



Quick Reference Guide



FRANCHISE
INFORMATION
BOOKLET



Who is your franchisor and what drives him

I started my life like most people in the school environment, where your performance was determined by your ability to understand the one-way that the education system taught its material. Even today, I would not perform well in such an environment. That's not to say that I shouldn't have tried harder (at school), just these environments are not suited to me and that their education system should be more flexible. I believe too much emphasis is on the grades you get at school, as some kind of indicator of future success. As a result, I did not go further than year 11 before I needed to leave...

Unfortunately, at that time, Gerry (my father) had only spent time in employment, and as a result could only advise me to do what he knew "working for someone". So, that is what I did. I got a job working at a contact lens manufacturing facility (getting \$240 a week) Ooch ... It still hurts to think about it.

While not great, the conditions (and pay) provide me with the motivation required to change, otherwise I would still be there today. So, I'm thankful for the experience because it made me who I am today.

To escape this environment, I needed a plan. So I put myself through night school

studying I.T. with an entry point into university.

There was no question that this was a step-up, as it provided a flexible, creative



PROTECT YOURSELF. Learn More...

BEWARE OF THIS SCAM:

Many of my friends and family have fallen for it.

It's a program where you work your tail off for someone else for 40 hours a week, for 40 years, get a \$40 gold watch and then try to live on 40% of what you couldn't live on while you were working 40 hours a week. (also known as "a job")

It has been known to leave people *Just Over Broke* after participating for 40 or more years, yet millions of people fall for it every day.

If YOU are a victim of this scam... then contact me so I CAN HELP YOU TODAY!

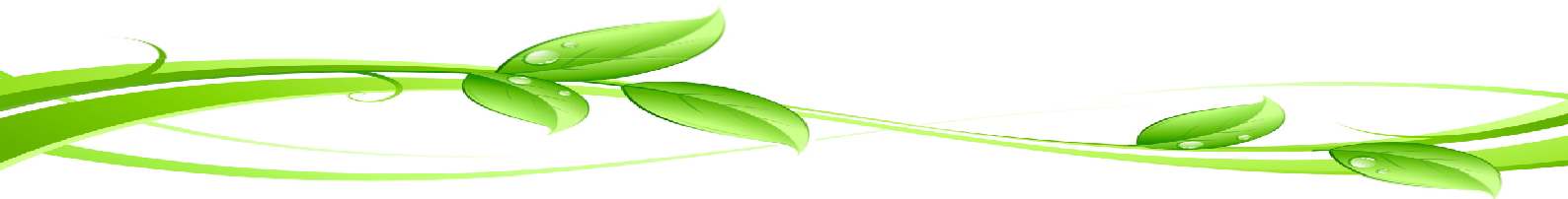
The JOB Scam
Just Over Broke

environment, where I was in control of my life. And it allowed me to prove people wrong ("leaving school early" labelled me as "not very smart"). Unfortunately, it was probably not the most efficient path to financial freedom, as my HEC debt still haunts me.

And there are very few qualifications in the world that are worthwhile doing from a financial point of view..... Think about



" No Thanks! Looks like a Pyramid Scheme!"



what I could have accomplished in those 10 years if I had been in business..... I could be 10 years (plus) ahead of myself.....able to retire at 30?????.....Double Ooch...

Also, towards the end of this 10 years I tried employment, and even a shot at a (non-franchised, start-up) business. Both were hard, both were unsuccessful, and both taught me lessons. One of the biggest lessons I learnt was most employment is terrible. Secondly, starting a business from scratch is stupidly hard, because you just don't have any leverage or advice from someone who's done it before. And ultimately, it's more risky, for less reward.

During this time, Gerry was experiencing problems in his employment and we started talking about businesses, it was a great bonding experience. As luck would have it we had a close friend who was already in Jim's Mowing. So we tried it out and before long Gerry left his job and started a Jim's Mowing business. This business was extremely successful growth 700% in 8 years.

About halfway through, I was doing my

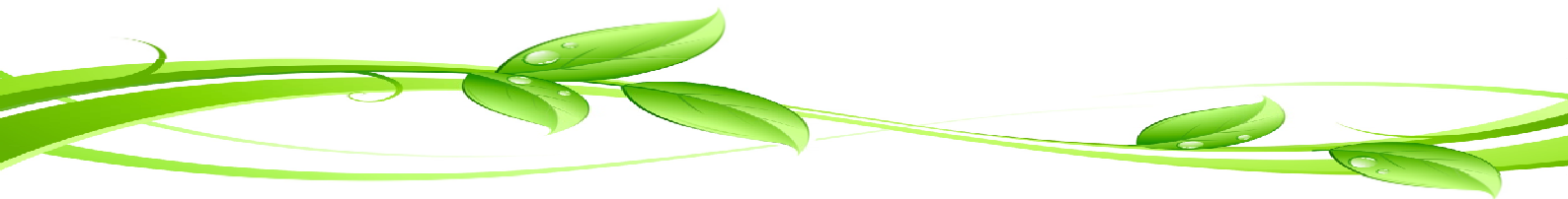
third-degree, and getting very discouraged at the thought of returning to a work environment, where I had to work towards someone else's goals. At least at uni, my hard work was reflected in my results. So at this point I joined Gerry in the business. I still look back at this as one of the most enjoyable periods of my life, and one of the great opportunities my father provided for me. It created an incredible lifestyle, working environment, money and friendship. Working outdoors, in the fresh air, exercising, in a low stress environment, does a man the world of good. 250,000 years building a body for chasing kangaroos, was never built for sitting at a desk, staring at a computer screen, in artificial air, with people you don't



particularly like.

