



# Franchise Information Kit





# Franchising and Us



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## Franchising

Franchising is one of the fastest growing business sectors in Australia and is a unique way of doing business built on a mutual trust. A Franchisee can enjoy the benefits of being in a business for themselves whilst reaping the benefits of being associated with a well known and successful brand. In 1998 the Federal Government, following its commitment to the growth and prosperity of the franchising sector updated the Franchising Code of Conduct. The Franchising Code of Conduct is a mandatory code, which assists both franchisees and franchisors in making informed decisions prior to entering into a franchise agreement. It also provides a standard framework for operating within the franchising industry.

The code ensures Franchisees receive guidance, customer service, operational procedures and management together with other support services supplied by the Franchisor.

Essentially franchising with Jim's Antennas provides a unique opportunity for you to establish or build your own business, whilst enjoying the additional security of joining a team with a history of success.



# Our Industry

The television antenna industry is going through its biggest change since the introduction of television into Australia in 1956. The Australian Government is in the process of switching off analogue transmissions and replacing them with digital only transmissions.



## Q. What does this mean for TV Antennas?

A. Antennas for digital are the same as analogue TV, however a digital system must have a high quality (RG6 Quad shield) cable with professional connectors, in some regions the antenna will be a different type and require replacing.

## Q. Does digital TV create more work for the Antenna Industry?

A. Absolutely, in times gone by many do it yourself installs were done, today to ensure perfect reception you really do need a sound knowledge and experience of TV antenna installations, as well as professional test equipment. The issue with poor reception on digital is also much more frustrating causing the TV to freeze or pixilate where as in the analogue times customers would often put up with a snowy picture.



## Digital Switchover



Talk to an Australian Government endorsed antenna installer here.

The Australian Government are switching from analogue free-to-air TV signals to digital-only signals. This is happening because digital television provides a vastly improved picture and sound quality, including wide screen pictures, digital audio and radio broadcasts. Digital television also offers the benefits of more channels and content, for example, the ABC has already introduced ABC2 and ABC3 which are only broadcast in digital SBS, Seven, Nine and Ten networks have also introduced high definition digital channels.

## Freeview



Freeview is the free digital television service in Australia. It comprises all the channels from Australia's free-to-air broadcasters, including the ABC, SBS, Seven, Nine, Ten, Prime, WIN and Southern Cross. People who are currently watching analogue television will receive a maximum of five channels. By switching to Freeview digital television now, you will get high definition viewing with up to six more channels, for free. Jim's Antennas are proudly preferred installers of Freeview.

 Available in SD on Channel 2 & 21.	 Available in HD on Channel 24.	 Available in SD with both timeshifted & unique content on Channel 22.	 Available in SD on Channel 23.
 Available in SD on Channel 3.	 HD Simulcast of SBS ONE. Available on Channel 30.	 Available in SD on Channel 31.	
 Available in SD on Channel 7.	 Available in HD on Channel 73.	 Available in SD on Channel 72.	
 Available in SD on Channel 9.	 Available in HD on Channel 90.	 Available in SD on Channel 99.	
 Available in SD on Channel 10.	 Available in HD on Channel 1.	 Available in SD from early 2011 on Channel 11.	

# Services We Provide

## New TV Antennas



**A**s a Jim's Antennas Franchisee you will specialise in a range of quality digital antenna systems and conduct a free signal test at customer's premises, before providing them with a free quote on the best antenna for their reception levels. Jim's Antennas Franchisees specialise in the following aspects of antenna installation-new antenna systems, Diagnose reception problems, Cabling to new houses at lock up stage, Antennas to shared housing (units, dual occupancy), Digital Antenna systems to commercial premises, FM Radio Antennas, New TV Points to existing antennas, supplying and installing new set top boxes.



## New Phone / Data Points

After operating your franchise for 6 months we will help you arrange any necessary licenses, so you are able to provide all types of telephone cabling services. In addition to extra phone points, Jim's Antennas Franchisees can also assist with computer data cabling, plus data points to connect computers to the internet, without running leads across the



## Plasma/ LCD / LED TV Installations

Jim's Antennas Franchisees are trained to professionally install new flat panel screens onto walls, including cable concealment to hide all those messy cables.

