



GEKS ON WHEELS FRANCHISEES PROVIDE FAST-PACED MOBILE COMPUTER SUPPORT

➔ When Matthew Carr-Gomm moved to New Zealand from the UK eight years ago, the former computer technician-turned-entrepreneur quickly perceived there was a big gap in the IT field. 'There had to be a big market in mobile computer support, because there simply wasn't any!'

In 2005, Matthew and his Kiwi wife and franchise manager Sarah Teagle launched Geeks on Wheels to create a reliable technical support service for home and small business. 'The phones started ringing on day one and have been ringing ever since,' Sarah reports. 'Since then we have grown to be the biggest brand in Wellington, we're operating in Auckland, Hamilton, Kapiti Coast and Christchurch and we have a strategic alliance with TelstraClear for internet installations and technical assistance. Two areas are franchised and now we are looking nationwide for people with good business skills who can recruit and manage their own team of computer technicians. They may well have an interest in IT but, more importantly, they need good business and people skills rather than being technicians themselves. They must also be keen to motivate people working in a fast-moving industry.'

'Above all, franchisees must be prepared to build a large business in a burgeoning industry,' says Sarah. 'Computers are part of every home and office now and people need help, whether to upgrade an existing system or set up a new one. That's where Geeks on Wheels comes in – our services include technical assistance, internet and email setup, installation of wireless networks, VoIP, virus and spyware elimination, system repairs, upgrades, tune-ups and health checks.'

In an industry that can be very complicated, Geeks on Wheels stands out by keeping things simple. 'The service is organised around a call centre using an 0800 number that covers the whole country. We aim to have someone on site within 24 hours of the call, and we make a time with the client on the spot. And our geeks don't just rush in and rush out – franchisees employ skilled communicators who are able to sit down with clients and take time to help them understand a bit more about their computers,' says Sarah. 'Our aim is to reduce the frustrations that everyone experiences.'

The licence fee for Geeks on Wheels is \$50,000 plus \$10,000 for an initial induction and training programme. 'Ongoing fees are dependent upon the size of the team each franchisee builds,' explains Sarah. 'The potential is huge – for example, we estimate central Auckland alone will need 15 geeks. If you're interested in the chance to build a sizeable business with attractive returns, come and talk to us. We've got the brand, the reputation and the systems – and we're the first choice for computer servicing throughout the country.' ■

ADVERTISER INFO

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