. No, we are meant to be self-directed individuals, working towards things that matter to you and your family. For me





(and others) that happens to be taking days off to play golf, go on overseas trips, attend my children's sports carnivals, pick the wife up a bunch of flowers, help the kids with their homework, paying off the mortgage early and generally be happy.

With all the great things that being a Jim's Mowing franchisee has delivered to us, when the opportunity came up to buy the State rights, we jumped at the opportunity. Imagine being able to magnify our success, through seeing others succeed and change their lives, just like we did. And that is what we do now.

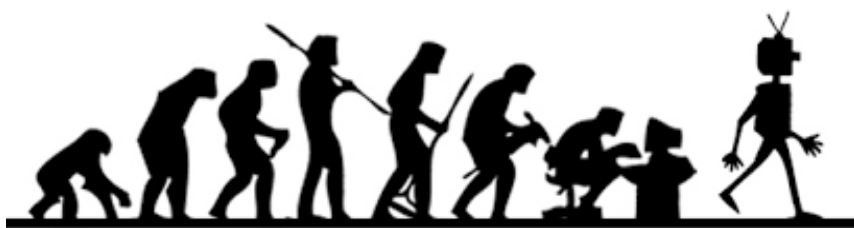
To finish, it is fair to say that we had a fair bit of luck that pushed us in the right direction. We had the desire to make a change, we had a friend that was already a Jimbo, and I had a father that led the way. It is also fair to say, that your stars may not be aligned in the same way and therefore you may have a bigger leap of faith to make, but believe me, it is faith in ourselves and our abilities, that drives changes and therefore results.

To help you get a buddy (like we had), we assign you a local Jimbo who will take you for a day in the field to show you first-hand.

If you're reading this and thinking it's time I made a change, then I would encourage you to call 131546.

I look forward to meeting you face to face.

Shane





Why is Jim's Mowing is a good business

More Work, just turn the Tap

A starting Jimbo is guaranteed enough work to make \$1,500 per week, as long as you want it. Most earn considerably more. You will eventually develop as many clients in your territory as you can look after. A Jimbo with the organizational skills should be able to take on new clients indefinitely by taking on workers, do splits and buying equipment.

Higher Prices = More \$, for reduced work

Higher prices are built on the back of great brands. Great brands are built on the back of quality service and excellent demand creation through top of mind awareness (first choice).

We offer quality service, for a quality price, and our rates reflect this. While quoting and pricing is the choice of every franchisee, internally we promote pricing guidelines, such as \$60-\$80 an hour (on-site) for mowing, with additional services providing a 35% to 300% increase on these figures. Rubbish removal can range from \$120 - \$250 per trailer load and gutter cleaning is normally \$150 for an average size house.

Multiple revenue streams

a) Extra services and brands

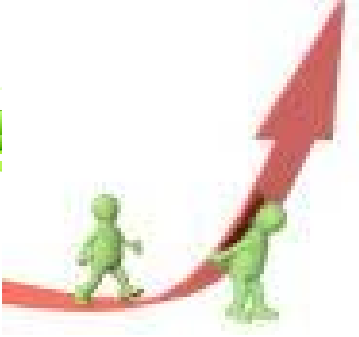
There are a large number of additional services (non-mowing) that a Jimbo can provide to customers. Everything from gutter cleaning to installing hills clotheslines. Some Jimbos may even wish to specialize under one of our sub-brands, namely gutter cleaning, landscaping or rubbish removal.

b) Duplications/ Splits

Duplications/ Splits are an excellent source of value creation (for both the purchasing and selling Jimbo). Jimbos that do splits have been so successful that they no longer have time to service all their clients. In order to continue to grow (and therefore maximize profits) Jimbos will sell off about 60% of the business. The popularity of Split's within the Jim's Mowing group, is evidence of their value, and also the confidence Jimbos have in the Jim's Mowing system and its ability to provide them with new clients. Jimbos quite often do multiple splits throughout their time (i.e; we did approximately 7 splits in 8 years)

Reduced Travel, Time is money

Jobs that are closer together result in less traveling time, and thus greater efficiency and more profit. The Jim's Mowing System is designed to allow you to build ultra-compact rounds very quickly.



Reduced Cost = more profit

Jim's Mowing is always looking to decrease the cost associated with running your business. Major areas of savings include insurance, uniforms, and mobile bills. Savings on insurance alone is worth around \$500.00 (approx.) per annum. Big reductions are available on mowers, brush cutters, trailers and all other associated equipment. As more Franchise Owners join, these discounts should deepen and extend to other areas.

