



The Gutter-Vac Opportunity

— Would you like a lifestyle change?
— Are you ready to be your own boss?

Take control
of your work life
today!

**GUTTER-VAC**[®]
Clean. Safe...Easy

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01

The Gutter-Vac Concept

...necessity is the mother of all invention

Gutter-Vac has revolutionised the way in which gutters are cleaned.

Prior to Gutter-Vac there was only one way to effectively clean gutters by hand. Warren Ballantyne, the Franchisor and Founder of Gutter-Vac, pioneered the first effective gutter vacuuming machine.

Warren investigated the market and at the time there was only a crude form of vacuum equipment available, which was totally inadequate for cleaning gutters.

It took Warren (with the help of some local engineers), two years to research and develop vacuum machinery to make it suitable for cleaning gutters. During this time, systems and procedures were also developed and the Gutter-Vac franchise system was born.



Gutter-Vac is the founder of the gutter vacuuming market and after 23 years it continues to be the gutter vacuuming market leader.



Gutter-Vac is operating in eight Australian States and Territories and is currently the largest gutter vacuuming network in the world.



The gutter vacuuming industry is in a huge growth stage and this is your opportunity to be part of the booming service industry.



The Gutter-Vac Service

...an embraced necessity



The **Gutter-Vac service system** allows for the quick and safe removal of debris and leaves from domestic and commercial properties. The system is used in a wide variety of cleaning services including ceiling cavities, rainwater tanks, school sites, storm water sumps and commercial sites. Cleaning gutters is only part of the service. Our wet + dry equipment can vacuum anything.

The Gutter-Vac

Cleaning Service:

All over Australia property owners have become increasingly aware of the necessity of having their gutters cleaned and Gutter-Vac franchisees are reaping the benefits.

1. Saves time and effort.
2. Reduces the possibility of fire damage.
3. Eliminates the chance of water build-up and serious damage to building structures.
4. Reduces breeding areas for insects.
5. Having the gutters cleaned twice a year for 10 years is less expensive than installing gutter protection devices.
6. Reduces the amount of dust mites in ceiling cavities and may improve health.
7. Eliminates the risk of falling from a roof or ladder.
8. Reduces high nutrient waste washing into drains and poisoning our waterways.
9. Lengthens the life of gutters.



With a mobile business like **Gutter-Vac**, you can run it from a home office. Because I don't pay rent, my expenses are significantly lower, and I can make more profit for me and my family."

Brocq Robertson - Gutter-Vac Shepparton (2017)



The Gutter-Vac Team

...great people to work with

The Directors of Gutter-Vac Pty Ltd, Warren and Anne Ballantyne, work closely with the Gutter-Vac Operations Management Team to support all Gutter-Vac franchisees and to continually grow and improve the Gutter-Vac system.

Prior to Gutter-Vac, Warren and Anne worked together in a large successful plumbing business for over 25 years. It is that hands-on experience in the service industry that has equipped them with the skills and know-how to offer franchisees real and relevant support in their daily operations.

Warren and Anne are also the founders of Ballantyne Safety, a business that has developed safety equipment specifically for temporary roof work.

The Gutter-Vac Head Office is located in Brisbane, Queensland.

Head Office supports all Australian franchisees and consists of:

The National Operations Team

Who directly support franchisees in their daily machinery and business operations.

The Reception Team

Who field all the out of area 1300 calls and online enquiries and distribute work to franchisees.

The Compliance Team

Who manage our franchise system quality assurance.

The Accounts Team

Who handle all royalties and invoicing.

The Marketing Team

Who handle advertising, communications, social media and our digital presence.

The Contract Team

Who manage any national contracts we hold.



Communication and Mentoring

...you talk, we listen

Gutter-Vac strives to build a personal relationship with each of its franchisees. The full capacity of the Gutter-Vac network in Australia is around 100 franchises, so the network will never be too large to lose its personal touch.

Gutter-Vac understands that if a franchisee needs support then someone has to be available to help. Every franchisee is invited to call a Gutter-Vac support member at national office.

