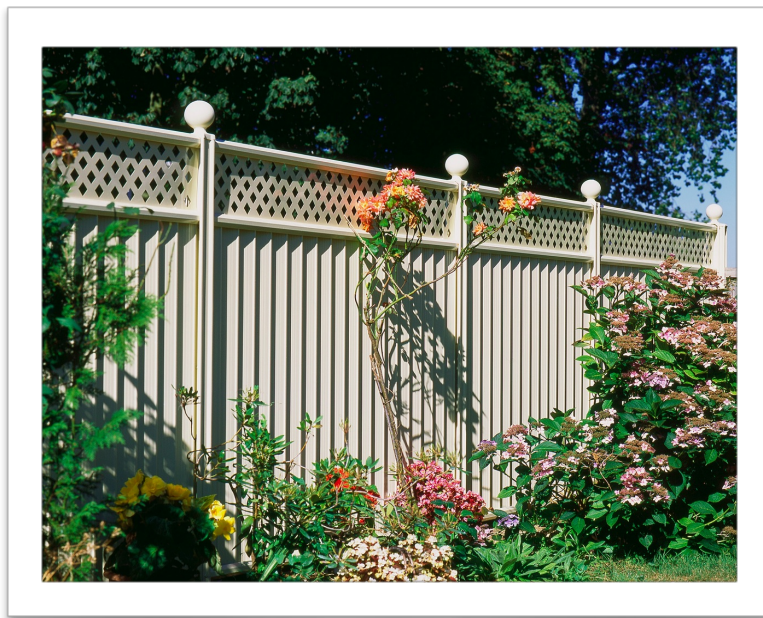




FRANCHISE OPPORTUNITY



www.colourfence.co.uk

ABOUT US

Colourfence is the franchise arm of Climar Industries Ltd, the UK manufacturer and distributor of Colorbond steel fencing products.

Fences manufactured from Colorbond steel account for approximately 45% of the Australian domestic fencing market. These products dominate the marketplace down under, and have a number of core benefits that appeal to homeowners throughout the UK – a nation renowned for taking pride in its homes and gardens.

Climar Industries is the only company to manufacture and distribute these Colorbond products in the UK. That makes Colourfence totally unique over here – and means there's **no competition**.

Since establishing our UK production facilities in 2003 we have been installing the system up and down the country under the brand name **Colourfence**. But we're based in South Wales, and don't have the capacity to run around the country ourselves. We want local business owners to deal with customers in their own community. And that's why we launched the Colourfence Franchise 10 years ago.

The product has received an enthusiastic response from domestic and commercial clients alike, who are attracted to the fact that it is **virtually maintenance free and comes with a 25 year guarantee**.

You may not have heard of us before, but that might be because a lot of our best work is done in people's back gardens! **However, we now have a network of more than 50 franchisees, installing thousands of fence panels every year.**

This business is growing. Demand outstrips supply, and that's why we need more franchisees like you. Each franchise is an exclusive and protected territory. **Call us on 01633 276 163 today or [click here](#) to find out if your area is still available.**

THE COLOURFENCE PRODUCT

Unlike timber, **Colourfence requires no maintenance** (apart from an occasional hose down with water if the rain fails to oblige!). It's guaranteed to remain unspoiled for 25 years – and in reality will maintain its stylish appearance for many more years than that. And that means no more nails, no more painting and no more annual treatment with toxic chemicals. What's more, **Colourfence is designed to withstand gusts of 130mph** – so it will still be standing whatever mother nature has to throw at us each winter!

Colourfence is available in four customer friendly colours – in heights up to 2.1m – and comes with or without decorative trellis. Panels are a standard eight foot in width but can be **cut to any size easily on site**. We also produce ColourRail to complement our fences. These are quality tubular steel railings or gates, that are guaranteed not to corrode or flake for ten years.

Colourfence is priced to compete with good quality close board timber installations. But, because it requires no annual preservative treatment, which takes time and money, **Colourfence works out to be far more cost-effective than timber in the long-term.**

It really is 'fit and forget', which means our customers get to spend less time maintaining their boundaries, and more time enjoying their gardens.



THE FRANCHISE OPPORTUNITY

This is your opportunity to own and operate your own fencing supply and installation business utilising a tried, tested and **unique product**.

We only sell our products through our trained team of accredited franchisees. And as the manufacturer, we need more talented and driven franchisees to supply Colourfence throughout the country. You can rest assured then that we, as the franchisor, cannot make any money unless you, the franchisee, are successful. So while the development and success of your business is very much under your control, as are the financial returns, your success is critical to Climar's ongoing profitability. And that guarantees you our wholehearted support at all times.

As a franchisee you have access to our unique product at a **significant discount off RSP**. You'll be allocated your own protected territory of c150,000 homes. You'll also benefit from a **fully funded launch package**, as well as a commitment to match your local marketing expenditure, all helping you generate local enquiries.