Sickness, Accident, Holidays

A broken leg can mean disaster to an independent, particularly if he cannot find someone to cover his jobs. For a Jim's Mowing Franchise Owner, only one phone call is needed and the franchisor will engage with you to ensure that all your customers are being adequately serviced. Meanwhile, our low cost personal accident and sickness insurance policy (if taken up) covers the bills.

High Resale Value = Your Investment

An independent round sold at the wrong time of the year may bring far less than its true value. An urgent need to cease work may mean the loss of the investment. A Jim's Franchise by contrast, normally increases in value, since each regular client gained in the territory adds to the value. For example, a Franchise with 80 clients would be worth more than one with 30 clients. Exclusive territories also increase the value of the Franchise.

Established businesses normally sell between \$4k to \$25-35k. Of course, prices increase all the time as demand for your services increases. A large business sold via duplication/splitting can fetch even more.

Unlimited Potential = grow as big as you like, on just one set of fees.

Most lawn mowing contractors remain just that, lawn mowing contractors. The Jim's system suits people who are aiming to become wealthy, and will put in the necessary effort to build a major business.

Jim's Mowing puts no limit on your growth. You can employ multiple people, run multiple rounds and/or multiple (simultaneous) trailers. Several of our franchise owners have built substantial businesses this way, and most of these businesses have in excess of 200 clients. Other Jimbos may choose to duplicate/ split their business.

A Co-operative System

The Jim's Mowing system is fundamentally a co-operative. The more Franchise Owners that are successful, the more the value increases for all Franchisees. Newer Jimbos are always impressed by the willingness of more experienced operators to give them help and advice.



Jim's Mowing Support

At Jim's Mowing South Australia your support is our first priority.

"Only a Call away.....Our office has a same day communication policy which ensures that if you require some advice about your business frontline operations, we are there helping you solve it."

Shane Foran

Do I receive mentoring and guidance?

In the first 2 months you will receive weekly calls from one of us and we will also organize a call/visit from one of our training officers to ensure that you are on the right path and focusing on the important things. This high contact period provides you with the knowledge and support you need in the early learning stages of establishing your business.

Even after the first 2 months, you are never on your own. Your mentor will be calling you on regular monthly/bi-monthly basis (depending on what suits you), to help you stay engaged with your business and continue to shape your business to what you want.... "While we can't do it for you, we certainly can point you in the right direction" Shane Foran

How often are Meetings (8 times a year)

We have between 8 to 10 meetings per year, which provide you with the opportunity to network with other franchisees in a fun and friendly

environment. These meetings incorporate skills and knowledge development along with special industry related guest speakers. Meetings content comes directly from feedback you provide and are focused on what is most important in helping Jimbos create more profitable and more enjoyable businesses. Newer Jimbos attend a 30 minute focus session prior to the meeting.


How often do I hear from my franchisor?

About a year ago, (responding to franchisee preferences), we created the weekly briefs to respond to a demand for small, but more frequent information. The brief contains all the group information that you need to know including, Tips and Tricks, New service offerings, Jimbo profiles, times and dates of meetings, guides to Marketing to your customers and increasing prices, workloads and seasonal management.

What about an Operations Manual?

When you become a Jimbo you are given a set of manuals. These manuals are your detailed reference guide to running every aspect of your business, from day-to-day operation to long-term planning. These proven business systems are built on the original principles established by founder, Jim Penman, and have been tested, measured and refined over 21 years.

How do I get work?



How you get your work is one of the most important things in running your business. As a Jim's Mowing franchisee you will have access to the “franchise management software (FMS4) via Jim’s Online, which puts you in control of When, Where and What (type) of work you receive.

What S/W do I get?

The Jimbo App – Better, Efficient work days.

This computer program is unique to Jim's, and developed to assist Jim’s Mowing franchisees. It is design to be intergraded into your work day

- Scheduling
- Customer Records
- Bench Marking
- Invoicing / Quoting
- Expense Management
- Reports
- Brochures



Fully supported. Jimbo App is supported by the Jim's National IT team.

Jimbo Mateship & The Jimbo Community

At Jim’s Mowing SA we work hard to cultivate the opportunity for individuals to form friendships and great working relationships. This mateship is core to the Jim’s community, and includes everything from business mentoring, to covering a job for a sick Jimbo.



Q&A

“Making a complete lifestyle change is exciting, but it’s a big step. Naturally, you’ve got lots of questions. Here are the answers to some of our most frequently asked questions:


Who is your average Jimbo?

Successful Jim’s Mowing Franchise owners come from a variety of backgrounds, few have lawn mowing or business experiences. Most have never worked in this industry before. What is common is that they love this type of work and have decided to make a change in their lives.

The making of a successful franchise owner is more about attitude, motivation, a will to succeed, and a commitment to the brand, than anything else. We only seek applicants who are enthusiastic, committed, and prepared to do what it takes to continue to develop a strong healthy business.

Is Jim’s Mowing for me?

It’s hard work. It can be physical. You’re out in the sunshine, and sometimes the wind and rain. It requires attention to detail. You’re learning all the time, and you’re always meeting new people. Every day is different.



