything in life, franchising does not offer a guarantee of success. What it does offer is a formula that is not available to those who go into business alone. Buying a franchise means you are not starting out by yourself.

Be aware that your new business may not be an overnight success. We do not guarantee your success if you do become a Jim's Skip Bins Franchisee. Whilst we provide an excellent opportunity for a Franchisee, your success will also depend upon your own efforts & capabilities together with your motivation & enthusiasm to succeed.

Buying Power

A Jim's Franchisee is entitled to many discounts.

Jim's phone plan; *our own plan, through the Optus network.

\$11 per month, no flag fall, 5.5 cents per 30 seconds, *free to other people on the Jim's plan. (*give one to any staff, wife and kids for cheap calls.) pls refer to the attached brochure.

Finance; Various lenders available including Jim's Finance. Three common finance options to raise \$30,000.

1. Mortgage (using equity secured by property). \$30,000 @ 8.07% = \$46.58/week (Interest Only business debt should be paid off last)
2. Business Overdraft (secured by property). \$30,000 @ 8.40% over 10 Yrs = \$85.46/week (P&I)
3. Unsecured Personal Loan. \$30,000 @ 13.70% over 7 Yrs = \$128.59/week Jim's Finance also offer vehicle leasing and home loans.

**Buying power
cont..Insurance.**

Insurance; Cover Annual Premium Excess
Pub liab \$10m \$242 p/a, \$250 excess, \$7k worth of bins
\$121 p/a, Personal Acc (\$500/wk) \$496 p/a, 7 Days excess,
Vehicle (full comprehensive \$484 p/a, \$200 excess (*com-
mercial vehicles up to \$50k)
*indicative pricing on \$85k truck, full comprehensive, based
in Victoria is \$1,136 including gst per annum, with
\$750 excess plus age and inexperienced excess.
*Sickness insurance also available
*Based on Victorian rates. Stamp duties, taxes and premiums
vary per state.
*All costs include gst.
*Can be paid by direct debit, each month over 10 months.

Printing; Various printers available for all requirements,
including
1,000 business cards \$88.54
1,000 fridge magnets \$317

Vehicle purchasing

Ford offers savings on new vehicles through their franchise
program
Mazda offers vehicles at dealer cost price
Toyota have a Gold Fleet discount arrangement with Jim's
VW offer a fleet discount
Hino offer a fantastic fleet discount to new trucks.
Dick Smith Offers a Commercial Discount on office require-
ments on everything in stock at Power House or Tandy
stores.
There are other discounted rates arranged for

- Debt collectors
- Sign writing
- Computer support
- Uniforms
- Superannuation and many more!



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Unlimited Potential

As a Jim's Skip Bins Franchise owner, you work where you want, when you want to. Take referrals wherever you please, knowing that no other Franchisee can canvas for work (e.g. door knocking) in your territory. If you want to employ people & start a major business, you can. Apart from a set monthly minimum, fees are Based on the leads you take. The less leads you take the less you pay. Lead based fees promote good service. The lead fee is not a "catch" for charging Franchisees fees. Franchisees who cannot handle extra work will not ask for it, leaving more jobs for those who need them. We encourage our Franchisees to become less dependent on the office as they build their business. Your customers remain just that, "your" customers. Provide excellent customer service above expectations & encourage your customers to give you "word of mouth" referrals directly, without paying lead fees through the office. Franchisees enjoy the benefit of many self-generated leads, repeat clients & referrals. There are no fees charged on self-generated work. A Jim's Skip Bins Franchisee does not pay a set percentage of their turnover like some Franchise Systems. There is no additional Franchise fee charged if you wish to put on more trailers, or have employees.



MASTER FRANCHISE RIGHTS

Master Franchise rights are available in these States:

- Queensland
- Victoria
- New South Wales
- Queensland
- New South Wales
- Victoria
- Western Australia
- South Australia
- Tasmania
- Northern Territory
- ACT

Responsibilities include:

- Development of Region/Province
- Franchise Sales and Marketing
- Advertising
- Training of Franchisees
- Quality Control
- Providing excellent customer service

Results include:

- High level recognition of Company brand
- Business growth and stability
- Long term market and through building, repair & maintenance services

Jim's Group

Contact: Craig Park, National Franchise Manager
 PO Box 9222 St Albans Vic 3011 229 988
 www.jimsskipbins.com



● Owen Polanski runs Jim's Skip Bins for the Border region. Picture: SIMON GROVES

Couple's business is rubbish

By KRISTY GRANT

If you are in the mood for a clean up, then Jim's Skip Bins could soon become your new best friend.

