

FRANCHISE INFORMATION



Seal your financial success:

Thank you for your interest in CRACKMASTERS.

About CRACKMASTERS

Formed in 2009, CRACKMASTERS was created through 35 years in the asphalt and pavement industry. CRACKMASTERS offer quality solutions to all pavement maintenance requirements.

CRACKMASTERS are leading the way in pavement maintenance by providing the following products and services:

- Colour non-slip resurfacing
- Non-slip treatment for timber
- Driveways
- Carparks
- Roads
- Paths
- Trip hazard removal
- Tennis / Sports Courts:
 - o Rubberised non-slip
 - o Resurfacing
 - o Team colours

Our growth history

By implementing effective marketing strategies, including word-of-mouth from our satisfied customers, CRACKMASTERS now has established a strong reputation (in a short amount of time) as a provider who delivers remarkable pavement maintenance solutions, fast service, and quality products at a cost effective price. By providing excellent service at affordable prices the CRACKMASTERS name has become synonymous with quality service.

What makes us different?

We offer an innovative service which is a personal approach to pavement maintenance. Our reputation is based on customer satisfaction and the deliverance of the high quality products and services that we have on offer.

CRACKMASTERS

Franchise Opportunity

Testimonials:

“CRACKMASTERS have recently repaired and resurfaced our factory floor and car parking in a colour non-slip coating. They also resurfaced our tennis court at my private residency giving it a new lease of life. Their workmanship, quality and friendly service were second to none. I have no hesitation in recommending CRACKMASTERS.”

Brendan Hicks, Manager, Flys R Out

“As the leading property maintenance company, AAA Management have found the products and services of CRACKMASTERS to be of the highest quality. CRACKMASTERS are prompt, reliable and offer a very efficient pavement maintenance service. AAA Management would highly recommend CRACKMASTERS to anyone who wants high quality service.”

Les Watt, Manager, AAA Management

“CRACKMASTERS have been helping maintain the roadways at the Geelong Showgrounds for a number of years now. Easy to work with and delivered on time. What more could you ask.”

Sharolyn Taylor, Chief Executive Officer, Royal Geelong Agricultural and Pastoral Society Inc

“This letter is to say that the work and ethical standards of the people at CRACKMASTERS is a very high standard. They have been very helpful with work for the UCI World Bike Race here in Geelong and for works also for the City of Greater Geelong and for Vic Roads. We have no problem with recommending this Company to anyone.”

Kevin Stick, Director, SURBO HOLDINGS PTY LTD

Franchise Opportunity

There are many franchise opportunities on the market and we understand that choosing the right franchise, one that suits your lifestyle and experience, is an important decision for you to make.

There are many benefits of owning a franchise, for instance you are buying an already developed and established brand, you have access to strong and proven business models and you have access to an efficient support network (Franchisors and Affiliates) who have a wealth of knowledge of the business and the industry in which it operates and represents.

By operating within a franchising network it also increases brand awareness in the marketplace, which allows the franchise network to drive a greater marketing spend into the right areas strengthening buying power and reaching broader markets.

At CRACKMASTERS, we are dedicated to working with you to establish a mutually-beneficial partnership. Owning a CRACKMASTERS franchise will provide you with multiple opportunities including:

- **Outdoors Lifestyle and Work / Life Balance (flexible hours)**
- **Mobile: massive commercial appeal to the government industry**
- **Financially simple with strong cash flow**
- **Cost effective techniques and simple technologies providing a huge competitive edge**
- **Strong support, effective, extended training – A pro by your side for first few weeks at the outset**
- **Building your own business equity**

The best part: ground-floor and innovative opportunity. Huge market potential with commercial accounts already in place.

Establishing any business takes times; however, as a CRACKMASTERS franchisee you will receive full support and training and benefit by gaining full access to efficient and effective systems and our proven business model. We will teach you tactics which should allow you to generate a healthy income. In addition to full training and support we will also provide you with:

- **Equipment**
- **Templates and Operation Manuals**
- **Stationary and Business Cards**
- **Uniforms**
- **Product supply lines – CRACKMASTERS will supply you product direct**

We're growing fast and as a CRACKMASTERS franchisee, we look forward to working with you to grow the brand and our presence within this industry.