But it’s a privilege. Ask any Jim’s Franchisee, they’ll be absolutely straight with you telling you the good and the bad. And rest a sure, while you’re analysing the Jim’s business, they will be analysing you too. You see, Jim’s Franchisees are fiercely protective of the Jim’s brand, they only want the best to join the Jim’s family. People who are prepared to work together to make Jim’s even better.

What makes a successful Jimbo?

Jimbos come in all shapes and sizes and success means different things to different people. To some people it's a four-day week, for others it's great money. How people go about achieving success is also very different. However, a willingness to learn and improve your business is vital, and this, combined with the discipline to stick to a proven system, will bring you success.

How much can I earn?

There are so many variables that determine what a franchisee can earn. Earning potential varies depending on such things as;

- How many clients you have or want?
- The mix of clients - Residential vs Commercial.
- How many clients per day you want to service?
- The type of equipment you use?
- How good you are at selling extras?

- The amount of leads you take?
- How geographically tight your territory is?
- Lifestyle needs.

Start-up Costs (All New Equip.) \$12-14k.

Business in a box solution that includes;

- *Trailer* (Standard CCN Trailer Package)*
- *Mower* (Honda 216)*
- *Snipper* (Shindaiwa T230)*
- *Blower* (Shindaiwa EB2205)*
- *Stationery Pack including; Business Cards, Magnets, Invoice Books*
- *Uniform Pack*
- *Safety Kits Inc. Chemcert Spray Course*
- *Training & Accommodation in Melbourne*
- *ASIC, Administration Fees*

** Save up to \$8k; If you buy Second-hand/Current owner Equip and Trailer*

Or renting Equip & Trailer equipment via Ezy Rental

Costs of the business 20k-35k

This will vary on what type of business you are looking for New Vs Old.

What are my Operational Expenses p.a?

- Communication – Phone / Internet \$900.
- Uniforms / Office Expenses \$600.
- Equip Costs Inc. Fuel, Repairs & Maintenance, Insurance \$2700.

- Franchise Fees, Advertising and New client contracts approx. \$8400.
- Vehicle Expenses Inc. Fuel, Rego, Insurance, \$6720.

For more accurate examples of income potential, you will have the opportunity to speak with current established Jim's Franchisees during the application process.

What fees are there & what are they for?


- Service Fee (\$498) –Pays for State & National Office & Call Centre.
- New Client Fee- (\$9.90) per “new client” first time introduction, all other leads are free.
- Advertising Contribution -\$138 you are also required to contribute to the Advertising- spent on you and the group.

******Allowing 10 new client contacts per month and your Advertising group contribution - your total out of pocket expenses will be approximately \$700

How does the Jim's Mowing \$1500 guarantee work?

Jim's Mowing supports business not earning \$1500 p/w with the Pay for Work Guarantee (PFWG). In other words, if we can't find you \$1,500 worth of work, then we will pay you the difference.

Of course, there are some conditions – for example PFWG is calculated over your average earnings over the month. i.e.



Week1=\$1800, Week2=\$1000, Week3=\$1800, Week4=\$1800 is an average of \$1600 and therefore does not require support. Work Availability Guarantee is designed to give you security and peace of mind while your business is in its early stages of development.

Most franchise owners with businesses established 12 months or more, should turnover well over the baseline of \$1,500 p/w .

Does the franchise give me exclusivity over my own territory?

You have the first right of refusal of all work that comes into your territory. You also have access to surrounding areas through your LOCAL and ALL (catchment net). The Jim's Mowing work allocation system is designed to provide you with the best opportunity to get the work levels that you require while constantly compacting your round into a more efficient run.

What about marketing and advertising?

We have a qualified and experienced marketing team which undertake extensive marketing and advertising campaigns, creating effective consumer-oriented marketing strategies incorporating TV, Radio, brochures, Yellow Pages, the Internet, charity events, and merchandising, all of which reinforce our trusted brand and top of mind awareness. Our high franchisee numbers

provide a budget with size and scale to achieve highly effective campaigns.

Can I do my own advertising?


Yes you can self-market and advertise in your own territory. Our trailers are our shop fronts, and most of our franchise owners pick up a lot of work from neighbours and people in the same street etc. We are also reliant on our franchise owners to up sell to their clients (fertilising, pruning, gutter cleaning etc.). Jim's Mowing produces a marketing manual, (you will receive a copy when you start), that details many different promotions you can do throughout the year.

Is the mowing market saturated in Adelaide?

The short answer is no. About 75% of Adelaide households still mow their own lawns so there still remains tremendous potential for growth in the Adelaide market. Our regular client base has grown every year for the last seventeen years, and the Customer Contact Centre still receives on average more than 80 new jobs per day. In a hectic world people are continually looking for ways to take advantage of their free time and increase the value of their homes.

Can I work with my spouse/partner?

Yes, some of most successful business operators have been husband and wife teams. At the end of the day, it's your



business and you can choose to employ whoever you wish.

Do I get help with the bookwork?

