

A BUSINESS BUILT ON THE BEST FOUNDATIONS

Perfect Timber Floors is a family company which has enjoyed tremendous growth in the past four years, with six stores operating around Melbourne. We've grown because of our expertise, integrity and very high standards, and because we specialise in just one thing: the perfect timber floor.

Our family business ethos means we:

- ☐ Only sell top quality products
- ☐ Give expert, honest advice on product choice
- ☐ Provide exemplary customer service
- ☐ Always act with integrity
- ☐ Own and solve any problems (the buck really does stop here)

Perfect Timber Floors is now very proud to be one of the largest timber floor retailers in Victoria. And our future looks extremely bright, due to Melbourne's rapidly growing population, the demand for new housing in Victoria and the increasing popularity of timber floors.

So if you're looking for an outstanding franchise opportunity where your strong work ethic, excellent sales skills and high level of motivation will be a perfect fit, Perfect Timber Floors would like to meet you.

PERFECT TIMBER FLOORS SOUNDS PERFECT TO ME!

Here's our checklist of the ideal franchisee:

- ☐ Highly motivated and a self-starter.
- ☐ Strong sales skills, and the ability to cold call.
- ☐ Excellent people-skills, for liaison with the building trade and your staff.
- ☐ Good values, including high personal standards and presentation.
- ☐ Business experience is preferred – retail is ideal, but not essential.
- ☐ Ambitious to grow a business, and not just be content with a modest wage.
- ☐ Good management and administrative skills.
- ☐ Willingness to follow the franchisor's proven system.
- ☐ Able to train and lead young employees.
- ☐ Prepared to work weekends while your store is being established.

If you've ticked all the boxes, then let's talk about how we can work together to build your new business future.

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THE PERFECT NEW FRANCHISING OPPORTUNITY

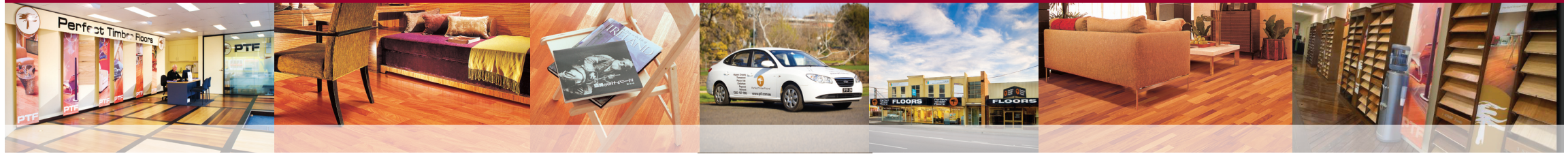
Are you looking for an exciting new business opportunity with a successful retail group that:

- ☐ Holds a competitive edge in a rapidly growing sector of the economy.
- ☐ Sells an increasingly popular product that has great consumer appeal.
- ☐ Is widely recognised as a specialist in its field.

If so, Perfect Timber Floors ticks all these boxes – and more.



PerfectTimberFloors®



PERFECT TIMBER FLOORS' COMPETITIVE ADVANTAGE

Most flooring retailers sell a range of products such as carpets, tiles, floating timber floors and laminate floors. But they're not timber specialists, they often lack a wide range of timber products and their reputation doesn't rest on installing the right kind of timber floor on the right base every time.

Ours does. And that's why Perfect Timber Floors is growing its market share, and expanding its coverage in key Melbourne and regional Victorian centres where there's a big demand for new homes and/or renovation of older homes.

OUTSTANDING PRODUCTS

We're extremely particular about our suppliers, and all are market leaders internationally. Our traditional solid timber flooring and floating floor timber come from sustainable forests.

STORE BRANDING AND DESIGN

We've refined our store design to achieve the most welcoming, warm and informative environment. Customers can see, touch and walk on dozens of different timbers and finishes, enabling them to choose the best product for their home, lifestyle and budget.

CUSTOMER SERVICE

Our sales and installation service was fine-tuned until we were satisfied that we were taking the best possible care of customers. Customer feedback is outstanding, with our surveys showing that 80% rank us as "very good", and 10% as "excellent".

GROWING PRODUCT DEMAND

Between 2001 and 2006, Melbourne households grew by more than 86,000. Melbourne is now welcoming around 1200 new residents per week, which is more than any

other Australian city. These new arrivals are boosting the demand for new housing, creating a flourishing market for timber floors.

MARKETING

Perfect Timber Floors have invested considerable time and money in identifying the media that send customers in the door. Up to \$45,000 is spent on monthly advertising, and this will increase as more franchisees join us.

BUSINESS AND OPERATIONAL SYSTEMS

One of the critical factors in Perfect Timber Floor's success is the development of sound management, operations and customer service systems that can be readily replicated in new stores. Franchisees get the benefit of the years of experience and the proven processes which have made Perfect Timber Floors an industry leader.

PERFECT TIMBER FLOORS: A COMPELLING FRANCHISE PACKAGE

YOUR TURNKEY BUSINESS SOLUTION

Perfect Timber Floors have identified the prime areas in Melbourne and regional Victoria for exclusive new franchise territories. Lease negotiation, store design and fit-out, initial stock, store merchandising and point of sale systems will all be managed expertly by Perfect Timber Floors.

TRAINING AND MANAGEMENT SYSTEMS

You don't need any knowledge of timber flooring, as four weeks of intensive training is backed by very comprehensive manuals. You'll learn absolutely everything you need to know, including operational systems, product ranges, quoting, floor preparation and installation, customer expectations, sales and finding new leads, reporting and business systems and OHS.

ONGOING SUPPORT

Our franchise support team is always behind you, helping improve any aspects of your store's operations, sales or local marketing. A newsletter is published six times a year and an annual conference brings franchisees together to share their successes and new ideas.

PURCHASING POWER AND PRODUCT QUALITY

We're one of Australia's top timber floor importers and one of Victoria's largest timber floor retailers, so we're able to negotiate the best possible prices for our franchisees. Our timber comes from sustainable sources, and all engineered hardwood flooring undergoes strict safety tests.

CENTRAL MARKETING

This includes television, radio, website, online advertising with Google, shopping centre advertising, trade shows such as the

Housing Industry Association and RACV shows, Yellow Pages and a 1300 number used in all marketing communications.

LOCAL MARKETING

Local marketing is extremely important to grow a franchisee's business from home renovators, new home owners, local builders, major project developers, architects, designers and shop fitters. We'll ensure you have the most effective marketing tools to grow your local business.

STRONG EARNINGS POTENTIAL

Perfect Timber Floors' company-owned stores show strong sales and good returns on investment under a conventional management structure, so just imagine what committed and highly motivated franchisees can achieve. A Perfect Timber Floors franchise can also become a valuable asset which could be sold in the future.