The family-owned Border business provides residents and business owners with a skip bin hire service.

Owens Owen and Ruby Polanski said the service provided help for people renovating, clearing up gardens, houses, garages, the attic or barn.

"Jim's Skip Bins are dedicated to servicing the waste removal and recycling needs of the community with friendly, trained and professional operators, offering a personalised service with modern trucks and equipment in the field," he said.

Bin sizes range from two cubic metres up to four cubic metres.

"We will supply the best combination of bins for each client, whether that be two skips, one at the front of the house and one at the back, whatever works best for them," he said.

He said the bins were popular with landscapers, builders and plumbers.

Mr Polanski said the business worked with Greenstar to ensure some of the material collected.

"He said the business would also be concentrating on recycling a lot of the material that was collected.

"Once we get a yard, we will be able to sort through all the materials that we receive."

Mr Polanski said the business was a seven-day operation.

"People can ring us at any time, we also do emergency call-outs and we are fully insured with public liability cover."

Mr Polanski said the business was part of the Jim's franchise.

"We work closely with Jim's Mowing and also Jim's Trees and we will provide quotes."

Jim's Skip Bins
 Phone: 0447 279 429

Advertising & Marketing

Jim's Skip Bins advertise in many ways, in order to generate leads for Franchisees. • All advertising includes the 131 546 number that directs calls to the central administration office.

- An after hours or emergency number may be used, which diverts to the admin centre during business hours and then to an alternative number outside of normal business hours.
- The www.jimsskipbins.com.au address is included on all advertising, encouraging people to visit our site and book online.

Franchise Information

Advertising Includes;

- Local paper advertising
- Yellow pages
- White pages
- Yellow pages online
- Australian true local (online advertising)
- Website (Jim's Skip Bins and Jim's Group)
- Google (pay per click)
- Leaflet drops
- Promotions (discount vouchers)
- Truck and skip branding
- Many more leads are generated through Franchisees networking with other Jim's Franchisees (Mowing, Fencing etc) or other tradesmen (landscapers, pool companies, Real Estate agents etc.)
- Radio and T.V
- There are also plans in place for guerilla marketing campaigns including T.V shows and you tube.



Jim's Skip Bins
• ALL AREAS • ALL SIZES
• PRICES COMPETITIVE
• Insured • Permits arranged
• Pay by Visa, MasterCard, cash, cheque or internet banking
131 546
www.jimsskipbins.com.au
SATISFACTION GUARANTEED OR YOUR RUBBISH BACK!



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• PRICES COMPETITIVE
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Website

The Jim's Skip Bins website contains information used by clients and franchisees.

New clients are able to view our services and book a quote online. Franchisees have a logon access, whereby they can download all documents contained in the franchisee manual.

Operations Manual

The Jim's Skip Bins Franchisee operations manual comprehensively covers modules such as OH+S, training, ongoing and practical training, marketing & sales training, book-keeping and computer advice, along with many documents evolved over the years that help franchisees.

This manual continues to evolve and is contained on the franchisee website.

Territory Rights

Your territorial rights simply mean that you get the right of first refusal to all clients from within your territory that phones the office. This is a big help in keeping your travel to a minimum. It also protects you from having too many Franchisees in your local area. Solid customer base & territorial rights mean that a Jim's Skip Bins Franchisee has jobs closer together. This reduces travel time & costs giving our Franchisee greater efficiency & profitability.

Be your own boss

The two main reasons why people buy a Jim's Skip Bins Franchise are

- (a) better lifestyle &
- (b) being their own boss.

Work where you want, when you want to. Our excellent customer service & standards mean we can charge higher prices & in turn enable the Franchisee the opportunity to earn better income. Our particular Franchise operation allows you to spend time in the great outdoors, whilst working the hours that suit your lifestyle.

Professional System

Jim's Skip Bins provides a long term Franchise Agreement & full Disclosure Documentation in accordance with the Franchising Code of Conduct. We are fundamentally a Co-operative organisation. The more Franchisees who are successful, the more valuable all Franchises become. New Franchisees are impressed by the willingness of more experienced Franchisee's to give help & advice. Franchise owners are given a voice in the system through structured meetings, & through easy direct access to the Franchisor.