As a Jim's Antennas Franchisee you will have access to a wide variety of specialised brackets and tools, for all types of TV's to fit your installation requirements.



## Satellite, Pay TV Systems & VAST

As a Jim's Antennas Franchisee you will also supply and install Free to Air Satellite and VAST systems for remote and regional areas. As well as black spot areas in suburban and inner city areas. Jim's Antennas Franchisees are also able to supply and install Pay TV systems.



## Home Theatre Installations

As a Jim's Antennas Franchisee you will also be able to do Home Theatre Installations, this will include- hidden cabling, surround sound, speaker mounting & custom wall plates, projector installation, installation of projector screens, installation of Plasma, LCD and LED TV's and supplying and programming home theatre remote controls.





# Advantages

# Advantages

## A Change for Life

**M**any of our Franchisees have purchased a franchise for a lifestyle change. Whether it is wanting to spend more time with the family, stop the shift work or simply deciding the hours you would like to work, a Jim's Antennas franchise allows you to set your hours and choose your lifestyle.



## Work **Where** You Choose

**T**he FMS (Franchise Management System) computer program has been specially developed by Jim's IT team and allows Franchisees flexibility and control over their business.

Territory rights are non-exclusive, meaning that if a Franchisee is not requesting work within their territory on a particular day, it will be allocated to an operator who wants the work. You are also able to provide personal referrals in any area you wish- these do not attract fees.

## Work **When** You Choose

**Y**ou will be responsible for your own scheduling, working hours and holidays, putting you in control of your lifestyle.



## Incentive Based Fees

**F**ranchise fees consist of a monthly base fee, plus a lead fee. The lead fee is charged once only on each new lead requested by, and sent to you. This is a 'user pays' system, with those taking more leads paying higher fees. This encourages all operators to contact clients as soon as the lead is received, and to log off for work when busy, leading to a higher level of customer service.

Jim's do not charge a percentage of your income or a fee on personal referrals or walk up clients.

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## Work Availability Guarantee

**A** Work Availability Guarantee of \$1500 per week, including GST, net of stock is available to all new Jim's Antennas Franchisees. Should you request and not receive work to this value, your Regional Franchisor will make up the difference in work or in exchange for you providing free promotional services designed to promote and build your business. Although there is a \$1500 work availability many of our Franchisees earn well in excess of this.

Please ask us or refer to the Franchise Agreement for further information.

## Preferred Suppliers

**A**s a national company, Jim's Antennas has greater buying power than the individual, we have used this to procure great deals for our Franchisees on vehicles, tools, equipment, mobile phones, insurance, uniforms, stationary and other related equipment.



Jim's Antennas has preferred suppliers of antennas and related stock. These major suppliers work closely with Jim's Antennas to not only supply competitively priced stock and equipment but to also provide training, franchisee technical support and sponsor Jim's Antennas major events.

Another major benefit of the preferred supplier program is that the group receives a rebate on every Franchisees spend, which is matched dollar for dollar by the Franchisor and used solely for TV advertising. This has allowed Jim's Antennas to increase their advertising spend across television and greatly increase the Jim's Antennas brand awareness.



# Franchisor Support



## Advertising

**A**s a Franchisor for Jim's Antennas part of our role is to get the phone ringing and constantly bring in new leads. The main way we achieve this is through effective advertising and marketing to raise our brand awareness out in the wider community. We use a number of different mediums in our marketing campaigns from TV and radio through to print, expos, home shows and online. Our print media includes Yellow Pages, magazines, local directories, local newspapers, flyer distributions, outdoor signage etc.

Jim's Antennas understands that online advertising is a very important advertising medium now and will be even more so in the future. Therefore we use the internet as a major part of our marketing mix. We advertise in a number of Yellow Online products that allow us to have top positioning. We also advertise in a variety of other online directories as well as ensuring our website is regularly updated for search engine optimisation, so we are nearly always at the top of related searches.