Yes. We understand that accounts and paperwork can be very frightening to new business people. Jim's Mowing has a proprietary computer program called Jim's Jobs. Jim's Jobs allows you to record the work you do, automatically schedule regular clients (creates your iPad diary), and provide you with BAS (quarterly GST) statements and your profit and loss (annually). Also, our training covers everything you need to know, like budgeting etc.

What if I have a problem?

The JimboSA team is made up of people rather than products and services. Our system is designed to make communication easy and effective. Each situation is handled individually, and if a Franchisee's circumstances change, due to issues such as divorce or health problems, this philosophy encourages all parties to work together to ensure the best possible outcome is achieved.

What's the next step?

The real decision about becoming a Jimbo lies in seeing it first hand, including the money, the type of work and the personal satisfaction associated with doing a good job. We call it the 99% because, in just about all cases, it delivers what you need to move forward with confidence. Please

complete the form and one of the staff will get back to you asap, or call 1300 783 928

Your day in the field is with one of our experienced training mentors, who is currently operating a very successful franchise. This day allows you to get a hands-on feel for the type of work, and the prices charged. Days In the Field start at 8am from our office at 203 South Road Ridleyton, on most Tuesdays or Thursdays. They tend to finish about 2.30pm, at which time Shane will spend about an hour going through any additional questions you may have, about Jim's Mowing, or a particular mowing business.

After a day in the field working with an experienced Franchise Owner, and the initial interview, you will have a real feel for the business.



Testimonials

ROBERT GUIDOLIN – JIM'S MOWING (HOPE VALLEY)

What did you do before joining Jim's Mowing?

I worked for Shell/Coles Express for 11 years. I started at a service station owned by a single operator as console operator, they were bought out a couple years later by a company who bought all the servos and I was made manager of that site. I worked my way up to managing bigger sites until I decided I needed to see the world, so I went travelling for a year. When I came back I started at the bottom at Shell again and worked my way back up to managing a site then taking on a role of overseeing many sites.

We were then taken over by Coles and they changed all the structures and I went back to managing 1 site.

What frustrated you about your previous employment?

When Coles took over they were a National company and wanted everything the same across Australia. They wouldn't listen to what we had to say and what worked locally. They put a lot of pressure on KPIs even though the changes they were making were detrimental to the sites. They never listened to anything we suggested and it became very frustrating. I knew what could be done but wasn't able to do it. So I decided it was time I put my managing, business and practical skills to better use.

What were you looking for in an opportunity?

My wife and I decided we wanted to buy a Franchise we weren't sure which franchise. We wanted to be able to make more money than we were previously in our current Jobs, but we wanted to still maintain our lifestyle and be able to have control


Why did you end up choosing Jim's over other things you were considering?

We looked at quite a few franchises, but price and hours having to work turned us off a lot of them. We also then decided that we would rather have a business that could be run by one person and the other could have a regular paying job. We narrowed it down to mowing franchises. We got the information packs from 2 of them and never received the third (so that ruled them out straight away) . My best mate had a Jim's Franchise and had been running it for 2 years , before being a Jim he had approximately 20 jobs in the last 5 years, and he had managed to stay a Jim for 2 years. I thought if he could stay a Jim that long then I definitely could do it. So we still had to make a choice out of the 2 it wasn't a very hard decision Jim's presence was so much bigger and 1 main factor was the trailer designs. I just couldn't see how the other company could make money with the trailers they had (and to this day I still wonder that).

Plus an added bonus was that I had a mate in Jim's who was able to help me out as I was getting started.

What did you like best about Jim's Mowing?

The support we have on tap is great . Be it our Franchisors or my fellow Jim's, they are only a phone call or email away. The regular meetings we have put on by our Franchisors bringing in guest speakers and supplying us



with plenty of information. Also, being able to catch up with other Jim's and discuss business and learn new tricks and reassure yourself that your business is going well.

The great deals Jim's is able to offer; be it the mobile phone plan, insurance, stationery and many others.

The lifestyle Jim's has provided would have to be the biggest factor and the flexibility and opportunities it has provided has been amazing.

What do find challenging about being in Jim's Mowing?

Being able to have a business as big or as small as you want. I chose probably the middle ground. I bought 1 territory with 70 clients over the first 2 years I bought another 2 territories and took on an employee, (he is still currently working with me). I now have around 150 regular clients that we do full garden maintenance and about 300 casual clients. We pride ourselves on giving 100% service to all our clients and keeping our standards at the highest level. The challenge being that giving 100% is that I receive 100% back and it's not going into someone else's pocket.

Details of the kind of money you now make compared to your previous employment?

In my previous employment I was working around 50 hours a week and earning 50K a year. In Jim's I work around 30-38 hours a week and would earn around 150K a year.

What can you say about your lifestyle in comparison to your old?

The freedom and flexibility I have now is amazing. I do not work weekends and have

weekdays off when it pleases us. We are able to go on holidays twice a year. We are able to have a few luxuries eg. Vehicles.

Where do you hope Jim's will lead you?

My goal is to retire after being a Jim at 50 (that's another 15 years). In that time we plan to pay off our mortgage and make a big dent in the 2 rentals properties we have been able to buy (even buy another).

With the 3 territories I have, I plan to split them 5 times closer to retirement for a nice profit and bonus.

