

# Franchise Information Pack

[www.ekonrg.co.nz](http://www.ekonrg.co.nz)



*The specialists in energy efficient solutions*



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## ***Congratulations...***

Thank you for taking the first step in finding out more about the Eko NRG Solutions Franchise opportunity. If you are looking for a simple business opportunity, satisfaction and real rewards, with very low risk, low entry costs with high profit margins then the Eko NRG Solutions business ticks all the boxes.

Most homes in New Zealand have insufficient insulation to keep us comfortable and healthy all year round. Our climate leaves our homes too hot in summer and too cold and damp in winter, and many homes have batts that are inadequate for the job. About 10% of a home's heat can be lost through the floor, 24% through the walls and a whopping 40% through the ceiling.

A well-insulated house, new or old, means it takes less energy to heat and cool, improving comfort and reducing the risk of illness from damp, cold and mould.

There is a HUGE and virtually untapped market out there for the professional services that Eko NRG Solutions provides.

Eko NRG Solutions provide solutions for blown in ceiling and wall insulation, along with soundproofing of internal walls and floors of multi-level homes. The product has a 50 year guarantee, offering peace of mind for customers of receiving long lasting results.

The Eko NRG Solutions franchise system has been designed to offer a low cost / high profit margin franchise business, which is ideal for anyone looking for a way out of the 9 to 5 life, and break out on their own, and enjoy the freedom that business ownership offers.

The business can be started small and built to a substantial income, whilst enjoying the perfect blend of business and lifestyle. Already a multi-million dollar industry around the world, this is a growing market in New Zealand, and a great time to get on board!

Antonio, Ricardo & Andre Canderle



# Why Buy a Franchise Over Starting a Business From Scratch?



When you buy a franchise you are buying a readymade business format that someone else has researched and developed for you.

It's like buying someone else's bright idea, one that someone else has proven does actually work.

According to the Commerce Department only 62% of independent businesses make it through the first year, versus 96% of franchised businesses. Surprisingly, a recent poll found that after 5 years, only 23% of independent businesses are still left, compared with an astounding 84% of franchises. There are many such examples of surveys conducted in countries around the world that have similar statistics and on average it seems that over three quarters of franchisees succeed in their first three years, compared to less than a third of independent businesses.

While people always argue over the actual figures in surveys like the above and what the definitions of 'success' actually and 'failure' should be, it's certainly true that franchisees enjoy a much higher rate of survival and much better chance of growing their business into true income earners – than independent small businesses. That's not surprising because franchisees begin with many advantages over independent business operators, such as;

1. High success rates
2. Proven techniques & ideas
3. Proven marketing strategies to ensure continuity of business
4. Name and brand recognition
5. Training & technical assistance
6. Marketing & advertising support
7. Networking with other business owners within the group
8. Cross division referral systems



*\* For more information read "10 reasons why a franchise takes some licking" article published in Franchise New Zealand Magazine Volume 21 Summer 2013.*

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# Who is Eko Nrg Solutions?



Eko NRG Solutions is a privately owned New Zealand group of companies that was born out of a desire to find sustainable, energy efficient products and offer better than the minimum standard to New Zealand buildings and homes.

Eko NRG Solutions was founded in 2007 by Antonio Canderle, from small beginnings operating out of a backyard shed, Antonio and his boys Ricardo and Andre grew their business to be nationwide, utilizing staff and contractors to install their products in homes all over New Zealand.

It's the Canderle family goal to make Eko NRG Solutions the number one insulation specialist throughout New Zealand, by adding multiple divisions over the coming years, to keep up with the growing healthy and more economic homes market, not only to existing homes but to new eco-home and passive house builds as well.

Our range of products provide the complete solution for both residential and commercial buildings. We manufacture, supply and install a product range that is environmentally friendly, top quality and cost effective.



## Why Buy an Eko NRG Solutions Franchise?

Whatever business you decide to buy or start, success is determined by a number of factors. Ask yourself the following questions:

- What's the size of the market?
- Are my products and services simple to sell?
- Can I provide value for money and make high profit margins?
- Will I be able to enjoy my life more in this business?
- Will I have the training and support of a team of likeminded individuals?

I'm sure you'll agree these are the really important questions you absolutely need the answers to before embarking on any business venture.

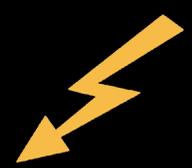
Eko NRG Solutions Franchisees are in one of the most exciting and largest sectors of the home improvement industry today – look around, the work is everywhere. Our services are in HUGE DEMAND and Eko NRG Solutions are at the forefront of innovation in the market with systems and products unmatched by anyone.

As an Eko NRG Solutions Franchise owner, you are able to offer services to consumers that are truly unique. Your customers will love the results of warmer and healthier homes.

- Ceilings
- Walls
- New Build Homes
- Commercial Buildings
- Soundproofing
- Ventilation

We provide a comprehensive training program plus all the tools and equipment necessary to run a successful business. The work itself is simple to do with no pre-requisite skills required, easy to learn and very profitable.