MARKET POTENTIAL

The UK's non specialist fencing market is worth an estimated £500million per annum, driven by the consumer's requirement to define and protect their personal space. We allocate substantial – and exclusive – territories to franchisees. Those c150,000 delivery points should yield circa 135,000 houses with gardens.

Sell to less than 1% of these per annum and you will have a £1m+ business!

[Click here](#) to see just how much demand there is for our products

FRANCHISEE PROFILE

We are seeking ambitious, motivated and commercially aware individuals with excellent interpersonal skills. **Knowledge or experience of the fencing or construction industries is NOT required.** And while you can take a hands-on approach in the early days if you like, how long this lasts is down to how fast your business grows and your own personal preferences and aspirations. But **you DON'T NEED TO FIT FENCES** in this business. We're not looking for people who want a job. In short, **we're looking for people who can sell or can run a business.**



This opportunity provides a mix of office and field based work. It might appeal if you already have some sales or marketing experience, and enjoy an outdoor lifestyle. **Our current franchisees come from a wide variety of backgrounds:** from retailers to engineers, seasoned entrepreneurs to industry insiders. What they all share is a real belief in the superiority of the Colourfence and ColourRail products, and a passion for giving their customers exemplary service.

With our help and support your primary role is to:

- Generate enquiries, undertake surveys and produce accurate estimates
- Schedule projects and ensure the Colourfence product is installed in accordance with the specification, and at the date agreed with the customer
- Ensure the works are completed to the absolute satisfaction of the customer and in a manner which generates ongoing referrals
- Continuously and consistently market the Colourfence product and brand in your territory; working not just in the business but also **on the business**

[Click here](#) to send us an email requesting a franchise profile form

THE COLOURFENCE FRANCHISE PACKAGE

Your total investment, including our franchise fee and your own working capital, will be in the region of £35,000 to £40,000. That is enough to fund everything you need to start your Colourfence Franchise. You will need to lease (or purchase if funds allow) a vehicle, have bought all the necessary tools and provided for a realistic income whilst your business builds to profitability.

The franchise fee includes:

- The licence to trade in your protected territory as "Colourfence"
- Access to the Colourfence product, **at a franchisee exclusive discount** and with no stockholding requirement
- Authorisation to offer a comprehensive **25 year guarantee** against material deterioration
- A quantity of free components for use in display sites in your territory
- An initial supply of stationary, quote books, liveried shirts and brochures
- A comprehensive training programme covering all aspects of the business
- A **fully funded** 80,000 home leaflet drop to generate an initial supply of leads
- A commitment to promote the brand and its products on a national basis
- A localised website and email facility with links to the corporate site

[Click here](#) and browse through our suppliers to find links to localised websites

YOUR INVESTMENT AND EXPENDITURE

There are just two payments you will make to Colourfence in return for your Franchise Agreement and allocated protected territory:

1. A Franchise Fee of **£19,995 + VAT**
2. A monthly Management Fee of the greater of £120 or 1.5% of sales

Working Capital & Funding

In addition to the initial franchise fee, there are also working capital requirements. These requirements will obviously vary according to an individual's personal short term income and borrowing requirements. But, in our experience, you will need to **invest an additional £15,000 to £20,000** in the business. This includes:

- working capital
- vehicle deposit and equipment
- local advertising to drive your business
- short-term income required as your business grows to profitability

So the total investment is between £35,000 and £40,000.

Some of this figure could be funded through borrowings, but many franchisees invest the full amount themselves. Others secure a small, unsecured loan of c£10,000 - £15,000, investing £25,000+ of their own money.

In reality, the absolute minimum we would expect interested parties to have access to from their own sources is £20,000.

[Click here](#) to send us an email today and start a conversation about the financial aspects of the Colourfence franchise

YOUR SALES AND EARNINGS

Illustrative Sales Figures

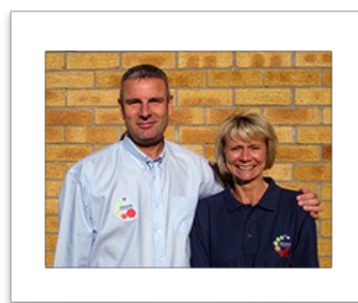
The sales and profit achievement of the **Colourfence** Franchise will not only relate to its individual territories but, more importantly, to the performance of the individual franchisee. This is your business, and **you are the defining factor in its success.**

Our franchisees can achieve a turnover of c£180k with a gross margin of c50% within a year or two. Some achieve much more. Top franchisees – those who take the business seriously, commit to local marketing and work full-time – **can anticipate selling more than quarter-of-a-million pounds each year, generating an income in excess of £60k.**

Illustrative sales figures, in terms of number of installations and total revenue, have been detailed below. These are conservative figures.

