

# sharing experience SHARING SUCCESS

## CONNECTING WITH OTHERS REGULARLY HELPS NEW V.I.P. FRANCHISEES GROW FASTER

➔ Mike Powell left work for the last time one Wednesday in July 2009 and started in his own business on the Thursday. After nine years as a salesman, as the recession started to bite he had bought a V.I.P. lawnmowing franchise. 'You might say it was a good security blanket, and so it has proved – I bought an existing franchise and I've since grown the business by 44% in only nine months.'

Mike's initial feelings of security were enhanced by the fact that he got paid while he did his four weeks' training. 'This is a brilliant incentive for newcomers,' he says. 'Another great V.I.P. policy is that if you have too much work – which happens, even in a recession – then they will buy work back from you to pass on to a new franchisee. Because I built my round up so much, I have been able to do this already. It provided a good start for a new franchisee coming on board nearby and a nice little capital gain for me.'

'I'm sure the fact I grew so quickly was partly due to my salesman background, but it was also due to the excellence of the V.I.P. system. Apart from the initial training, which teaches you not just how to work efficiently but how to build your own business, a vital role is played by the monthly meetings V.I.P. holds for all franchisees. There is so much to learn from those who have been doing it for years and just picking their brains can give you all kinds of tips for improvement. For example, two local franchisees really took me under their wing. They are both gardening enthusiasts and they've taught me a huge amount about how to do work other than lawn-mowing. Being able to do pruning and hedges professionally really helps maintain business when lawn growth slows down.'

Mike is delighted with his new career. 'I've lost ten kilos and I'm getting paid to keep fit. I didn't expect to have done so well so quickly, but I'm home by 3pm most days and I'm looking to take someone on part-time. Doing this kind of work and running your own business could be quite daunting, but what I admire about the V.I.P. system is that all those little

MIKE POWELL: 'THERE'S SO MUCH TO LEARN FROM THOSE WHO HAVE BEEN DOING THE BUSINESS FOR YEARS'



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details are dealt with. Everyone is there to help the others. The vibe is their ethos – 'We want you to be successful.'

### TOP PERFORMERS

Estelle Logan, who, with her husband John, is the national franchisor for V.I.P., says that Mike's experience is typical. 'We are fussy about who we appoint as franchisees, which is why we have become so well established in the last 37 years. We want to give every one of our franchisees the best possible chance to succeed, and they do – for the last four years, V.I.P. franchisees have won the title of *Home Services Franchisee of the Year* in the Westpac New Zealand Franchise Awards.' V.I.P. offers two franchises: *outdoors* which covers lawnmowing and gardening, and *indoors* which includes home cleaning, offices and windows. The investment ranges from \$11,000 to \$19,000 +gst and equipment, depending on the level of income required. Master franchises are also available for both services in many areas.

### FREEDOM TO GROW

Kay Wilson and Wayne Gribble chose the indoors franchise when they joined V.I.P. last September. 'I'd worked in offices for too many years and both of us were looking for a change,' says Kay. 'I looked at other franchises but V.I.P. won hands down so it was a no-brainer to go with them! I started in September by buying an existing business in Papakura but within two months built up work to the point where we decided Wayne should leave his job as an upholsterer and join in. That had always been our intention, but we didn't expect it to happen so quickly.'

The couple were impressed from the word go by the ease of communication with John and Estelle Logan. 'They were friendly and helpful and we never felt anything was hidden,' says Wayne. 'What really stood out was the fact there was freedom to grow. Other companies had restrictions on growth and contracts, but V.I.P. is simple, and there is a set fee – no percentages, which means the harder we work, the more we earn.'

'Starting our own business with V.I.P. felt just right,' continues Kay. 'I could see the possibilities were huge and it has reached our expectations quicker than we thought. Wayne used to work 13 hour days, but now he comes home for lunch! Support from the franchisor has been fantastic, and as Mike says, the regular monthly meetings are hugely valuable – we always make a point of attending them and meeting the others.'

Says Estelle, 'If, like Mike, Kay and Wayne, you want to run your own business with the option to keep growing while being part of a highly successful group, V.I.P. could be for you. We will pay you during your training and guarantee your income for an induction period to ease the transition into running your own business. Choose the level of income you want to start with and we'll support you to grow as large as you want. It really can be that easy!' ■

### ADVERTISER INFO

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