In 2009 the Jim's Group introduced 'Jimbo'. With a catchy jingle and a cartoon character, this form of advertising has seen our brand awareness increase dramatically. Jimbo has appeared throughout Australia. <http://www.youtube.com/watch?v=z-h9X-iEAAI>

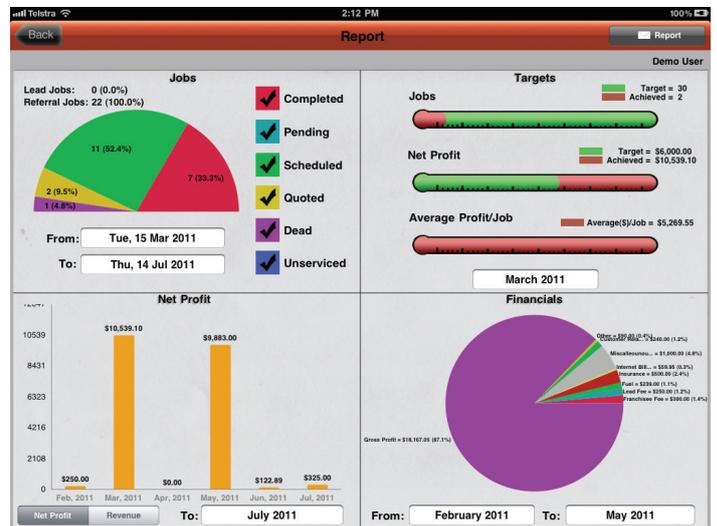
## Jim's Antennas Business Software

Jim's Antennas have developed a complete mobile software solution which helps our Franchisees run their business by day, freeing up valuable family time by night. The software is a complete turn key solution allowing Franchisees to perform tasks in the field such as-

- Customer Invoicing
- Recording Expenses
- Scheduling Appointments
- Access Training Manuals & Videos
- Access Business Reporting



Jim's Antennas Software



## National Installation Deals

Jim's Antennas is recognised as a National leader in the installation of Digital Antenna Television services and related home theatre products. Because of Jim's Antennas excellent reputation, they have managed to procure some ongoing national installation deals for their Franchisees. These include both Pay TV and retail projects, including; JB Hi Fi and Telstra. Jim's Antennas are also often approached by large national companies for once off installation deals nationwide. Past installations have included companies such as ANZ, Anglican Churches and The Commonwealth Games.

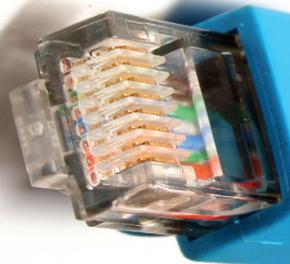
These installation deals are great for Franchisees, as they keep a constant flow of work coming through the system, and allow Jim's Antennas to continue expanding through Australia.

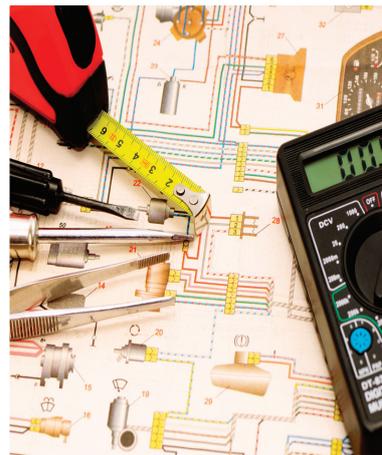
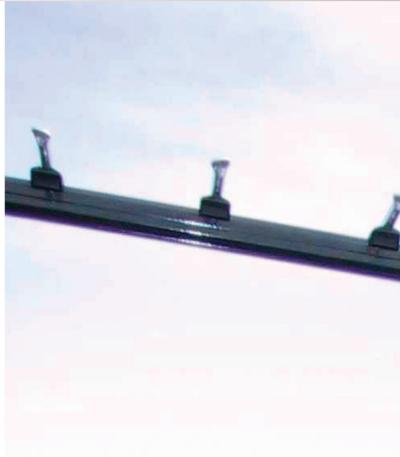


## Supportive Franchise Network

Jim's Antennas offers you ongoing support and training in both structured and informal formats, over and above the franchise structure and peer support is inherent in the system.

