

Tile Rescue Prospectus



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Tile Rescue specialise in tile and grout maintenance providing solutions for any tile and grout problems. Tile Rescue services customers in the domestic, property management and commercial markets.

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DIRECTOR'S ADDRESS



Bill Hyde - Director

Tile Rescue is a business in demand!

This is why we are *always* on the lookout for more Tile Rescuers to join our team!

Before making a commitment, it is very important to do your homework to ensure everybody is confident in the choice you are making for the long term.

This Prospectus will give you a good insight of the Tile Rescue business concept. It describes what it takes to be a good Tile Rescuer and will take you through the process of becoming your own boss and touches on our ongoing support and the finances required.

Over the past 10 years, Tile Rescue has built a strong franchise operation. Our success has come from identifying a huge need in the home for our services, together with the innovation we put into making our system better. The support that we give to our Tile Rescuers is highly regarded and has contributed to Tile Rescue becoming Australia's leading tile and grout maintenance service.

Of course, we cannot cover everything in this Prospectus, but we hope it gives you "food for thought" and helps you to collate any questions you may have, in the space provided on the last page of this Prospectus. We are happy to sit down and talk through all your questions and hopefully, you will join us in this ever-growing business.



THE TILE RESCUE STORY



“Back in 1995 Bill Hyde started the first specialised Tile & Grout maintenance service in Australia. Today, that vision still leads the way.

The “original” Tile Rescue!

Director, Bill Hyde, has a background in the building industry spanning over 30 years. During the last 20 years Bill has specialised and revolutionised wall and floor methods in tile and grout maintenance.

The process he adopted had such a great response Bill started the first of his regrouting businesses, namely, Regrout Services in 1995.

As Bill continued to develop a system for regrouting, he discovered there was a greater need for other services relating to tile maintenance. Due to the extensive range of services available in tile and grout maintenance and to reflect these additional services, Regrout Service changed its name to Total TileCare Pty Limited in 2002.

Total TileCare Pty Limited grew rapidly over the next couple of years and become a well-known company in the Sydney metropolitan area. Total TileCare not only serviced domestic customers but the commercial arena as well.

By 2005, Total TileCare Pty Limited had grown and was capable of servicing the whole of the Sydney metropolitan area. It was at this stage Bill decided to sell the company, whilst it was at its peak and move out of Sydney to look for a new challenge.

Using the wealth of knowledge Bill had accumulated over the years and with the help of his wife, Jenny, together as a team, they have designed a unique franchising system. The Tile Rescue system, with its comprehensive range of services, has a huge market demand and potentially offers the right person the opportunity to make a lucrative income. Bill is passionate about turning **Grout into Gold!**



OUR GROWING MARKET

There are several reasons for the growth in wall and floor tile and grout maintenance services.

Over 20 years ago, Bill Hyde identified that more and more homes were being built with tiled areas throughout the home.

When you think about the ever-growing population of individuals and families having tiles and natural stone throughout their home, indoors and outdoors, and the lack of knowledge and time to maintain them, the services offered by Tile Rescue are being relied upon more and more.

In fact, annually, there are now over 30,000,000sqm of tiles imported into Australia and over 5,000,000sqm of tiles manufactured in Australia. Although, there are lots of tilers who can lay these tiles, what has been exposed is that there is no-one who can technically identify the problems that arise with tiles and grout and effectively come up with solutions for these problems.

Taking all of the above into consideration, it has created a huge demand for our services. We not only need to keep up with the technology and innovation but expand our businesses too!

This is why as a Tile Rescuer you will become not a tradesperson but a tile technician!

Our Customers

Think about it inside any four walls, where don't you see tiles? Not to forget the vast outdoor areas.

Our main customer groups include residential, from young families to retirees, plus corporate and commercial sectors, as follows:-

- Strata Managers
- Real Estate agents
- Builders, plumbers, pest inspectors & building inspectors
- Factories, warehouses & business estates
- Commercial & industrial complexes
- Motels, hotels
- Retirement villages
- Hospitals
- Nursing Homes

All the above Customers keep our current Tile Rescuers incredibly busy!