Support and Training?


The support and training I received and still receive has been vital to my business in its success. Both on hands training out in the field and the theory training I received on start-up were a great help to answer any question and problems I had. To this day, I still receive great support from my franchisor on anything I need answered or help with.

We can't forget about our fellow franchisees that are also just a phone call away or pull up for a chat when you see them on the road.

ROBERT BISHOP AND VEERLE HEYMANS – JIM'S MOWING (REGENCY PARK)

What did you do before joining Jim's Mowing?

I was 20 years as a Registered General Nurse. I worked in intensive care units, and high dependency surgical wards in all the major public and private hospitals within South Australia. I was essentially a contractor employed as needed. My success in the industry was based on the fact that I was particularly good at orientating to a new ward



quickly and achieving a high standard of care that could be relied upon by the hospital.

My wife, Veerle was an insurance fraud investigator, contracting to companies such as SGIC, and Work Cover.

What frustrated you about your previous employment?

It was a thankless job, with no future. The patients generally appreciated what we did, unfortunately nurses tend to be used, abused and discarded by hospital administration. The health system in general has been asked to do much more with much less.

The insurance investigation industry is high pressure, results driven. Remuneration is good but continued employment for contractors can be linked to the client's perception of value to them. For example, more loop holes to avoid paying out on policies results in more work for the contractor.

What were you looking for in an opportunity?

Lifestyle, lifestyle, lifestyle. No weekends, no shift work, no stress, fewer deadlines. A visible and direct return on your investment of sweat, time and finances. The harder I work the more my family benefits.

Why did you end up choosing Jim's over other things you were considering?

Basically, other businesses I considered had a predictable impact on my lifestyle requirements. Usually other businesses involved a considerable investment of financial resources beyond which I was prepared to risk, for example a Dymocks book store required an investment of

\$750,000. Jim represented a manageable financial risk that did not require me to put the family home at risk.

What do you like best about Jim's Mowing?

Freedom to pursue my business without some of the more onerous restrictions imposed by other franchised businesses in this industry. The support, friendship and advice offered by other franchisees and our franchisors.

The advertising power of the group, and above all else, the 98% market recognition among our client population. This power boils down to a licence to print money.

What do you find challenging about being in Jim's Mowing?

Work/life balance, (work smart not hard). Increasing hourly turnover, decreasing overheads. Deciding what to pursue next, in anticipating the needs of the clients and of the season. Maintaining focus, drive and motivation.

Details of the money you now make in comparison to your previous employment?

My wife and I own the business jointly. I operate the business. With her support I make enough turn over to provide us with an income that is equal to that that we made pursuing our careers. I work 4x 9-10 hr days (36 — 40hrs) per week, we employ 1 man 18 -20 hrs per week. No shift work, no stress, and no politics. And my wife can do what she wants to do and concentrate on being a mother and raising our two boys, keeping our home and supporting me and the business.



**STEVE BURDETT – JIM'S MOWING
(HINDMARSH)**

What did you do before joining Jim's Mowing?

I worked in retail for a number of years and studied Engineering at university. I wasn't very motivated by Uni and quit before finishing. I then worked as a table games dealer at the Adelaide Casino for 4 years.

What frustrated you about your previous employment?

Working both day and night shifts and the work environment was hard on me mentally. I found that I couldn't earn anything above my hourly rate no matter how hard I worked and getting promoted was based on who you were friends with more than previous management experience or skills. I couldn't choose when I worked or who I worked with.

What were you looking for in an opportunity?

Flexibility in when and how hard I worked, with the chance to generate passive income. Minimal risk. Preferably no boss, and as few restrictions as possible, yet support when needed.

Why did you end up choosing Jim's over other things you were considering?

I wanted to work in a trade based industry, but couldn't afford to go back to an apprentice wage as I had a mortgage. I also wanted to be the boss as soon as possible. A franchise seemed a good way to go due to the higher success rate over new businesses, but retail based franchises were expensive and didn't have the flexibility I was after. I enjoyed

redoing the garden at my house and loved mowing lawns at the parent's house as a kid. I didn't expect to make a huge amount of money mowing lawns, but figured I could work out how to make it successful enough to live comfortably.

What do you like best about Jim's Mowing?


Not having a boss! Being able to employ workers and earn passive income. Being in complete control of when and where I work. Knowing that I can retire early and still earn a regular income. The value of my business grows as I add new customers, which enables me to split my business and receive large sums of money for doing very little.

What do you find challenging about being in Jim's mowing?

Coming up with better ways of doing things. Figuring out whether to split my round or put another trailer on the road, whether to invest in larger equipment or reduce debt, whether to travel further to get extra work or compact my round to reduce expenses. I actually find it more fun than challenging. When I try something and it works, I know I've made everything that bit easier and/or more \$\$.

Details of the money you now make in comparison to your previous employment?

I made about \$45k per year at the casino working 38 hours a week, as a casual, mostly late nights over the weekend. My first year in Jim's I turned over \$90k before expenses. In the last 12 months I've turned over \$205k and only work around 20 hours/week including bookwork, paid out \$60k in wages and \$40k on regular expenses (Also spent \$26k on a



ride-on mower and big tipper-trailer). I have 2 trailers on the road with 4 casual employees sharing the work. I've also split my round 5 times in 5 years for a total of \$90k extra income.