Gutter-Vac also provides online information through a cloud-based portal, live sales data and regular News Feed. An annual conference with guest speakers includes important know-how sessions and franchisee networking.

Gutter-Vac understands that franchise relationships are built on trust. Its focus is to have a group of franchisees that not only feel that they have purchased a good business, but that they can trust the people who help them manage that business.



We now have 5 employees, including our youngest son. We are generating more revenue, along with a healthy net profit, way beyond what we envisaged when we began. Gutter-Vac is now the #1 Franchise and have, and continue to be, a great support to us.”

Mike Downey

Gutter-Vac Adelaide Central,
Adelaide Hills, Adelaide Outer
North, Adelaide South and Northern
Territory (2013)



Full Training and Support

Gutter-Vac is constantly researching and developing its training course and improving the operations manual so that franchisees are at the forefront of their industry.

The initial **Gutter-Vac** franchise training consists of a seven-day course held in Brisbane, Queensland where new franchisees receive training in operations, safety, customer service, service recovery, quoting, reporting, administration systems, marketing, accounts, sales and business development planning.

Business Coach

A business coaching session is included in the marketing section of your training. Your coach will support you for a designated period after your initial training.

Benchmarking and Reporting

Gutter-Vac understands how important benchmarking and reporting are in any small business. Gutter-Vac utilises a cloud-based portal which provides franchisees with weekly sales reports, a Gutter-Vac reference library and a training and resource centre.

Training and Resource Centre

Gutter-Vac understands that sometimes our franchisees need support outside office hours. We have online videos and information that are available 24/7. This online portal also includes safety training so that you can train your staff to work safely at heights.

Peer to Peer Support

Gutter-Vac's Franchisees provide a wealth of knowledge and support for new and existing franchisees alike. We provide a closed Facebook group where Gutter-Vac franchisees can 'talk shop' but can also ask questions and get advice to assist them in their business. The Gutter-Vac annual conference provides information to assist you in your business and plenty of opportunities to interact and talk with the other franchisees, who genuinely want to help and support each other.

Personalised Support

Gutter-Vac maintains a support file for each of its franchisees, where their progress and successes within the franchise system are closely followed.

Gutter-Vac understands that when a business owner buy a franchise rather than going into business on their own, they do so because they value the existing knowledge and support that is available in a franchise system.

Gutter-Vac provides and maintains each of the following support services for its franchisees without charge:

1. The Gutter-Vac website (www.guttervac.com.au)
2. A personalised Gutter-Vac email address
3. An online service where customers can request a quote

Credibility and Market Intelligence

...pioneers and experts in our field

The Gutter-Vac machinery is very reliable and robust, as well as easy to use and service.

Over the years, the machinery application has been expanded to facilitate the cleaning of ceiling cavities (to remove dust, dirt and unwanted ceiling insulation) and rain water tanks.



Gutter vacuuming pioneers and the leaders in our market

Gutter-Vac is the leader in the industry. Prior to Gutter-Vac there was only one way to effectively clean gutters... and that was by hand. Gutter-Vac successfully pioneered the first effective gutter vacuuming machine.

■ **Emphasis on safety**

Gutter-Vac identified very early on that Workplace Health and Safety is a very important component of its business. We do all that we can to ensure that every franchisee (and their employees) enjoy a safe working environment and are protected from personal harm. All our franchisees complete a certified height safety training course and are issued with a certificate from our RTO certified sister company Ballantyne Safety.

■ **Longevity and franchise success**

Gutter-Vac has been established for over 23 years and has franchises nationwide. We pride ourselves on the success of our franchisees. Their success is Gutter-Vac's success. In 2017, Gutter-Vac was awarded #1 Overall Franchise in Australia by Top Franchise.

■ **R&D**

Gutter-Vac's safety training course, operations manual, machinery and systems will continue to be updated to keep pace with change.