Regular business reviews assist in tracking the progress of your franchise, identifying problems and identifying ways to develop further. Expect also to speak to your Regional Franchisor and Area Managers often, as well as regular Franchisee meetings, social events and newsletters. An exclusive Jim's Group Franchisee forum allows Jim's Antennas Franchisees to share information and build friendships with other franchisees around Australia.





# Training & Conferences

## Training

**A**n average of four weeks practical training is provided before you start working, plus subsequent on site support from a senior technician if required. A training rebate is paid to you during the initial training period. Technical training is designed to cover the major aspects of the business, including installation, tuning, quoting, stock management, diary management, van set up and training in customer relations and sales skills. Prospective Franchisees are also required to attend 2 days of business training at Jim's Group National Training centre in Melbourne, covering topics such as bookkeeping, the Jim's ethos and have chance to meet Jim.



## Meetings

**R**egular Franchisee meetings are held by your Regional Franchisor, these meetings are important in helping to keep you up to date with industry changes, the latest Jim's news and regularly include some training aspect. Topics include ways to lift performance, increase sales and conversion rates, reduce down time and supplementary technical skills such as video intercoms, telephone cabling and home theatre specialties.

## National Conferences

**E**ach year Jim's Antennas holds a National conference, where Franchisees and their families from across Australia meet in a beautiful location and undergo some great training. So far we have visited some exotic locations including Daydream Island, Sanctuary Cove, Port Douglas and even Fiji! At the conferences we have experts from many different fields teaching our Franchisees about the latest industry development and emerging technologies. There are also great evening social activities giving our Franchisees and families a chance to bond and trade knowledge and ideas with other Franchisees, Franchisors and suppliers.



**Income  
&  
Advancement Opportunities**

## Income & Advancement Opportunities

- The Jim's system is designed to help you concentrate your business closer to home as it develops, cutting down your travelling time and expenses. You may also choose to employ more technicians and establish a larger business, all within your existing Jim's Antennas franchise.
- Further opportunities exist for exceptional Franchisees who demonstrate strong business and communication skills, including a role in training Franchisees, becoming an Area Manager, Regional Franchisor and more.
- Jim's Antennas Franchisees that excel in installations and have a firm interest in commercial work, are also able to venture into the commercial & MATV sector after their first 12 months in the business provided they have completed the appropriate industry training.



## Estimated Income

Example Franchisee income is set out here, based on some of the more common antenna jobs. You should speak to other Franchisees and your Regional Franchisor, about the average number of jobs completed in a day-and how other services such as home theatre, telephone points and digital TV may boost their income even further.

On average Franchisees do 4 jobs a day however this varies depending on Franchisees level of experience, current work levels and life style choices.

Please be aware that these amounts are approximate averages only and that there is no guarantee that you personally will reach this level. Income level is dependent on the time and effort you wish to put into the business, and on the lifestyle you wish to achieve.

For a more accurate example of the earnings potential of Jim's Antennas Franchisees we recommend that you speak to both experienced and new Franchisees, and discuss the daily income of others during your training and assessment days.



### Standard Digital Antenna

Customer Price	\$	250.00
J18 Antenna	\$	28.16
Fascia Mount	\$	10.00
10m RG6 Cable Run	\$	3.10
Wall Plate	\$	1.25
Fly Lead	\$	1.20
Total Stock	\$	43.71
<b>Gross Profit</b>	<b>\$</b>	<b>206.29</b>

\* Minus Lead Fee if applicable

### High Gain Digital Antenna

Customer Price	\$	345.00
J24 Antenna	\$	41.80
Fascia Mount	\$	10.00
10m RG6 Cable Run	\$	3.10
Wall Plate	\$	1.25
Fly Lead	\$	1.20
Total Stock	\$	57.35
<b>Gross Profit</b>	<b>\$</b>	<b>287.65</b>

\* Minus Lead Fee if applicable

### Extra TV Point

Customer Price	\$	125.00
10m RG6 Cable Run	\$	3.10
Wall Plate	\$	1.25
Fly Lead	\$	1.20
Splitter	\$	1.25
Total Stock	\$	6.80
<b>Gross Profit</b>	<b>\$</b>	<b>118.20</b>

\* Minus Lead Fee if applicable

**Extra income can also be earned by offering the following services:**

- Extra brackets.
- Mount plasma screens.
- Extra phone outlets.
- Mount speakers.
- Selling set top boxes, cables, accessories & more

## Estimated Ingoing Costs

Please find below an estimate of costs applicable to new Franchisees. Often, operators may already own some of the required equipment or an appropriate vehicle, reducing ingoing costs further. Jim's Antennas do not offer finance on the purchase of Franchises, however we are able to refer you to a finance broker who deals with business and vehicle finance. Jim's Franchisees are entitled to the National Fleet discount on commercial vehicles.