Payment Options

All Franchisees are able to process credit card payments through their mobile phones, with payment going directly into their account within a few days. Our transaction fees are very cheap.

Sickness & Accident

No problems with losing customers due to sickness, accident or holidays. Customers can be attended to during your absence by other franchise owners. Jobs are ready for you on your return to work.

Franchise Term

The franchise term is for ten years with a further right of renewal of ten years, provided you are not in breach of the Franchise Agreement at the time of notice or time of commencement of the renewal. To renew, the Franchisee executes the then current & standard Agreement. Unlike some franchises there is no renewal fee; however some minor government charges may be incurred

E-Mail

When you start as a Franchisee, you will be allocated an e-mail address, for instance you@jimsskipbins.com.au A computer package will also be available for you to purchase through Jims Computer services. This can include a basic printer, and the software you will need. Franchisees' being available on e-mail helps our communication; Franchisors and Jim himself are then able to send newsletters and other information quickly.

Be your own boss

As a Jims Franchisee, you can network in with other Jims Franchisees. The Fencing Franchisees often work in with the Tree and Stump removers; Trees Franchisees work in with the Mowing and Fencing Franchisees on a regular basis. You are able to, but not obliged to use the services of a Jims Franchisee or Franchisor.

Jim's have over 2400 Franchisees from a number of divisions in Australia, including Mowing, Antenna's, Paving, Concreting, Fencing, Dog Wash, Building Maintenance, & Cleaning.

Professional System

Whilst most Franchisees do well, some do not. Jim's Skip Bins has a commitment to quality & reliable service. If you fall below an acceptable standard you will be required to undergo further training. If you cannot achieve the required standard, you will be invited to sell your Franchise. We are clearly better than our competitors, attract the best people, provide the best service & earn our Franchisees the best income. To encourage quality work, fees are based on leads provided rather than work done. This means that below average operators may pay more than good operators in fees. A minority of Franchisee's may find it difficult to do the required amount of work per week, although experience & fitness will increase in time. It is important that a prospective Franchisee judge his or her own capacity for work.

In our type of business at least 90% of business depends upon your attitude, enthusiasm, commitment & refusal to quit in the face of discouragement. It is also necessary to enjoy the outdoors, physical work & have pride in a job well done. Given your good attitude & our level of training & support there is no likely reason for failure.

Is a Jim's Skip Bin's Franchise for you?

A Jim's Skip Bins Franchisee should possess the following attributes:

- Easy going, pleasant to deal with, trustworthy & having initiative.
- Physically fit, or at least in good physical condition.
- Practical, clever & have a good common sense approach to working with their hands.
- Good communications skills. The ability to listen without interrupting or talking over people. The ability to talk clearly & pleasantly without strong language & without dominating others. Ability to write messages neatly & clearly.
- Positive outlook on life.
- Decisive as opposed to a procrastinator. A decision-maker will do far better than a "fence sitter".
- Self-motivated & ambitious. You must be prepared to start low & aim high, looking to succeed in business. You must lead by example.
- Mentally alert & looking to learn.
- Disciplined, reliable, clean & tidy & well groomed.
- Stable personal life. If you have a partner, then your partner is considered & assessed at interview stage just as you are & should share your positive outlook on life.

A Jim's Skip Bins Franchise requires no prior knowledge of the industry, and very few of our Franchisees have previous experience. Initial training includes on the road training with current operators, as well as a two day induction training course at Jim's head office.

Training

This is a 2-day Jim's induction course to be completed by all Franchisees. This course relates to the day to day management & operation of a small business. It covers administration functions including bookkeeping, job allocation, customer service, complaint handling, time management & general office procedures of the Jim's Group or Localised Admin Centre.

The course must be successfully completed prior to commencing work under your Franchise.

Modules include

- Jims Ethos Buying a business, not a job
- Communication with; Clients, other Jims, Admin Centres, Suppliers, Franchisors,
- Insurance; Public Liability, trailer and tools, Accident and Sickness, Risk Management
- Complaints; What is a complaint, how to deal with complaints, dispute resolution,
- Work Availability Guarantee; Your obligations, how does it work?
- OH&S; Personal, Clients, Workers, Property
- Quoting Procedures; Point of Sale material,
- E-curve,
- FMS4
- Territory rights,
- Where can I work, When should I work, Work allocation
- www.jimsskipbins.com.au
- Franchisee forum,
- Using your diary
- Standards & Presentation
- Mobile phones
- Receiving SMS messages
- Creating work Self generating leads
- Adding value to leads
- Payment terms

Training cont..

