

the cash KEEPS ON COMING

MR RENTAL FRANCHISEES THRIVE AS PEOPLE RENT EVERY KIND OF APPLIANCE



THE MR RENTAL TEAM
HAS INCREASED BRAND
AWARENESS THROUGH
AWARD-WINNING
ADVERTISING

➔ Over the past year or so, many households have been watching their expenditure. Big ticket items might still be desirable or necessary, but people are wary of spending a lot of money upfront. That's been bad news for appliance retailers, but for Mr Rental franchisees it just means a whole lot of new opportunities. According to Andrew Roberts, the company's business development manager, 'We achieved a pretty impressive 30% growth in the good times and that growth has continued steadily ever since.'

Founded in Australia, Mr Rental launched in New Zealand in 2001 and supplies almost any appliance a household could require including whiteware, brownware, computers, gym equipment and more. 'Our range is constantly evolving as people appreciate the advantages that renting offers,' Andrew explains. 'There's no large capital outlay, no worries about repair bills and as technology changes they can easily upgrade to the latest models or products. With items like computers, many families are also happy to hire an older model for their children to play games on. Everything we offer is recyclable and in fact the average life of all our equipment is now five years.'

The wide range of items is backed up by rapid service. 'New customers receive fast approval with easy payment terms and, importantly, no large cash outlay. We promise delivery of any item within 24 hours on a flexible lease and we will upgrade anything instantly if, for example a customer needs a bigger freezer, or if it breaks down. Overall, Mr Rental offers a very good package for people in need of almost any kind of appliance.'

BIG BRAND, BIG OPPORTUNITY

Mr Rental has picked up a host of franchise awards on both sides of the Tasman in recent years, with its marketing campaigns having featured strongly this year (see page 24). 'The use of TV in the last 18 months has increased our brand awareness markedly,' Andrew says. 'That's broadened our customer base considerably and all our franchisees have benefitted.'

Mr Rental now has a number of new opportunities available throughout New Zealand with investment starting around \$250,000. 'The great advantage of the Mr Rental system is that it has a highly profitable and stable cashflow model with on-going and recurring revenue,' Andrew points out. 'Once you rent one appliance, the monthly rental income keeps coming without you having to do any more. Another huge advantage is that this is a Monday to Friday business, so unlike many franchises you get the weekends off to be with your family.'

Who is the ideal Mr Rental franchisee? 'We are looking for people with business acumen, management or marketing experience. Our initial training starts with two weeks in the class-room, then our new franchisees spend a period working within our existing stores. They learn our Mr Rental software

MR RENTAL FRANCHISEES ENJOY A GROUP TRAINING SESSION



system, all the proven processes and procedures we have developed and study profiles of target customers to help them get off to the best possible start. Once their own store is open, they are continually mentored – we have seven full-time staff concentrating just on coaching. They work with our new franchisees weekly, spend a full day every month with them helping them review their

business, and then complete a thorough evaluation every quarter.

'This constant support is very much part of our culture and extends into existing franchisees helping each other, too. We have a very tight-knit group which we think of as a family. Franchisees work together on a lot of initiatives and we have franchisee committees to make suggestions and ensure we get information direct from the coal face. This allows us to evaluate ideas very quickly and take advantage of new opportunities.'

'In fact, Mr Rental is now well on its way to its goal of being "the world's first choice in home appliance renting." Now we're looking for enterprising Kiwis to be part of that growth.' ■

ADVERTISER INFO

Andrew Roberts
Mr Rental
PO Box 17 219, Greenlane,
Auckland 1546
P 0-9-579 8122
F 0-9-579 8123
M 0061 411 649 594
andrew.roberts@mrrental.com.au
www.mrrental.co.nz

**Make the sale once and get paid...
over and over again!**

The Cash flow advantage

Based on a very **profitable** long-term business model of **recurring revenue**, Mr Rental provides you with fantastic cash-flow and income. This model means your business makes the sale once, and gets paid for it time and time again! If you have strong business acumen, are looking for a business that Keeps Your Life Simple, performs well in all economic conditions, generates income and great cash-flow then call Mr Rental today!



AVAILABLE AREAS:

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Please call us to enquire about all other available territories

For more
information contact
Andrew Roberts

(09) 579 8122
www.mrrental.co.nz

