



home services franchise BACK ON THE PODIUM

VIP FRANCHISEES CONTINUE TO WIN THE AWARDS AND REAP THE REWARDS

➔ VIP Home Services has always done well at the Westpac New Zealand Franchise Awards. Having won the title of Home Services Franchise System of the Year three times in a row, their lawnmowing and home cleaning franchisees improved on the trick by winning the Home Services Franchisee of the Year award four times – including 2009. And they went one better this year by adding the overall NZ Master Franchisee of the Year title to the trophy cabinet, too.

Master franchisees recruit, train and coach franchisees at a local level as they build up sustainable businesses. Richard and Sheila Logan have proved just what a difference good local support can make. The couple took up the Bay of Plenty master franchise for VIP Home Services two years ago and their learning curve has taken them – and their franchisees – right to the very top. ‘This area is thick with retirees and when the weather is gorgeous a lot of independent cleaners and lawn-mowers pour out of the woodwork,’ laughs Sheila. ‘They seem to think that you can buy a mower and a bucket and mop and be in business. But creating a viable year-round business takes more than that, and we have proved many times over that the VIP franchise will give you the tools and training you need to do just that.

‘Recently, one of those independents joined us. He had been driving 800kms per week for a turnover of around \$450. He was never going to make money that way but by joining VIP his business changed. We trained him in systems that helped him work more efficiently. We had already built up a client base he could service, and then he was able to spend less time on the road and more time on the lawns. It made a big difference – and that’s what we do for every new franchisee. VIP’s support and marketing means our people can enjoy the rewards of their own business without having to run it on their own. Winning the award was a nice recognition of that – it proved we are doing the right things for our franchisees!’

And doing the right things pays off. Sheila and Richard have grown their business by over 30% in the last two years – a rate of growth even the awards judges found impressive. For those who share the Logans’ business and people skills, VIP Home Services has master franchise opportunities available in both North and South Islands.



MASTER FRANCHISEES OF THE YEAR SHEILA AND RICHARD LOGAN (CENTRE) WITH VIP HOME SERVICES NATIONAL FRANCHISORS ESTELLE AND JOHN LOGAN

TRUSTWORTHY PEOPLE IN DEMAND

‘VIP needs more master franchisees and franchisees throughout the country because of growing demand,’ says Richard. ‘Customers want trustworthy people who pay tax, wear uniforms and have insurance so they don’t need to worry about their property. Above all, they want the professionalism and reliability that the award-winning VIP systems and franchisees deliver.’

VIP Home Services offers guaranteed income to new franchisees with two types of franchise: *Indoors* (home-cleaning, offices and windows) and *Outdoors* (lawnmowing, gardening and property maintenance). Franchisees can start from as little as \$13-17,000+gst, depending on equipment and the level of income required.

FRANCHISEES BRANCH OUT

Yann and Susan Le Moigne are winners of the Home Services Franchisee of the Year title for the second time, having first won it in 2007. The judges commented that the French-Kiwi couple ‘have a single-minded focus on delivering a professional, personal quality service to their customers. It is evident from the results that their ability to build very positive relationships and loyalty with their customers is the key to their success.’

Yann joined VIP five years ago when the former stamp dealer bought his lawnmowing business in central Auckland while Susan was doing a post-grad diploma in primary teaching. Although the couple shared a passion for gardens, Yann had never worked outdoors and found the training and support that the franchise offered was invaluable. As Yann’s business developed, he found himself branching out into gardening and tree-work and in 2007 the couple decided to run the business together and make the most of the lifestyle it offered.

‘Many of our lawnmowing clients also require their gardens to be maintained properly and regularly,’ says Susan. ‘VIP is very flexible and has allowed us to grow that side of the business and follow our passion for gardening. I don’t know about any recession - we’ve been constantly busy and we’re looking at a record month this month.’ So how did they find time to enter the Franchise Awards again? ‘To be honest, we entered because we are so busy,’ Susan grins. ‘When you are working it’s difficult to find time to analyse your own business and work out what you could do better. The Awards process makes you do that, and as a result even though we won we have identified plenty of new ways to meet our customers’ needs.’

But it’s not all hard work – success is about lifestyle too. ‘Like many VIP franchisees, we are making more than a good living, but it’s the flexibility that really appeals. Earlier this year, Yann took our son to France for a long holiday. That’s the sort of thing we just couldn’t do without our own business. VIP has worked very well for us.’ ■



TWO-TIME WINNERS SUSAN AND YANN LE MOIGNE

ADVERTISER INFO

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