



***Jim's***  
***Laundry Services***



# FRANCHISE

## INFORMATION BOOKLET

## Work for Yourself

When you join Jim's Laundry Services, you will be part of the largest and most trusted franchising family in Australia, the Jim's Group.

You will work for yourself, but not by yourself, because you will join over 4,000 other franchise business owners who are part of the Jim's Franchise Family

This means you will have ongoing business support, dedicated training, access to business mentors and other franchisees, along with a proven business model to guarantee your success.

## Easy to Get Started

Jim's Laundry Services is dedicated to getting you started fast, with low overhead and high returns.

You don't need any special equipment, which means this franchise is an easy, low-cost and fast franchise option. The first day you go out is the first day you start making money.

We provide you with the tools, equipment, training, systems and ongoing support you need to ensure your business success. And we even give you a business mentor, your Franchisor.

Once you're up and running, we will advertise and promote your business for you; sending you customer jobs, so you don't have to worry about finding laundry jobs.

## Ready to be a Business Owner?

If you want to be your own boss, have more flexibility, work/life balance and generate a secured weekly income, while working from home, then Jim's Laundry Services is for you.

We give you everything you need to set up a successful business with certainty while being independent. Now you can have confidence knowing that when you are your own boss, you really can choose your own hours, lifestyle and income.

Kind regards,

Bill Cobanoglu  
Jim's Laundry Services Founder

*"I get to build my business from home as well as spend time with my kids. We are so busy right now that my husband has left his full time job to join me"*

Jim's Group Franchises are a trusted and well-recognised brand that offers franchisees the best and fairest franchise system in Australia. That's why we are award winning franchises, as nominated by Top Franchise.

In addition, Jim Penman, the founder of Jim's, is the Franchise Council of Australia Hall of Fame Recipient for his outstanding contribution to franchising.

When you invest in a Jim's Laundry Service franchise, you invest in a brand-name that your potential customers already know and trust. This recognition and trust are key to helping you win new work.



## Jim's Laundry Services Vision

Jim's Laundry Services was built on the value of creating long-term trusted relationships with our customers by providing personalised, professional and detailed mobile laundry services Australia wide.

## Jim's Laundry Services Values

**Trust** - We work with integrity, reliability and authenticity to create trust with our customers.

**Respect** - We treat our team and customers the way we want to be treated.

**Value For Money** - We provide professional, fast and convenient laundry services at an affordable price.

**Flexibility** - We are available when our customers need us.

**Satisfaction** - We are laundry professionals who are dedicated to providing excellent service every time.



## ABOUT BILL COBANOGU (FOUNDER)

## IS A JIM'S LAUNDRY SERVICES FRANCHISE RIGHT FOR YOU?

Bill Cobanoglu has been with the Jim's Group since 2002, the largest and most trusted franchise in Australia.

He started as a Jim's Cleaning Franchisee because he wanted to work for himself while creating a secure future for his family. He grew his business and then became a Regional Franchisor – focusing on mentoring and creating success for his franchisees.

Bill did this by always providing a personalised, professional and meticulous service. He leads his team and franchisees by example.

After he established his successful Franchisor business, Bill looked for a fresh challenge. That's when he saw an opportunity in the mobile laundry service market. He wanted to provide a valuable service to help time-poor, single mums or dads struggling to keep up with their laundry after spending time working, cooking meals and looking after the family.

Bill's focus is to offer attractive franchise business opportunities to retirees, stay-at-home mums or dads, entrepreneurs, ex-corporates, tradespeople, single parents or existing laundromats owners.

Jim's Laundry Services is committed to investing in the best people, which is why we provide training, support and mentoring to create a team of dedicated, enthusiastic and well-trained laundry service professionals. No matter what your experience, qualifications, culture or nationality is, you will be trained in how to run, manage and operate a success franchise business.

Our team and our commitment to training provide the highest quality service for our franchisees.



Our franchisees come from diverse backgrounds. The quality they all share is a passion for running their own business while creating a secure future for themselves and their families.

They are hard-working, dedicated, focused and inspirational people.

At Jim's Laundry Services, our goal is to make your franchise business successful from the day you start. That's why we are very selective with who we accept.

If you have the right work ethic, focus and attitude, then owning a Jim's Laundry Services Franchise is a great opportunity for you and your family.

## WHAT YOU GET WHEN YOU JOIN JIM'S LAUNDRY SERVICES

Jim's Laundry Services will give you control of your work, your time and your life by becoming your own boss. When you join us, you join a nationally trusted franchise brand.

Best of all when you join Jim's Laundry Services, you will be part of the Jim's Franchise Family, like the 4,000 other franchise business owners.

You will be able to network with established franchisees from all the Divisions from around Australia.

## YOUR BUSINESS

Jim's Laundry Services business is a franchise. This means that you own the business, and you will receive the ongoing support of the Jim's Group. We are your 'team' of like-minded people that you can learn from, ask questions of and share ideas.

You will be able to network with established franchisees from all the Divisions from around Australia.



After you qualify to become a franchisee, you will be given the rights to purchase Jim's Laundry Services business in a territory that includes homes, businesses, offices and/or shops.

You will have the right to provide domestic & commercial laundry services; ironing; repairs & alterations, and handwashing services to your customers.

While you will be granted your own territory, you can choose to work anywhere. You decide the type of services you wish to perform, where to work and when; you will only be sent the jobs you want!

## GROW YOUR BUSINESS

When you invest in a Jim's Laundry Services franchise, it means that you can grow your business to any size without purchasing additional territories or franchises.

You are not limited by your area. You can easily expand your business by employing staff or investing in additional vehicles. Jim's brand-name will help you grow your business faster than the competition.