## Do You Have What it Takes?



We have found that you do not need previous insulation experience, however there are some specific requirements that we have; and specific personality traits and skills that we have identified that allow us to identify candidates that have a higher chance of success;

- You must be willing to work and follow a system to sell 'in demand' services
- Possess a desire to succeed and earn an above average hourly income
- Have good people skills, and be a team player
- Are professional, energetic and self motivated
- Know the importance of operating in a systematic manner
- Are willing to learn, follow and value a proven system and not 're-invent' the wheel
- Have good time management and communication skills
- Commit to a long term mutually profitable business relationship with us
- Have some basic DIY skills and not be afraid of some physical work

If you have never run a business before, no problem. Our systems and training are designed to give you the skills, competence and confidence to run your own successful business without any special knowledge or qualifications.



## Don't Have Any Business Experience? Don't Worry....

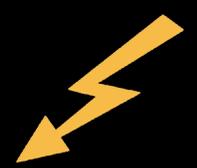
Our systems are designed to give every day, ordinary people the skills and training they need to be owner operators of their own successful business, with no previous experience, special knowledge or qualifications required.

Some of the advantages of purchasing our proven business model include:

- Low entry cost of \$75,000 incl gst for everything you need, including equipment, tools, training, products, uniforms, health & safety equipment, marketing and brochures (excl vehicle)
- Low cost royalties only 5%
- No experience needed – we teach you everything you need to know
- Comprehensive training manuals
- Be your own boss and work your own hours
- Run your business from home
- Unique blend of lifestyle and income
- Customer leads supplied from Head Office on an ongoing basis
- Cash flow, customers pay 50% up front, balance due on completion of job, limited risk of bad debts
- Ongoing support and training
- Launch marketing campaign in your local area
- Ongoing nationwide brand marketing
- Access to CRM software for recording progress of leads and jobs completed



# How Much is the Profit Margin?



Product Type	Sale Value	Material Cost	Labour Time	Additional Electrician	Gross Profit
Ventilation 2 bedroom	1699	650	3 hours \$250	103	799
ventilation 3 bedroom	1999	950	3 hours \$250	103	699
ventilation 4 bedroom	2199	1025	4 hours \$280	134	760
ventilation 2 lounge 6 bedroom	2669	1462	6 Hours \$420	150	667
Bathroom extraction 150mm	450	210	1.5 Hours 105	50	110
Bathroom Extraction x2	900	420	3 hours \$250	100	130
Duct bathroom extraction only	200	80	1 Hour \$70	nil	50
<b>Insulation</b>					
Blown in soundproofing of internal 3 walls 28m2	899	268	4 hours \$280	nil	351
Blown in midfloor insulation and internal acoustic walls 52m2	1950	532	5 Hours \$350	nil	1068
New Build walls 140m2	2550	910	10 Hours \$700	nil	940
Ceiling Top up 100m2	999	180	2 Hours \$140	nil	679
Ceiling top up 140m2	1599	270	3 Hours \$280	nil	1049





Here are a handful of frequently asked questions by potential franchisees.

with a hard copy upon meeting, and we advise you to get your own legal and accounting advice.

***How much money can I make?***

This depends entirely on the effort you put in to starting and growing your business. We are here to help you achieve your goals but we can't do it for you. It's important to set realistic income goals and follow a plan to achieve these goals along with our help.

***I don't have the money, do you offer finance?***

We don't offer internal finance, however banks and external finance providers are often willing to finance a percentage of a franchise purchase.

***Do you offer an income guarantee?***

An Eko NRG Solutions franchise is a unique franchise system and not like many lower cost franchise systems. We don't offer income guarantees... we don't find all the work for you... we don't do your invoicing and gst returns. We teach and support you to stand on your own two feet. Teach you how to build a real business NOT just buying a job. We teach you how to market your business successfully, and how to find quality customers. We can offer a bookkeeper at a fee to help maintain your accounts. We are not looking over your shoulders 24/7 BUT we are here whenever you need us.

***Are you a member of the Insulation Association of New Zealand?***

YES, and we take our membership with IAONZ and it's responsibilities and codes very seriously. Not all insulation companies are created equal, and we firmly believe that only quality businesses are registered members of this association.



***How much is your Franchise Fee?***

Our Franchise fee is a low cost of 5% plus gst per week for the duration of your franchise agreement. You also purchase product from us on an "as needed" basis. We are happy to discuss the financial with you in more detail at our initial meeting.

These are just a few of the many questions we know you'll want to ask us when we meet.

***How long is the franchise agreement for, and can I see a copy?***

The franchise agreement is for 5 years with rights of renewal. We don't distribute this document widely, however we can provide you



## The Next Step – I'm Interested.....



We urgently need franchises in most parts of the country to join our team.

### **Do you want more information?**

Your next step is to call Antonio Canderle on 021 075 9660 to arrange a time for an initial telephone meeting. From there you will be asked to complete a full application form and confidentiality agreement before a one on one meeting and formal interview session.



Phone: 021 075 9660

Email: [tony@ekonrg.co.nz](mailto:tony@ekonrg.co.nz)



#### **Eko NRG Solutions Franchise Opportunity Disclaimer:**

The Building Broker NZ LTD T/as Eko NRG Solutions Ltd and its directors make no defined representation of the business model in this information document. The information provided in this document is for illustrative purposes only and should not be relied upon as actual details of the business.

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