HOW TILE RESCUE WORKS

Firstly, when somebody buys a Tile Rescue business, they are purchasing a territory. The territory is based on how suitable the demographics are for each individual and, of course, how close the territory is located to their home, making travel time to and from jobs more efficient and allowing more productive working time.

You will attend two weeks intensive training at the Tile Rescue Centre of Excellence. Our training program for operating a Tile Rescue business is highly rated by our Rescuers. Not just the technical side of the operation but also becoming a business person and what comes with that.

When the two weeks training is complete and all your equipment is arranged in your work vehicle, you will start to see the support process come into place. Spending time with our Business Development Manager in your territory is invaluable. Learning where the hot spots are and technical field support visits getting you comfortable with what you have learnt.

When a call comes into our Support Centre, the customer is qualified and all necessary details are taken. These details are logged into the "RescueHub", our customised cloud-based customer management system (CMS). You will receive all the relevant information through the CMS on your tablet, giving you the opportunity to create an appointment, a quote, right through to a job booking and, finally, invoicing.

The CMS was tailor made for our Tile Rescuers so they could quote and invoice on the move, freeing up important family time when they get home.

The main services that Tile Rescue offer are:-

- Bathroom & shower makeovers
- Leaking shower repairs
- Leaking balcony repairs
- Wall & floor tile cleaning & sealing
- All natural stone rejuvenation
- Grout Colour sealing
- Application of topical & penetrating sealers
- Install 100% solid epoxy grout
- Anti-slip tile treatment



WHY TILE RESCUE WORKS

Income Guarantee

For peace of mind Tile Rescue has an Income Guarantee we offer to all of our franchisees. By offering an income guarantee we take some of the pressure off during the early stages of starting your business, giving you added security to you and your family.

Operational Support

When a new Tile Rescuer starts, it's always a very exciting time for them and their family.

We know from experience that right from the commencement of your business, Tile Rescue guarantees the best operational support from the Support Centre and the Tile Rescue network. You will have a dedicated Field Manager you can contact with any technical or administration questions. The Tile Rescue Support team will become like an extended family.

How the Territories Work

Tile Rescuers have a clear understanding and respect for each other's business. When we say our territories are exclusive that is exactly what it means! The boundaries are very clear to everyone and our rules of marketing are fair and well understood by all.

Tile Rescue Innovation

One thing that holds Tile Rescue in a league of their own from other home service franchises is that we never stand still and rest on our laurels. We are continually improving everything we do! Right from the support processes, to our Tile Rescue branded products, to improving our services and making sure our methods and materials are of the highest quality and standards. For this we are the leaders in our field!

Ethics and Standards of Tile Rescue

The Tile Rescue brand is something that we all have ownership of. Therefore, we have to set high and ethical standards from a Support Centre level right through to anyone who is representing the Tile Rescue brand directly to the customer.

The Start Up Business Package

When a new Tile Rescuer commences their business, it is our main priority that they start with everything they need to run a successful business from day one! This includes systems, operations tools and materials.

So not only does that include RescueHub (CMS) it also includes a full set of tools and equipment needed to carry out all the Tile Rescue services.

Specialist Services

All the equipment issued as part of your Start Up Package is purchased from recognised trade suppliers. Whether it's the tools required to repolish a piece of marble or the mop and bucket needed to wipe over a floor, all equipment is of high quality.

Even though some of the tools and equipment we supply you may already have, we prefer that you start your new business with new, clean and ready to go equipment.

All of the products supplied (cleaners, sealers, epoxy grout etc) are sourced from a quality Australian company who works closely with Tile Rescue to develop products especially for our needs. These products are branded with the Tile Rescue logo. When you go into a customer's home to perform a task, they will see you use professional equipment and materials to do the job!

The Start Up Package also includes uniforms, vehicle sign writing, marketing brochures and more, all developed to showcase the Tile Rescue brand.