■ **FCA**

Gutter-Vac is a proud member of the Franchising Council of Australia. Warren Ballantyne has been on the FCA Queensland State Chapter Committee for eight years and has now been elected to sit on the Committee for a further two-year term as President and Director of the Franchise Council of Australia Board.

■ **USA**

Gutter-Vac has achieved its goal to position itself into the North American market. Gutter-Vac trades as 'Outback GutterVac' in the USA and franchise sales commenced there in 2016.

Business Simplicity

...it seems too good to be true (but it is)



I spent years researching all sorts of business types. Finally, I found Gutter-Vac, a niche business, no office or shop required, no rent and mobile, and service based. Exactly what I wanted."

Mina Moussa
Gutter-Vac Manningham
Gutter-Vac Whitehorse
(2015)

Simple systems

Gutter-Vac has business models that are easy to follow.

Low Cost

- Is a mobile, home based franchise system with no high leasehold expenses
- Does not ask franchisees to purchase products from the franchisor
- Has machinery with low maintenance and running costs
- Does not ask franchisees to contribute to a marketing fund

A tried and tested system

There are three core elements of our franchise operation:

- 1 A machinery configuration that is reliable and easy to use, that is low maintenance and has components that can be easily accessed by franchisees from their local suppliers
- 2 Systems and procedures that are easy to follow and effective when applied in a small business
- 3 Low running costs



Financials Factors

...show me the money!

Gutter-Vac also has a very fair royalty structure

The royalty is graduated from:

| Year | Minimum | OR | Maximum |
|------|-------------|-----------|-------------|
| 1 | \$220 + GST | 10% Gross | \$420 + GST |
| 2 | \$245 + GST | 10% Gross | \$420 + GST |
| 3 | \$275 + GST | 10% Gross | \$420 + GST |
| 4 | \$295 + GST | 10% Gross | \$420 + GST |
| 5 | \$320 + GST | 10% Gross | \$420 + GST |

Please note that the royalty is not the only financial obligation under the Franchise Agreement. For full disclosure of all financial obligations, please refer to the Gutter-Vac Disclosure Document and Franchise Agreement.



The Initial Franchise Package

The cost of a new **Gutter-Vac** franchise is

\$79,400 (plus GST + freight).

The Initial Franchise Package includes:

- The Gutter-Vac trailer and machinery
- All basic tools, stationery and uniforms needed to start your business straight away
- Start-up advertising package boxes
- A comprehensive training course that covers customer service, safety, operations, systems, procedures, business management, accounts, marketing, promotion, sales, machinery and equipment maintenance, tank cleaning and pressure washing *
- An Operations Manual
- A unique and comprehensive safety system
- Business Coach
- Follow-up coaching
- 'How to quote' training
- Machine servicing sessions
- 2 days onsite training with an existing Franchisee
- Corporate marketing package
- National 1300 number set up and directed to you
- Social media presence
- Personalised and Localised website page

* The cost of food, travel and accommodation is not included in the Initial Franchise Package.

** All amounts are adjusted annually to CPI.

A Business for Everyone

...more than simply cleaning gutters

A **Gutter-Vac** franchise affords work autonomy and flexibility, with the capacity for innovation and creativity. It is a vehicle for business owners to grow their own small business.

There is much more to a Gutter-Vac franchise than simply cleaning gutters. Our franchisees undertake marketing, human resources, work distribution, quotations and accounts management roles.

The franchise system provides franchisees with the tools to excel in their business. A Gutter-Vac franchise is a great opportunity for people to work from home.

Many Gutter-Vac franchises are run by couples, where one partner works the machine while the other partner manages the office. Saying that, we also have a number of franchises that are run by men on their own and women on their own. Gutter-Vac is a business for everyone.



I think the royalty structure is fair. I guess being in the top earners we actually don't pay that much in royalties, there is an advantage to earning more and you aren't penalised".

Peter Hayne

ACT North, ACT South, Sunshine Coast North,
Sutherland Shire (2004)



The Franchisee Placement Program



The goodwill of the **Gutter-Vac** brand lies in the hands of our franchisees. That is why our Franchisee Placement Program is so important.