	Installations P.A	Sales
Scenario 1	52	£73,000
Scenario 2	100	£140,000
Scenario 3	150	£210,000

Andy and Shelley Stewart, pictured here, started their Colourfence Franchise in 2014. They were experienced business owners and understood the direct **correlation between investment, effort and returns.** They've fully committed to our proven operational procedures. **In their first 6 months the Stewarts sold £146,000!**



[Click here](#) to learn more about the Stewarts and other successful franchisees

LOW OVERHEADS AND HIGH MARGINS

Gross Margin

Although the selling price and the purchase cost of materials are fixed, the labour element of the revenue line is more flexible. **Franchisee gross margin will average out at about 50%**. How much of this falls through to the profit line is very much dependant on you, the Franchisee.

In the early days you might be assisting with the majority of the installations, but that hands-on involvement isn't a pre-requisite and would reduce significantly as sales increase to the scenario three level.

But don't worry if the practical side of this business doesn't get you excited. **This is a sales and management opportunity** – and the type of Franchisee we are looking for is comfortable dealing with people and wants to build a business.

Overhead Costs

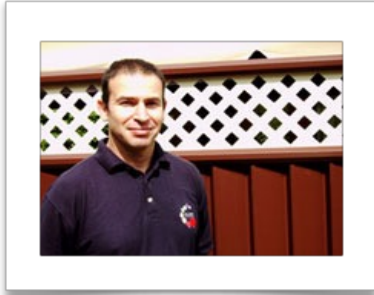
In the first two years of operation you will need to commit to spending a minimum of £10,000 per annum on local advertising and sales promotion. Thereafter you will be contracted to spend at least 10% of sales revenue on local marketing activities.

You will also need to provide for motor vehicle running costs, telephone, insurance, and other general business expenses, but we will help you validate these when the time comes to produce your own business plan.

Contact Colourfence today on 01633 276 163 or [click here](#) to send us an email

FRANCHISEE CASE STUDY

Sharone Freed



Here, Cambridge franchisee, Sharone Freed, gives an insight into the Colourfence opportunity from a Franchisee's perspective.

Last year, Sharone sold more than £400,000!

Q. Why did you decide to look into franchising?

Sharone freed: *"I didn't! I was a sales executive for the RAC and I was looking for a fencing solution for my own home that was different to traditional timber."*

Looking online I came across Colourfence and researched it as a customer. I then met with founder, Mark Stewart-Woods, and his team. I was so impressed with the product and the people that when I learned it was available as a franchise in my area I had to go for it."

Q. What appealed most about the franchise?

Sharone Freed: *"The quality and the exclusivity of the product, plus the fact that apart from timber there is no direct competitor. Also the passion and experience of the people behind the business was big plus."*

"The legal documentation was drawn up by one of the UK's leading franchise solicitors and the prospectus was clear and didn't over promise. The fact that Colourfence are a member of the BFA gave me confidence in the integrity and ethics of the company and backed up my over all positive feeling."

Sharone continues to answer questions on the next page...

Q. What training did you receive?

Sharone Freed: *"The training program was tailored to what skills I had and where I needed to grow. As I already had a strong background in sales and administration we focussed the training on the operational side of installing and erecting the fencing, and of course Colourfence Customer Service."*

Q. What support have you received?

Sharone Freed: *"As well as initial training there is a support team at Head Office for whatever help I need. Whenever I have a question I know that advice is just a phone call away. They have exceeded their obligations to me"*

Q. Has it been a challenge to generate business?

Sharone Freed: *"In my first month of trading I exhibited at a local garden show from which I secured my first three customers. Further business was generated through a combination of leaflet drops, local advertising, (both subsidised by Colourfence) and national advertising by head office. As my business has grown I now get an increasing number of referrals by happy customers"*

Q. And what about the financial rewards?

Sharone Freed: *"Despite the economic climate my sales have grown every year since I commenced trading in 2007. It has been hard work, but in the last couple of years my turnover has grown from £300,000 to £400,000 and my gross margin is closer to 60%. This isn't a get rich quick scheme but I'm now enjoying the rewards of my efforts to date, and I see no reason why I shouldn't continue to grow over the next five years."*

Q. What do you enjoy most about your franchised business?

Sharone Freed: *"I enjoy being my own boss.....even though I am probably the toughest boss I have worked for!."*

If, like Sharone, you are serious about building a successful and profitable business, then [click here](#) to contact Colourfence right away

THE NEXT STEPS

Thank you for taking the time to read our Franchise Prospectus. If, having reflected on its content, you'd like to learn a little bit more about becoming a Colourfence franchisee just give us a call or [click here](#) to request a franchise profile form.

If all parties are happy, we can arrange a visit to our factory in Newport, South Wales. We don't employ high pressure sales tactics to sell our fencing, and the same goes for our franchise opportunity.

We look forward to hearing from you!



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www.colourfence.co.uk