WHAT MAKES A GOOD TILE RESCUER?

The personal qualities required to gain success in business and to run a successful business are:-

- strong customer service;
- well presented
- time management skills;
- eye for detail;
- be able to work to a plan

These strengths will be reflected in everything you do.

Your customers will feel safe and confident to choose you over anybody else, to provide solutions to the problems they have in their home. It is our job, at the Centre of Excellence, to work on that confidence with your technical and business training.

Beyond that, for us, it doesn't matter what your current working background is. Currently we have successful Tile Rescuers that come from all types of backgrounds. As long as you have some handy skills, we will teach you how to become a great Tile Rescuer.



Malcolm Graves
Tile Rescue Dee Why



Phillip Aquilina – Tile Rescue Essendon



HOW WE GET YOUR JOURNEY STARTED

When you decide to become a Tile Rescuer, the wheels start turning immediately at the Support Centre.

Prior to commencement of training, everything required to get your business up and running has been organised behind the scenes. We will organise territory marketing, insurances, communication devices, sign writing design etc. That's what a good Franchisor does!

Your chosen territory is demographically mapped out using a data processing system selecting all the strengths of the Territory. This will give a good idea of earning potential based on household numbers, household income levels population and more.

We also look at who your potential clients are in that Territory, such as the number of real estate offices, buildings, facilities, schools, hospitals and shopping centres etc.

Accommodation is also included in the Start Up Package. The accommodation provides a relaxed environment, so at the end of each training day, you will feel comfortable and refreshed ready for the next day.

Our training facility (known as "The Centre of Excellence") has been designed and built to simulate the type of services you will come across from the day to day of running your business.

In addition, to learning the skills of the key services Tile Rescue offers, you will also learn about local area marketing, pricing, quoting and excellent customer service practices.

[Training on the RescueHub \(CMS\)](#)

After completing the training phase of your journey and you head back to your territory, our Operations team steps in working with you. They will help organise meetings with customer groups in your territory, ie, business owners, property managers and facility managers.

By this stage, you will have had leads issued to quote. Our Operations team will show and guide you through this process giving you the best knowledge to achieve an outstanding conversion rate.

**Let's Start
Your Journey**

TILE RESCUE
SOLUTIONS FOR TILES & GROUT

Be Your Own Boss



ONGOING SUPPORT

Ongoing support

You are never on your own with Tile Rescue. Our support and guidance is so important.

The RescueHub, not only builds a history of your customers and jobs, it also contains technical, marketing and sales information. Giving you the basic KPI's for your business. All this information can be referenced at any time.

The Tile Rescuers online communication support provides another networking opportunity. It is where you can go online at any time and ask our current Rescuers for advice or tips on product service techniques.

Ongoing monitoring

As a Rescuer, you will use RescueHub to input customers' quote, invoices and sales on a daily basis. At the Support Centre we also have access to monitor and track the performance of your business.

This enables us to continually work on your business plan and help you to achieve your goals.

Annual Conference

The Annual Conference is a great event where we bring everybody together.

It's not only a chance to talk about our achievements over the past year but it's a great opportunity to introduce new product and concepts, discuss upcoming events and, of course, being able to talk and network with your fellow Rescuers is always a great outcome.

Group Meetings

Along with constant communication with our Support Centre, we also organise local catch ups with other Rescuers. You can sit around in a comfortable atmosphere over a morning coffee and chat about each other's businesses; any issues that you may be experiencing and be able to chat about the successes that you are achieving.

Annual business review

After each 12 month anniversary Operations Management team will sit down with you and review your business for the past 12 months. To gauge how your business plan is progressing and what adjustments can be made to set new goals for the following year.



GROWING YOUR BUSINESS

Growing your Business

When a new Tile Rescue franchise commences, it is a man with his van operation. Most of our Rescuers continue to operate their business in this manner, which is great, but others see an opportunity to grow their business beyond that. Some employ another technician or a family member in a van which, in turn, increases their ongoing customer base, creating a better return on their investment.