### Franchise Inclusions

Based on a new (unestablished) Franchise with **\$1,500pw** Work Availability Guarantee

Initial Franchise Fee

Jim's Antennas franchise & territory

Ipad and Business software

2 day Jim's Group Franchisee induction training

Jim's Antennas sales training course

Antenna Theory Analogue & Digital technical training course

Business name registration

Customised vehicle sign writing

1,000 full colour business cards

Jim's Antennas polo shirts x 5

Jim's Antennas windcheater

Jim's Antennas baseball cap

Roofers kit safety harness

Jim's Antennas promotion items

Airfare & Accommodation to training at Jim's Group National Training Centre (Melbourne)

**Total Cost \$59,000**

### Suggested Initial Equipment (approx.)

Field strength meter

22ft heavy duty ladder & step ladder

Cordless drill & hammer drill

Hand tools (cable strippers, tool box, nail bag, screwdrivers etc)

**Approx. Cost \$3,950.00**

### Suggested Initial Equipment (approx.)

Antennas

Roof Mounts

Masts

Flashings

Wall Plates

Dyna Bolts

Coach Bolts

Splitters

Amplifiers

Fly Leads

Coaxial Cable

**Approx. Cost \$3,000.00**

**Estimated Ingoing Costs (inc. GST, excl. Vehicle & optional stock) \$65,950.00**

\*Amounts subject to change without notice, individual Franchisees may incur varying or additional costs.





# Franchisee Profiles

## George Jalalaty - Jim's Antennas, NSW

Originally from the banking sector, George joined the Jim's Antennas team in 2003. Looking for a change of pace, he decided to give it a go and now says "it's the best thing I ever did and I would recommend Jim's Antennas to anyone considering the industry."

"Jim's Antennas allows me to have the freedom to work in areas that I choose close to home whilst allowing me to have the flexibility of owning my own franchise." George is an Area Manager in the Sydney area and offers technical support to his fellow Franchisees, which gives the Franchisees the extra support, when starting out their own franchise.



(George Jalalaty) Jim's Group Franchisee of the Year with Founder Jim Penman

George now enjoys the variety on offer each day, "I'm constantly learning new things, which is great in an industry where technologies are always advancing."

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## Michael Stone - Jim's Antennas, SA



Early 2003 saw Michael looking for a sea change, a complete sea change. After many years as a funeral director and no previous experience in the industry, Michael joined the Jim's Antennas division in August 2003. When asked the thing he enjoys the most about owning a Jim's Antennas franchise "being my own boss and the flexibility this brings." Michael is now a trainer in South Australia and offers support to the Franchisee's in the region on a daily basis. "It can be a huge change moving into a new industry, but don't be scared. The training and support offered through Jim's Antennas makes the transition easy." Michael

finds most of his work is referral based and he rarely finds himself asking for work using the system.

## Rod Becher - Jim's Antennas, QLD

Rod had thought about starting his own business for a long time but didn't know where to start or what to do. Then he saw an ad in the Trading Post calling for new Jim's Antennas Franchisees in his area with guaranteed income. He was curious to know how it all worked, after checking it out he decided to take the plunge and leave his job to become his own boss.

Almost 7 years later and Rod says that "Jim's has been the best thing I have done and has changed my life forever. I now work the hours that I want and have had some awesome family holidays around Australia and abroad.

The support and training we receive through Jim's Antennas is fantastic and it is comforting to know that you have a network of people around you that can help in any situation."



"If you are enthusiastic, hard working and interested in telecommunications and home theatre I highly recommend you look at Jim's Antennas".