Masters in pavement maintenance

What's our mission and goals?

To continue our credible workmanship, continue to deliver high quality products and services, and maintain an industry leader status. How will we achieve this?

- By continuing to provide an unparalleled excellence of service from CRACKMASTERS.
- By ensuring our strong company image and reputation for integrity is not compromised.
- By promoting a balance of work and family life to achieve long-term business success.
- By investing in our people and our services in order to become market leaders.

Our goals are to:

- Continue to exceed our customers' expectations
- Build the foundation for long-term client relationships
- Grow and maintain the strong CRACKMASTERS brand
- Regularly review our progress and business plan
- Embrace training and development
- Maintain our company's open and honest reputation
- Foster creativity and teamwork
- Ensure safe and healthy working conditions are always in place

Our long-term goals:

- Achieve a successful partnership for profit between franchisor and franchisee
- Continue to build and maintain the image and reputation of the CRACKMASTERS company providing a platform in which individual members are proud to have association with the company
- Create wealth within the network

What we are looking for in a franchisee?

We are looking for people who are:

- Willing to commit to the CRACKMASTERS brand and share the same goal as the others in the CRACKMASTERS franchise network which is to continue to grow, represent and support the brand
- Be passionate and motivated to achieve the goals set out by the CRACKMASTERS team
- Possess the skills and ability to operate a business efficiently and effectively
- Be willing to go the extra mile to grow their own business using the proven systems developed by the CRACKMASTERS team

FREQUENTLY ASKED QUESTIONS

Q1. Does CRACKMASTERS have any competition in the market?

There are a few companies who offer similar services, but usually on a very large scale; for example, highways and major roadways. CRACKMASTERS is also the only franchise system to offer complete pavement maintenance services to both the commercial and domestic markets.

Q2. What sort of products does CRACKMASTERS use?

Our products are environmentally friendly as they are water based, non-toxic, and non-hazardous. At CRACKMASTERS, we have our own branded products which are Australian made and tested to suit our conditions.

Q3. Do I need any qualifications?

No, apart from a car licence and a willingness to learn, CRACKMASTERS will provide full training, support, and development to ensure your ability and knowledge is of the highest standards. The necessary skills we provide you with will put you on the right track to becoming a successful CRACKMASTERS franchisee.

Q4. How long is the Franchise Agreement?

The Franchise Agreement is five plus five years.

Q5. I have never owned my own business before and I don't know how to run a business. Is this a problem?

Most Franchisees start with little or no prior small business experience. With CRACKMASTERS training we will train you in all aspects of the business and offer ongoing support in order to maintain a smooth running business.

Q6. What is the initial franchise fee?

The Franchisee pays an up-front, initial Franchise Fee. The Fee is \$26,000 which includes training (ex GST).

Q7. What are the continuing fees?

- A service fee paid monthly at 5% of gross sales revenue
- A marketing royalty paid monthly at 3% of gross sales revenue

Q8. What is the maximum investment for a CRACKMASTERS Franchise?

The maximum investment is \$88,000 (ex GST). This includes \$20,000 working capital but does not include your vehicle (Ute, Van or Trailer). The vehicle can be a currently owned vehicle or may need to be purchased or leased separately.

Where to from here?

To find out more please contact us for an application form via jason@crackmasters.com.au.

1. If your application is successful you will be invited to a Discovery Day, where we conduct an in-depth session about CRACKMASTERS franchising. This provides us with a great opportunity for you to get to know us and for our managing team to get to know you.
2. We then give you some time to review the franchise and speak to your necessary advisors.
3. If both parties agree to progress with the application, we will issue you with a Franchise Agreement and a Disclosure Document.
4. We will then organise a time with you to attend the training course which is held in various locations.
5. Officially welcome you as a CRACKMASTERS franchisee!