The program consists of a six-stage process:

- 1 Visit website and read Information Pack
- 2 You will be contacted by our Sales Team
- 3 Speak with Warren Ballantyne, Franchisor and Founder
- 4 Sign Confidentiality Agreement and complete Application Form
- 5 Receive Disclosure Document and draft Franchise Agreement
- 6 Pay a deposit, secure territory and confirm training dates
- 7 Sign Franchise Agreement, complete training and commence operation



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Why Gutter-Vac?

- **With Gutter-Vac you buy a business that becomes an asset**
- **It's a franchise with a low entry cost**
- **It's the ideal business for you if you love to work outdoors, with people and if you have machinery experience**
- **No rent is required**
- **Low overheads**
- **You can be your own boss and the leader of your success**
- **No stock to purchase**
- **No advertising fund contributions**



The price range and there are no qualifications needed and it wasn't working in retail "7-day trading" in a shopping centre business. It was something that I could do easily".

Phil Valencour

Brisbane Central, Brisbane North, Brisbane North West,
Brisbane North East (2007)



Commercial Vehicles Options

With **Gutter-Vac** you have two commercial vehicle options if you choose not to take the trailer and machinery package, as offered in the initial franchise package:



Gutter-Vac Van package that includes:

- Ladder racks
- Load area ventilation
- Cab-Load area separating wall
- All Gutter-Vac equipment fitted
- Sign writing
- Lifting platform or ramp



Gutter-Vac Truck package that includes:

- Ladder racks
- Tool box
- Lifting platform for drum removal
- All Gutter-Vac vacuum equipment fitted
- Sign writing

Join the Team...

Gutter-Vac is an outstanding franchise with simple, innovative and effective equipment, systems and procedures.

The company success depends upon the success of its franchisees, which makes the welfare of each and every one the most important element in our business.

Get to know some of the Gutter-Vac franchisees....



Chris Dobson & Therese Drysdale

Gutter-Vac - Tasmania (2016)

Chris & Therese wanted to work together as a couple in their own business. They purchased Gutter-Vac Tasmania, which had been in operation for 15 years! Together they have found a balance of working as a couple and growing their business. They have more than doubled the existing business since they took it on. Chris and Therese, along with all Gutter-Vac franchisees, pride themselves on customer service, but no one receives as many positive customer feedback surveys as Chris and Therese.



Mike Downey

Gutter-Vac - Adelaide Central, Adelaide Hills, Adelaide Outer North, Northern Territory (2013)

Mike came from the banking world prior to Gutter-Vac. He wanted to take control and own his own business and came to Gutter-Vac with a lot of knowledge and even more enthusiasm. Mike, along with his wife Marie who now also works in the business, own not one, but 5 territories, including the Northern Territory. Both of their sons have and do work in the business with them and they have achieved incredible success. Mike is known throughout Gutter-Vac for his ability to find and secure contract commercial work, as well as drinking good red wine! Always ready to lend a hand to other franchisees, he – and his family – are great members of the Gutter-Vac family.



Brocq Robertson

Gutter-Vac - Shepparton (2017)

Brocq was a very loyal employee for more than a decade in the fabrication industry. As a very astute young man, he wanted to take control of his life and get into business. After exploring his options, he decided to join the Gutter-Vac team as a franchisee. Working in a rural area, Brocq has lead the way with a local reputation that continues to bring work to his business. Brocq is the definition of a 'good Aussie bloke' that is well liked throughout Gutter-Vac.





Here at **Gutter-Vac** we pride ourselves on our franchisee relationships. I, as founder and franchisor of **Gutter-Vac**, feel personally responsible for each franchisee. Our franchisees not only put their trust in us and our business, but they take a significant financial and emotional leap into the business world and we must take responsibility for their success or failure”.



☎ Franchise enquires: **(07) 3357 6270**

🖱 www.gutternvac.com.au

Warren Ballantyne

Franchisor and Founder