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## Tony Moreton - Jim's Antennas, WA

You don't have to speak to Tony for long to realize he is pleased with his decision to move from being an IT professional to a Jim's Antennas franchise owner. "Jim's Antennas has a good reputation, and offered me the ability to be my own boss."

"The flexibility of the working conditions is great, you are able to schedule your day in the way you see fit". Tony is also the State Trainer for Western Australia and believes that "Jim's Antennas is leading the market in terms of the level of training offered."



## Matt Suttie - Jim's Antennas, VIC

**M**att first started with Jim's in September 07. He looked at a number of Franchises and he eventually chose Jim's Antennas because of the level of support that was offered. Matt says "One of the best things was the initial training where you get to go out with an existing Franchisee and actually do the job. You learn a lot in this period so by the time you hit the road on your own, you really know what you're doing."

"Once you're up and running, you start to build a customer base pretty quickly and a lot of it is repeat business, which is great for my cash flow. You get a really interesting variety of work and if a lot of it is outdoors which I enjoy."

"Of course, an important part of any Franchise is the capacity it gives you to make a good living. Jim's has allowed me to earn a lot more than what I would as an employee and I have the satisfaction and freedom of being self employed, which I really enjoy. I would recommend Jim's to anyone who has a good work ethic and who sincerely wants to improve their future."



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## Joe Vivona - Jim's Antennas Commercial



**J**oe started with Jim's Antennas in 2007, after a solid 10 year background in commercial telecommunications. After seeing opportunities to tap into the commercial antenna market, Joe now runs the Commercial Antenna division for Melbourne.

Joe believes that the variety of the work keeps things interesting, "your continually finding yourself doing something different everyday, which is fantastic."

When asked about the best part of a Jim's Antennas Franchise Joe says, "It's a great opportunity to be your own boss, earn a good income, while enjoying flexible hours." Joe also enjoys the fact that you have the capacity to 'work as much or as little as you want. You are continually learning in an enjoyable atmosphere.'

## Where to From Here

- **Interview**  
Interview with Franchisor.
- **Assessment Day**  
A trial day on the road with a Franchisee.
- **National Induction Training**  
Training at Jim's Group National Training Centre in Melbourne and meet Jim.
- **Sign up**  
Sign agreements.
- **Four Weeks Practical Training**  
On the road training
- **Start Running Your Own Franchise**

We look forward to meeting you soon to discuss the opportunities awaiting you with a Jim's Antennas Franchise!





### **What type of vehicle do I need to purchase?**

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Jims Antennas technicians are proud of the work they do and accordingly maintain a tidy fleet, we have national fleet discounts with major van manufacturers including Mercedes and Toyota. A new or used white van is acceptable however we ask that the van is no older than 5 years.

### **Do I need prior experience?**

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No, in fact our best Franchisees usually come from different backgrounds, what you do need is a real interest for the industry such as Plasma TV's, Home Theatre systems and basic Audio Visual equipment

### **Where can I work?**

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You can work where you want, you have access to your own profile online and are able to add or subtract any suburbs you like.

### **When can I take time off?**

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It's your business, no need to ask for leave, simply change your work status online to "Holidays"

### **Do I have to buy stock from Jim's Antennas?**

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No, Jim's Antennas have several major preferred suppliers who all offer great discounts and service for our Franchisees

### **Can Jim's help me with finance?**

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Jims Antennas recommend ANZ Bank, Contact Andrew Constable  
[Andrew.Constable@anz.com](mailto:Andrew.Constable@anz.com) or 0435 961 758



### **What if I want to sell my business?**

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That's fine, there are a variety of reasons you may wish to sell your Franchise, and Jim's Antennas will assist you with the sale and prepare all the legal documents for the new purchaser.

### **Can I put another van on the road?**

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Yes, one of the unique things about Jim's is the ability to put on extra vans without an extra franchise fee.

### **How long does the process take to start my own franchise?**

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Once you have been approved by Jim's Antennas the following process usually takes anywhere between 6 - 12 weeks, Jim's Antennas are experienced in helping Franchisees set up their new business and can help you every step of the way.

[www.jimsantennas.com.au](http://www.jimsantennas.com.au)  
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