Another way to grow your business is the opportunity to become an area manager or a Franchisor.

Once you've been running your business for a while, you might decide to specialise in particular services or sectors to grow your business. All this is possible at no extra cost to you.

As a Jim's Laundry Services Franchisee, you will have world-class marketing, promotions, and advertising will be done for your business.

This includes the following:

- ✓ JIM'S VEHICLE SIGNAGE - The secret behind Jim's brand's success is the over 4,000 of franchisees driving their own sign-written vehicles. This means there are mobile billboards everywhere!
- ✓ LOCAL ADVERTISING - Your franchisor will help you generate jobs in your region with local advertising campaigns. The advertising is focused on Google and Facebook Sponsored ads. Best of all, this is done for you.
- ✓ BRANDED UNIFORM - You will be given a Jim's Laundry Services branded uniform so that you can attract potential customers and give confidence to existing customers that you are part of the trusted Jim's brand.
- ✓ STATIONERY PACKAGE - You will be given a complete Jim's Branded stationery package. We encourage you to use this to promote yourself to local residents, businesses, restaurants, hairdressers, beauty salons, massage studios, gyms, medical clinics, acupuncturist, sporting groups, holiday rental businesses, Airbnb's, hotels and caravan parks.



*"Having the signage on our car and wearing our uniform meant we had potential clients coming up to us in shopping centres. One of them is now my regular client and has referred me onto their friends and family!"*

The Jim's Call Centre is based in Melbourne at the Jim's Group Headquarters. It is open seven days a week to assist our franchisees and to allocate new jobs.

The best part about having our call centre based in the Melbourne National Office is having it serviced by up to 35 dedicated Jim's staff, at any one time.

This means that customer calls and new enquiries get answered fast and the Call Centre Staff are knowledgeable in allocating the right job to the right franchise business.

## JIM'S TECHNOLOGY TO MANAGE YOUR BUSINESS

We use Jim's Jobs App, an easy way to manage your business. This App will give you the tools to manage and grow your business easily. This App also runs on iPads or computers.

The App includes the following benefits:

- ✓ STREAMLINED PROCESS – the App helps you be more streamlined, which saves you time, so you can focus on generating new jobs and completing jobs.
- ✓ PAPERLESS - The App will help your business be paperless. This means you will generate a professional look with seamless communication and branded electronic invoices.
- ✓ EASY ACCESS - Jim's Jobs App can be used anywhere you have access to Wi-Fi. This means you can run your business even when you're on holiday.
- ✓ QUOTES & INVOICES - Jim's Jobs App lets you generate invoices and quotes easily. Once they are created, it is simple to send them electronically to your customers.
- ✓ TRACK DEBTS - Jim's Jobs App lets you track who your debtors are and how much you're owed.
- ✓ TRACK YOUR JOB PROGRESS - Jim's Jobs App lets you track each job and how it is progressing. This means you can track your employees and contractors that are doing jobs for you.
- ✓ REAL-TIME REPORTING - You will have real-time access to see how your business is tracking so you can run your business profitably.

As a Jim's Laundry Services Franchisee, you will receive three full-days of dedicated business and laundry service training at our training campus in Melbourne, proven business and operations systems and ongoing support.

This includes the following:

- ✓ BUSINESS TRAINING - The three-days training is held at Jim's Global Head Office in Melbourne. You will be there with other new Jim's franchisees. You will be trained in a range of business skills. The franchisee training program is designed to give you all the information and skills you need to be a successful business owner. You will be trained on the Jim's Franchise system, bookkeeping, finance and marketing.
- ✓ INDUSTRY TRAINING - You will receive dedicated laundry service training to ensure that you are trained, prepared and confident from day one to service your customers. At the training, you will be provided with the Work Health and Safety manual and instructions on how to work safely and how to provide the best in customer service.
- ✓ ON-THE-JOB-TRAINING - You will also receive extensive on-the-job training from your franchisor. You will follow your franchisor to see how they operate on a day-to-day basis. This training is to help you be comfortable and capable of doing everything in your business.
- ✓ BUSINESS ASSIST - All franchisee will have access to the Jim's Group resources website and the Jim's Laundry Services website. These resources include complete and ready-to-use business and operations systems, operations manuals, letter templates for promotions, professional hints and tips.
- ✓ ONGOING SUPPORT – After you start your business, you will continue to receive ongoing support and training from your franchisor. They will update you on new developments, technology or ways of doing business.



**"My franchisor and his staff is always attentive and helpful when needed with regular calls to make sure we have all the tools to succeed"**

We understand that starting your own business is daunting as there is the fear of not making enough money each week. That's why we provide the dedicated training, the business systems and do the marketing for you.

However, to ensure your success, we also provide the Jim's Pay for Work Guarantee. This guarantee provides you with a guaranteed minimum weekly income from day one.

We are certain that with the training, skills and customer jobs that you get from Jim's Group call centre, you will have enough business to keep you busy; but if you don't, then you have a safety net.

We will pay the difference between what you make and the guarantee so that you are always guaranteed to receive a minimum weekly income.

## HOW IT WORKS

Firstly, you need to be available and ready to take as much work as we send your way. However, if after the work you receive you don't earn the minimum per week, then you simply tell your Franchisor and Jim's will pay the difference.

In exchange for this payment, you will provide free promotional laundry services to potential customers in your area. This gives you the chance to practice your professionalism and customer service skills as well as building a customer base with referrals.

Your franchisor will explain the Pay For Work Guarantee in more detail at your franchise interview.



**"Having the pay for work guarantee meant I could confidently build my clientele and find my footing knowing I was still bringing in an income from day one"**





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**[www.jimslaundryservices.com.au](http://www.jimslaundryservices.com.au)**