- Terms and conditions
- Follow up phone calls Common objections
- Accountancy
- G.S.T what is G.S.T. Calculating your credits and debits Invoicing clients
- Budgeting and Cash flow Record Keeping Why business's fail
- Punctuality,
- Running multiple trucks
- Council approvals Dump fees Controlling costs
- Dangers of discounting

Assessment

Like any Franchise system that takes customer service seriously, Jim's Skip Bins require all prospective Franchisees to go through a screening process. If you have not already been for an initial interview, you are invited to phone and arrange one. This is also an opportunity for you to ask questions, so feel welcome to bring a list. A careful examination of the system, including looking at any competitors, is one sign of a good operator.

If the interview is successful, you will be invited to spend a couple of days on the road with a successful operator. This is an opportunity for you to have a look at the business in practice, and for us to look at you. You will need a good report to be eligible for a Franchise.

Having been passed at this stage, you will be invited to collect a copy of the Franchise Agreement and Franchisee Disclosure Document.

The next step

That's up to you. If you wish to build a successful business of your own, making a personal commitment & a financial investment, then a Jim's Skip Bins Franchise may be your opportunity to move ahead.

After receiving this Franchise Information Kit an initial interview can be arranged. We will evaluate you & get to know you, because we are seriously seeking Franchisees in which we can invest our name & our reputation.

If you are interested in pursuing a Jim's Skip Bins Franchise, then do your homework. Take the time to investigate all aspects of the franchise fully & read the Disclosure Document & the Franchise Agreement carefully. From your point of view, it is essential that the cost of purchase & the cost of operating the franchise be properly analysed.

Contact some of our current Franchisee's, a list of contact details will be provided to you with the disclosure document. Better still, stop one of our Franchisees if you see them on the road, they will give you an honest account of our systems.

You should seek your own independent legal & accounting advice on the franchise proposal from your lawyer, accountant or business advisers. You will not be able to sign the Franchise Agreement until fourteen days have expired from picking up the Disclosure Document and Contracts. A 7-day cooling off period (after signing the Franchise Agreement) is applicable for the Franchisee to withdraw from the Franchise Agreement.

But the commitment does not end with you. Talk to your family. Explain to them that for the first year or so, the demand placed on you by your new business will be substantial. You will need the support of your partner & children; otherwise your chance of success is greatly diminished. Also explain that, even though they may not be directly involved in the business, they will share the financial rewards through the support they give you.

I sincerely hope you can assist me in my quest to find & keep the best people, for Jim's Skip Bins.

QUESTIONS TO ASK

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.



Franchise Information

ESTIMATED INCOME

The income and expenditure of franchisees varies greatly from one franchisee to another. The table below will help you to estimate your weekly turnover, based on the travel time's you can expect in your region.

As some franchisees live closer to tips than others, they can expect to travel less. Franchise owners in metropolitan areas can expect that their clients will be closer together than those in rural areas.

Using the table below, estimate the travel time between each job, and the travel time to the tip. This will give you an estimate of how many bins you will be able to achieve each day.

Ten minutes to drop off and to pick up is pretty standard, as is 30 minutes at the tip!
*The franchise operating in Berwick in late 2008 was able to average 6 – 8 bins per day.

Travel time to job	10	10	15	15	20	25
Time to drop off	10	10	10	10	10	10
Travel time to job	10	10	15	15	20	25
Time to pick up	10	10	10	10	10	10
Travel to tip	10	20	20	30	30	45
Time at tip	30	30	30	30	30	30
2 Bins per load =	120	130	150	160	180	215
Bins per day	8	8	7	6	6	5
HOURS WORKED	8.0	8.7	8.8	8.0	9.0	9.0

	Jobs per day					
	3	4	5	6	7	8
\$70	\$210	\$280	\$350	\$420	\$490	\$560
\$80	\$240	\$320	\$400	\$480	\$560	\$640
\$90	\$270	\$360	\$450	\$540	\$630	\$720
\$100	\$300	\$400	\$500	\$600	\$700	\$800
\$110	\$330	\$440	\$550	\$660	\$770	\$880
\$120	\$360	\$480	\$600	\$720	\$840	\$960
\$130	\$390	\$520	\$650	\$780	\$910	\$1,040



The next chart estimates your profit per bin. Many factors influence the profit per bin after tip fees. For instance, the Berwick franchise has a transfer station close by that accepts bricks and concrete free of charge, and dirt for \$6.00 per cubic metre.