Tile Rescue fully supports those who choose to pursue this option. We believe that increasing your manpower gives you the chance to work more on your business and build better customer relations, leading to greater profits.



Rod Jacobsen and his Team – Tile Rescue Port Stephens



Ken Pilgrim – Tile Rescue Morisset

Emma Pilgrim – Tile Rescue Wyong Central Coast



FRANCHISEE TESTIMONIAL

Jay & Hope Jenkins - Tile Rescue Sunbury

After working in the manufacturing industry for over 20 years and becoming a dad for the first time I quickly realised that I needed a change in career and, also in direction. I needed to work closer to my family and I needed to have flexibility with my hours. I had played with the idea of starting my own business a few times and had looked into a few franchises that I had seen advertised however struggled to find something that really ticked all the boxes.

I had almost given up on finding that something until my wife stumbled across Tile Rescue online. We were immediately interested as so many of the boxes were ticked; low overheads, exclusive territories, start up and ongoing training and round the clock support all at an affordable price.

We were impressed with the quick response to our initial inquiry and the invitation to meet up in person and talk to other franchisees.

I have never been so happy to work in my local area, not be stuck in Melbourne traffic and be more available to my family that has since grown.



Jay Jenkins



START UP PACKAGES

BRONZE, SILVER & GOLD CATEGORIES

Some territories have more earning potential than others. For this reason, we have introduced a three-tier territory classification process. These packages are based on the earning potential of that territory, reflected in both the initial investment and the ongoing weekly fees payable to Tile Rescue as follows:-



Bronze - from \$58,000.00*

Income Guarantee	\$70,000
Weekly Franchise Fees from Commencement	
Weeks 0 - 6	Zero
Weeks 7 - 24	\$288.00*
Weeks 25 - 52	\$395.00*



Silver - from \$62,000.00*

Income Guarantee	\$80,000
Weekly Franchise Fees from Commencement	
Weeks 0 - 6	Zero
Weeks 7 - 24	\$328.00*
Weeks 25 - 52	\$421.00*



Gold - from \$69,000.00*

Income Guarantee	\$90,000
Weekly Franchise Fees from Commencement	
Weeks 0 - 6	Zero
Weeks 7 - 24	\$374.00*
Weeks 25 - 52	\$452.00*

All fees are inclusive of GST

* Includes CMS licence fee



READY FOR THE NEXT STEPS

Each of the following steps requires more discussion and to be worked through in detail: -

- Step 1** Give Tile Rescue a call on **1800 85 3335** or email recruitment@tilerescue.com.au so we can have a chat to answer any initial questions you may have. We will then send you an Application form and Information Statement.
- Step 2** Complete and return Application form.
- Step 3** After receipt of your Application form, it will be reviewed to confirm you meet our Franchisee requirements.
- Step 4** A member of the Recruitment Team will be in touch to organise a face to face meeting or a visit to the COE. This is a great opportunity to answer any other queries you have but, more importantly, to ensure that both parties are comfortable about taking the next step.
- Step 5** If your application is successful, we will be in a position to issue Review documentation – Disclosure Agreement, Review Franchise Agreement and Code of Conduct.
- Step 6** Once you have confirmed your decision to join Tile Rescue, a deposit is payable. This enables us to instruct our solicitors to prepare final documentation, finalise territory mapping and organising training requirements and start up kit.
- Step 7** Complete 2 weeks' training course. During training Tile Rescue will organise marketing and lead generation for your exclusive territory plus a lot more..... So, when you get home from training you can hit the ground running!

Tile Rescue Pty Limited is a member of the Franchise Council of Australia and adheres strictly to the Franchising Code of Conduct.



NOTES & QUESTIONS





Selected range of Tile Rescue Retail Products

For a full selection of our Tile Rescue Retail Products please visit our website

www.tilerescue.com.au/shop

If you don't build your
"OWN DREAM" someone
will hire you to build theirs!