What can you say about your lifestyle in comparison to your old one?

At age 29 (before Jim's) I was stressed, always tired, working very hard and didn't see a bright future. Now at age 34 I don't really have to go to work at all if I don't want to. If I want I can work my butt off and generate some serious money, but I generally let my employees do most of the work. I choose to enjoy working less and spend more time with girlfriend, family, travelling and renovating my house. I never miss a rock concert or birthday party, and there's never a moment at work when I wish I was at home.

**DARREN LEE — JIM'S MOWING
(KIDMAN PARK)**

What did you do before Jim's Mowing?

I spent the last 25 years working in the Retail Sector. Most recently at Harris Scarfes for 13 years and prior to that 12 years with John Martins before they closed. I worked as a Storeman and a Salesman, both jobs requiring weekend work and Friday nights.

What frustrated you about your previous employment?

The lack of real career advancement opportunities and wage levels was the major consideration. I wanted financial security for myself and my family. Another motivation for me looking at other opportunities was the weekend and Friday night work, and also my complete frustration with management in


seeking holidays or rostered days off. It seemed like every time I applied for leave it was declined, because it was "the January sale, Easter sale, end of financial year sale, October sale or Christmas sale or any other sale they could think of".

What were you looking for in an opportunity?

Lifestyle change would have to be the short answer. With 2 young children I wanted to be able to spend more time with them, not see the disappointment in their faces when you tell them you can't watch their weekend sport or attend their dance concert because you have to work. I also wanted to achieve financial freedom and stability for myself and my family. This is something I definitely wouldn't have been able to achieve working in Retail.

Why did you end up choosing Jim's over other things you were considering?

Jim's Mowing seemed to be the "right fit" for what I wanted to achieve, financial stability, lifestyle change and the opportunity to be my own boss and therefore in complete control of my future. Jim's weren't the first group I approached but they were by far the most informative, professional and supportive. I felt that even though I was entering into this venture on my own, the support would always be there from the Franchisors. Even to the point where on my first few days on the job I was accompanied by an experienced Jim who could show me the ropes. The capital outlay was also minimal compared to other franchises I had looked into, and the fact that the Jim's brand is such a public entity made the final decision comparatively easy.



The compulsory week long training session I attended in Melbourne was also very beneficial, in that it allowed me to meet with other "Jim's" who were about to embark on the same journey. It also gave me a further insight into the complete professionalism of the whole Jim's Group.

What can you say about your lifestyle in comparison to your old one?

Since I bought my Mowing round, I have lost count of the number of times I have been told by family and friends how happy and relaxed I look. I knew I wasn't happy where my work life was heading beforehand, but I never realised how visible it was also to everyone else. My quality of life has improved immensely due to my increased earning capacity and also I have achieved that all important work-life balance, and have lots more time to spend with my wife and kids.

Where do you hope Jim's will leave you?

Obviously financial growth is paramount. I hope to be in a position to do a split by the end of the third year, and then rebuild my client base to a point where I can then take on employees and expand further. All the while keeping in mind the work-life balance.

JEFF HOOPER - JIM'S MOWING (HALLETT COVE SOUTH)

What did you do before joining Jim's Mowing?

I came to live in SA in 2008 with my wife, Linda, to be closer to family. Prior to shifting I was employed for 6 years as Sales Consultant for Resene Paints in Taupo, NZ and before this had my own Engineering Supply Shop, selling to Retail/Trade. The


downturn had started when we arrived and at 57 I was unable to find permanent employment despite sending out hundreds of CVs. I changed direction and completed a Tourism Diploma, but again discovered the travel industry was only looking for experienced consultants. That's when we started looking for self-employment opportunities.

What were you looking for in an opportunity?

Well, the first thing, was finding something to get my teeth into and start feeling worthwhile again. We were looking for something both of us could participate in together. Linda was a Manager with good secretarial skills previously, so was able to handle paper work, etc. We looked at several franchise opportunities, but Jim's appealed to me as we had run our own lifestyle block in NZ as well as work commitments. I love the outdoor lifestyle and Jim's ticked all the boxes. Buying an existing franchise, with an instant customer base, was important to us at our ages, and we were lucky enough to buy a franchise close to where we were living and the area was known to me.

What do you like best about Jim's Mowing?

The support we got from Gerry, Shane & Rets our Franchisors was vitally important to a smooth transition and has been on-going, only a phone call away or by email. We were impressed from the very first initial meeting. Going to the full week's training at Headquarters in Melbourne and meeting the real live JIM was equally as important. Also, talking to other prospective Jim's gave me confidence that, yes, I could do this. Our local Franchisor's monthly newsletter and tips,



reminders and sharing with other franchisees is very encouraging as is the National Newsletter.

I have only been a Jim for 12 months, however my customer base is growing steadily. I have formed a good relationship with the existing customers and my new ones. The leads that came through are good quality and the opportunities to quote for other services, such as, gutter clearing, pruning, spraying, slashing, as well as mowing also appeals. Also, I am proud to be part of a professional team where customer service is paramount.