Local tips charge \$50 - \$100 per cubic metre.

Closer to the city, other contractors are charging around 30% higher prices than the Berwick franchise owner was charging. As an average, the Berwick Franchise owner averaged a profit of \$120 per bin after tip fees. Therefore, an average of 6 bins per day (dropped off, picked up and tipped) at an average of \$120 profit = \$720 per day Gross income (Net of tip fees)

Estimated income cont.....

To get an accurate idea of what you can achieve, you will need to canvass the average costs of other contractors in your area, and the local tip fees. Expenses vary greatly depending on the franchisee. For instance, one franchisee may have a business loan for the franchise, and may have leased a truck for \$90,000 as well as 20 skip bins. His re payments will be much greater than a franchisee that owns his business and skips, and leased a \$50,000 truck.

Fuel costs will vary according to the region, and the ability of the franchisee to compact the round.

We recommend you do a simple budget based on your expected earnings and expenses. We will be glad to look over it, and compare to current franchisees.



Franchisee Profiles

Michael Wirth - Jim's Skip Bins (Mornington Peninsula)

After being in the Jim's Group for over four years, I saw the launch of the Skip Bins business. I immediately saw this as the division with the greatest opportunity for growth, with the greatest flexibility and ability to train new staff, in order to grow a business with many trucks on the road.

Owen Polanski - Jims Skip Bins (Wodonga)

Owen has lived in regional Victoria most of his adult life and when not operating his business spends time with his family in Tallangatta. Owen is also a keen motor sport enthusiast and regularly competes in car rallies around Australia.

"When I was evaluating what business to buy the Jim's franchises stood out as one of the best options available" said Owen. "The Skip Bins division won out as I felt there was huge potential to grow the business, particularly in regional Australia as well as maintain a great lifestyle with my family. Waste disposal and recycling are huge growth markets and I also felt good that I could play a part in looking after my local environment." "The business is easy to learn and even easier to operate. I found that one of the key factors to success is to develop sound relationships with many local businesses like Real Estate agents and home builders/renovators as well as the major waste disposal locations in the region. They all respond really well to the Jim's name and the great looking truck and clean bins." Owen said. Owen operates throughout North East Victoria servicing the towns of Albury/Wodonga, Beechworth, Yackandandah, Tallangatta, Wangaratta and many more. He has 2, 3 and 4 metre bins.



Franchisee Profiles cont....

Craig Parke (Australian Divisional Franchisor)

In order to get this division underway, we purchased a truck and 9 skip bins initially and I began working on the road. There are a few things that I love about the skip bin business as opposed to other business's I have run.

- (1) People are glad to see you; it is the start of a project for them.
- (2) Payment is up front, no chasing debtors!
- (3) The work is flexible; people don't have to wait at home for you.

Tom McMahon (Sth East Melb Regional Franchisor)

Tom worked for a large retail company in the Loss Prevention department for many years. Long hours at work and long trips to get to work via the freeway with a lot of interstate travel rolled into one encouraged him to look for a career with a better lifestyle.

Tom's Jim's Skip Bins business now allows him time to pick up and drop off his children to school/ creche and to be involved in their daily activities- something which he has not been able to do for a very long time.

Tom claims his lifestyle has improved 1000% and he thoroughly enjoys what he does. "The whole Jim's experience has been fantastic so far".

Tom has recently purchased another 52 bins (*in conjunction with Rhett) and a truck from an independant contractor.



Grahame Gare Jim's Skip Bins - (Mitchell - A.C.T.)

Grahame remarried for the second time to Suzi on Oct 21 2007, they share six children between them, which keeps them very busy.

"I have always wanted to start my own business and when the franchise for Jim's became available we both thought it was a great opportunity to work hard for myself." Having lived in Canberra his whole life, Grahame's hobbies include motor bike riding and the beach.

Rod & Esther Becher (Regional Franchisor - Central Qld)

Rod has been with Jim's since 2003 when he brought a Jim's Antenna franchise in Upwey, Victoria. After building up a very successful business over a 3 year period Rod & Esther decided to sell their business and move to Queensland.

Knowing how trusted the Jim's name was throughout Australia Rod decided to buy another Jim's Antenna franchise taking on a new area in Noosa which has flourished.

When Rod & Esther heard about Jim's Skip Bins the opportunity was just too good to pass up and they have taken on the task of building a great group of franchisees throughout central Queensland.



Franchisee Profiles cont....

John Coombs & Brian Hartles - (Geelong Regional Franchisor)

John and Brian operate their skip bin business in and around the Geelong region. Having been involved with Jim's for a number of years in the Antenna division, John and Brian purchased the skip bin business as a change of pace.

Also owning the Regional Franchise rights for this area enables them to service clients from all areas.

Working in partnership allows John and Brian to devote the time and effort required to provide their customers with excellent service.



Ben Hoyle - (N.W. Sydney Regional Franchisor)

I have lived in the Hills district my entire life, and when I am not driving my truck I love nothing more than spending quality time with my wife and 3 children.

My other passion is golf and I love nothing more than getting out and having a game.

After 11 years running my own business in transport I am really looking forward to starting my new career with Jim's newest division in Skip Bins and I am also really looking forward to doing business with you.



Barry Jupp - Jim's Skip Bins (Berwick, Vic)

My wife Jo and I have been married nearly 20 years and have lived and worked in and around the Cardinia and Casey Shires for many years. We have two daughters, Jordyn & Tylah who attend one of the local Berwick schools. Until recently we lived in Narre Warren Sth, but are building in Pakenham and move in soon.

In 1999 after 27 years service in the Victoria Police (the last 10 years as Officer In Charge of the Kooweerup Police Station) we decided on a seachange and bought a 105,000 bird broiler farm in Cranbourne which we ran for 5 yrs. Since then I have been involved in another area of the poultry broiler industry, and been Manager of a Mini Mix Concrete Plant & Garden / Building Supplies in Knoxfield.

Lifes been a bit of a turmoil the past two years after Jo had a severe stroke in 2006, but we have gotten over many hurdles and are very excited with our new venture as a Jim's Skip Bin franchisee in the Berwick and neighbouring areas.

We look forward to providing a professional & reliable waste removal service in and around the Berwick area, focusing on friendly, good old fashioned values, reliability, honesty and exceptional customer service. We may not be the cheapest but we will be the best, you wait and see.

We guarantee to provide a truly professional, reliable, helpful and friendly service to you and in return only ask for you to give us a go. I value and honour friendships, I treat each customer as a friend, and base our relationship on trust and honesty.

Franchisee Profiles cont.....

Rhett Dallwitz Jim's Skip Bins - (Frankston - Vic)

Rhett Dallwitz operates the Jim's Skip Bins franchise in the Frankston territory. Owning and operating a number of other businesses, Rhett saw the potential to get in on the ground floor. Living on the Mornington Peninsula himself, he knows the area well and is keen to provide his clients with nothing but the BEST service. Rhett operates seven days a week to ensure that the skip bin gets delivered when YOU want it! He has 2, 3 and 4 metre bins. People requiring a 6mt bin are offered 2 x 3mt bins at the same price as a six metre bin.



David Frigo - Jim's Skip Bins (Donvale, Vic)

David begins with Jim's Skip Bins in August 2008 in the Donvale territory.



Frank Waalwyk - Jim's Skip Bins (Rowville, Vic)

Frank begins with Jim's Skip Bins in September 2008 in the Rowville territory.

Greg Francis - Jim's Skip Bins (Gawler, S.A.)

Greg joins Jim's Skip Bins after over 20 years in the Australian Defence Force.

Craig Hatch - Jim's Skip Bins (Maroochydore, Qld.)

Craig and his family have made the move north, starting a new life on the Sunshine Coast.

TRUCKS & LIFTERS

MITSUBISHI CANTER



1999, Mitsubishi 4 lt, 2x4, 5 speed, hydraulics, 7,500 kg, spring suspension, fitted with West Trans DF40 bi-fold skip lifter, comes with 7 x 4m³, 4 x 3m³, 10 x 2m³ skip bins, in very good condition, RWC & 10 mths reg, 254,000 kms. ULG 862. Victoria. 03 5962 6502. ST2099494. **\$68,000**



ISUZU NKR SKIP TRUCK 1992, sold with RWC, new paint etc. S/N 1003. ST1334007. **\$19,950**

NEW OR SECOND HAND?