What do you find challenging about being a Jim?

It has been a huge learning curve but easier than I anticipated. It was very tiring at first with the physical work and good fitness is very important. Keeping a good diary is essential and the Jim's Systems online are excellent. Juggling times and weather conditions was challenging, but having now completed 12 months I am looking forward to what the next 12 months will bring.

Where do you hope Jim's will lead you?

It is our intention to grow the business to a size where we can complete split/s. I anticipate that I could carry on with this career for many years to come as there is no restriction on age. It is a healthy lifestyle, my wife, Linda, can contribute, so we feel we are a good team. This gives us a sense of achievement and excitement for our ongoing future.

**GRANT HAYWARD – JIM'S MOWING
(PORT AUGUSTA)**

What did you do before joining Jim's Mowing?

Before joining Jim's I was working as a Security Officer at Olympic Dam.

What frustrated you about your previous employment?

Working at a BHP site is challenging to say the least. While the job and money was very good, the rules and regulations and constant overseeing by BHP Supervisors was over the top.

Why did you end up joining Jim's over other things you were considering?

We had been considering starting our own gardening business while we were working at Olympic Darn. The company we worked for lost the security contract and therefore, we lost our jobs. Knowing two other Jimbos who were very happy with their businesses, helped us to decide that Jim's Mowing was the right choice for us. The professionalism of the Jim's Group very much impressed us. People trust and respect the Jim's name, and that has helped us to grow our business very quickly.

The help and support has been terrific!

What did you find challenging about being in Jim's Mowing?

Number one is learning to say no! Getting the balance right between work and play is still eluding me, as I've been doing this for over 3 years and still work the majority of weekends, but not all, so I'm getting better at it.

**ANDY FENWICK- JIM'S MOWING
(BRIGHTON)**



What did you do before joining Jim's Mowing?

I was a tour guide in Africa and South America before coming to Adelaide where I took tour groups through the outback and to Kangaroo Island.

What frustrated you about your previous employment?

I was always on the road with very little down time, and tourism is also one of the lowest paid industries.

What were you looking for in an opportunity?

My wife and I wanted to settle and start a family, so I needed more of a routine and a job where I could control my own hours.

Why did you choose Jim's over other options?

I chose Jim's as they came across very professional and well organised. All the other Jim's I spoke to really enjoyed their work and controlled their own hours depending on what sort of income they wanted or needed.

What do you like best about Jim's Mowing?

Being my own boss is fantastic, I have more time with my family and set up my hours around our needs. The franchisors are only a phone call away, if I ever have any questions or need anything.

What do you find challenging?

There is more work than just the daily mowing etc. You get home and spend time organising your diary and ringing clients each

day, as well as accounting. It is often hard chasing payments from clients too.

What money do you make now compared to previous employment?

Compared to tour guiding where I worked huge hours, I now make double the money in half the hours which means more time with my family.

MATTHEW NEWMAN – JIM'S MOWING (GREENACRES)

What did you do before joining jim's?

I worked as a social worker.

What frustrated you about your previous employment?

I did enjoy my profession, but it was just time to move on. There were some restrictions within the job, which I felt did not allow for personal development.

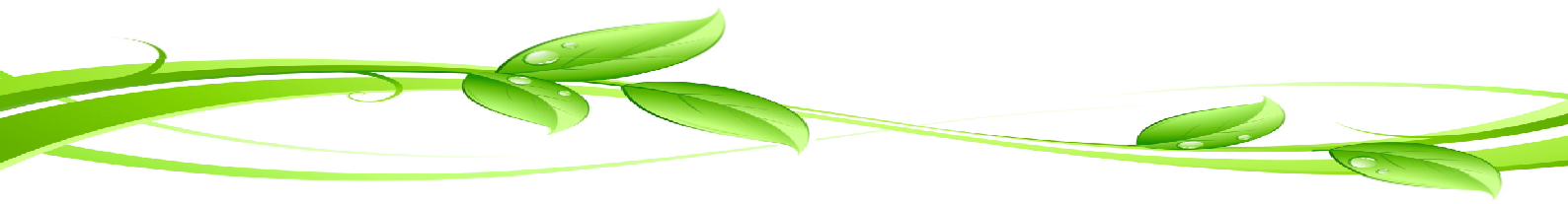
Why did you end up joining Jim's over other things you were considering?

I chose Jim's because I was entering into a new faze and area of my life, and the Jim's system offered excellent training and ongoing support, while allowing me the independence of still being my own boss and developing my business to my own requirements.

What do you like best about Jim's Mowing?

The responsibility of having my own business, and the associated independence of being in charge of my own life.

Jim's offers me contact with everyday people and I can be of help and assistance to them, in a way, not dissimilar to my former job. I have



some clients that I can choose to do those extra little things for, like my elderly clients, which makes me, and them feel good. Being outdoors is a bonus, and not having to wear a suit. Achieving an increase of approx. 30 new clients in my first three months, was both a personal and business achievement, of which I am proud of.



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