Jim's Skip Bins are able to help source trucks, lifters and bins. Franchisees decide between new trucks and lifters, or second hand options. Used trucks and lifters can be found in the Trading Post, or in truck magazines such as "Deals on Wheels" New trucks are purchased at a discounted rate due to fleet discounts.



MITSUBISHI FM618
1995, 8.2 litre, 10 spd. 15,000kg GVM.
Fitted with a 7 ton bi-fold skip bin body.
Hard to find. TA26293.
\$62,727.27 + \$6,272.73 GST = \$69,000



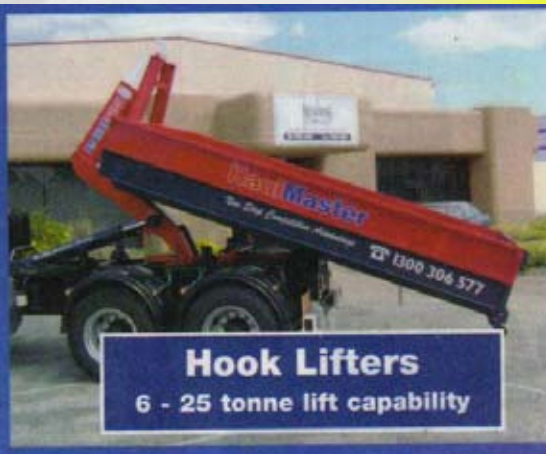
HINO 2002, fitted with a new 5 ton byfold binlifter. 8x 20m skip & 2x 40m skip bins. ST2202292
Complete package \$68,800 + GST = \$75,680
www.adelaidewaste.com.au

Bin lifter or Hook truck?

The type of truck you buy us up to YOU!



Skip Bin Lifters
4 - 15 tonne lift capability



Hook Lifters
6 - 25 tonne lift capability

Franchise Information



Skip bins are available in 2,3 & 4 metre sizes. A 5.5m bin is being designed to work with the bin lifters, avoiding the necessity to have a hook truck, and increasing the bin range.

Jim's Skip Bins are unique in many ways, the bins are purpose built and designed to last!



Franchise Information

100mmX50mm 3mm rhs chanel (4M bins)

75mmX50mm 3mm rhs chanel (2&3M bins)

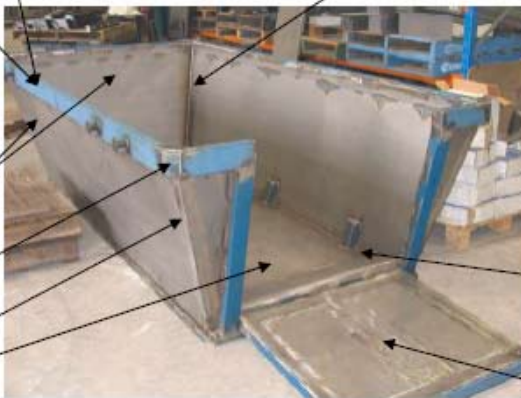
3mm sides & end

Beveled corners

External Welding

3mm Base

Internal Welding



Rigid bottom fold

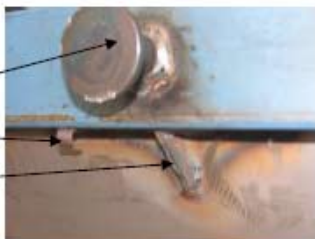
Bottom stacking adjusters

Optional drop down door

Fully welded lifting pins

Tarp hooks

Bracing angles



Locking angles



Painted inside & out
Reflective tape
Vinyl signwriting

Guide rail to prevent scratching

Ongoing monthly franchise fees

The Jim's fee structure is the cornerstone of the franchising system. Franchisees pay for each lead sent to them. This encourages franchisees to only ask for work where and when they need it, ensuring that work goes to franchisees wanting work. As each lead attracts a lead fee, franchisees are more likely to contact the client quickly.

This system promotes better customer service.

This system also benefits franchisees, as it keeps fees lower for those that provide good service and build up regular clients.

Advertising Monthly Advertising contribution (*to be spent on advertising for work within the region by the Franchisor)
\$104.95 plus gst

Franchise fee Monthly Franchise fee helps provide administration support, business coaching and support.
\$400 plus gst *when paid on time and compliant.

Lead fee Lead fees are charged on all leads sent to Franchisees.
\$15.00 per lead plus gst.
Fees are invoiced at the end of each month and paid in arrears by the 15th of the following month.

Regular clients There are NO fees payable on regular clients, aside from the once off lead charged in the first place.

Pick ups & referrals There are NO fees payable on client's franchise owners pick up themselves through referrals or word of mouth.

FOOD for THOUGHT!

Ever waited for a tradesman to turn up?

Lead based fees encourage franchisees to ask for work only when they need it, to call promptly and to turn up as arranged.



131 546

6 Easy steps to success with a Jim's Franchise!

STEP 1

Read the enclosed information kit, it has all the information regarding the franchise system, including estimated ingoing costs.

STEP 2

Call us to arrange a trial day so you get a chance to see what the franchise is all about! You will get to work with another franchisee and get a valuable insight into the workings of the franchise.

STEP 3

Call the franchisor to arrange an interview to discuss territory and availability of the franchise you want! At this meeting a franchise agreement can be issued (obligation free).



STEP 4

Take our franchise agreement to your lawyer, accountant or business adviser and have them check it over! Our model has been successful and we welcome scrutiny!

STEP 5

Book a Sign Up date with the Franchisor! Once you have agreed on the territory and start dates.

STEP 6

Sign Up and commence training! You could be operating your own franchise in no time.

6 Easy Steps



131 546

Jim's Training Program gives YOU the skills YOU need!

Step 1

Assessment day (on the road). A day of assessment and initial training. This proves to us & to you that you are able to provide the service and have the desire to work in this industry.

Step 2

Franchise induction training. A 2 day generic course that explains the Jim's Franchise System, the Ethos & the Principles behind the success of Jim's Group and how to use the system to your best advantage!

Step 3

Theoretical and practical training course covering sales techniques, quoting, permits, waste disposal, operations manuals and all documentation.



Step 4

Truck license, OH+S, Road Traffic Management, or any other training required by your state or local council.

Step 5

Practical Training Program > "On the Job" Training that is specific to the business you are going to operate, covering all aspects related to the practical skills needed to operate this business. This training is provided on the road with current franchisees and trainers.

*Franchisees are then encouraged to take on further training for skills such as bookkeeping, computers, sales etc.

Training Program



BUSINESS SOLUTIONS

CRAZY DEAL



CRAZY JOHN'S deal to slash Jim's Group's mobile phone costs

- ✓ 5.5 cents per 30 seconds - charge per second.
Pay for what you use
- ✓ Unlimited and untimed free talk with anyone on our plan
- ✓ Free voicemail deposit & retrieval & unlimited delivery
(currently about 20% of call costs)
- ✓ Calls to nominated Jim's landlines are FREE*
(Optus charge 7.15 cents)
- ✓ SMS 12.9 cents
- ✓ No flagfall
- ✓ Savings of up to 47% based on independent
CMG analysis

* Free calls to Jim's Group nominated Land Lines.
All call rates are GST inclusive.

Around 20% discount on mobiles
through any Crazy Johns store &
Crazy Gold Cards issued to receive
negotiated rates on hardware



We are pleased to announce
our new mobile deal with

CRAZY JOHN'S



Franchise Set up costs

Franchise New Franchise territory (un established)
\$30,000 including gst.

**Business
starter
package**

- Jim's Group induction training
- Quote books / invoice books
- Business cards
- Business name registration
- Flyers, corporate brochures
- Operations manual
- Sales manual
- Franchisee CD
- Police check
- Uniform starter package
- e-mail address

• ***INCLUDED**



Truck

Franchisees decide what type of truck they purchase, and at what price.
Trucks range from \$20k - \$97k including lifter!

Bins

Franchisees decide how many bins they purchase and of what size.
It is recommended that new franchisees begin with a fleet of 10-20 skip bins.
A combination of 2,3 & 4 metre bins is enough to begin operating.
*It is anticipated that a skip bin rental scheme may operate sometime in the near future.

Other costs

Truck licence (*approx \$500 for medium rigid)
Insurance & other annual expences

Set up costs