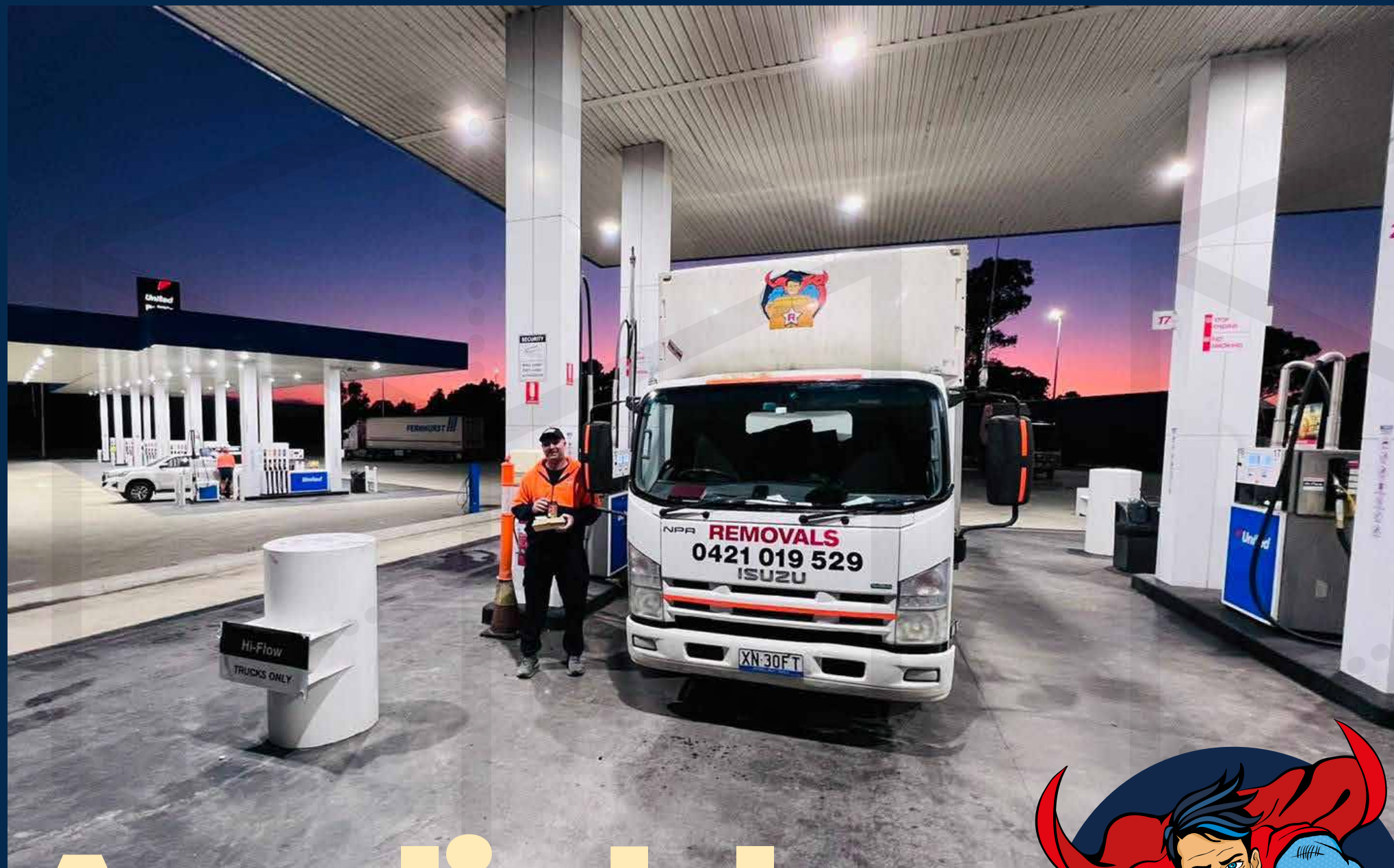


Franchise Guide



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RELIABLE
**REMOVALS
& DELIVERIES**



A reliable Franchise



Benefits of running a Reliable Removals franchise.

If you hate being couped up inside and have a desire for being out on the open road and really making a difference to the lives of families by removing the stress normally associated with moving, then a Reliable Removals franchise could be the right business opportunity for you.

A Reliable Removals franchise offers some appealing business advantages over other franchise opportunities.

Primarily, it's about choice.

Lower Overheads. Operating A Reliable Removals franchise business will typically require a substantially lower overhead compared to a large number of other franchise opportunities. This lower overhead means you are able to get traction and realize a return on your investment much quicker. You are able to launch the business faster because you don't have to do find a site, negotiate a lease, fit out the premises, which is the biggest reason businesses don't launch in a timely manner and enable the franchisee to generate income quickly.

Easily Scalable. Many entrepreneurs find the flexibility of a service-based business like Reliable Removals franchise one of its greatest appeals. When you rent or own a bricks and mortar style business, you are locked into a commitment regardless of what the economy and your sales are doing. With a service-based business, it is much easier and faster to scale up or down to meet market conditions or changes in your lifestyle.

Exclusive Territory. You will have an exclusive marketing territory to operate your business within that will easily support a small operation or someone that wants to scale. We offer three different territory types starting with a minimum population of approximately 50,000 dwellings up to 90,000 dwellings. You'll only need to capture less than 1% of the homes in your exclusive territory to have a thriving business and that's just the domestic market, there is significant opportunity to focus on the commercial market and grow your business even more.

Highly Profitable. With an exclusive territory, the potential income for one of our smaller territories is well in excess of \$1000 a day, with operating costs of around 30%, this opportunity is highly profitable.

Ultimately, It's about living the life you want and earning the income you desire.

Our Target Market

Reliable Removals & Deliveries core brand market incorporates anyone that owns a home or commercial property. We can dig a little deeper into the customer types to give us a better understanding of their needs:

- Families that are relocating locally and interstate
- Backfill customers from interstate
- Relocation due to property sale and need to vacate within a tight timeframe
- We assist domestic violence victims that need to move quickly

Each customer type has different needs, and our role is to understand the customers motivations and needs.

Families - They are careful with their money and their primary goal is to spend wisely. These consumers are very analytical and won't mind paying more for better quality. The most important criteria to them is seeing the value of the service experience that we deliver. They expect that their prized possessions will be cared for as if they were transporting them, themselves

Backfilling – When we complete a long-distance job either from within our territory or into another territory we look for opportunities to backfill the truck by advertising on various websites like hipages and Airtasker so we can maximise the fuel usage, labour costs and productivity.

Timeframe dependent – When people need to move out of their current premises particularly for the purchase and settlement of properties, time is of the essence. Often the other parties taking the property would be moving into the moving premises on the same day, so we need to start and exit the property within a defined time period.

Domestic Violence victims – We believe that every family deserves a home that makes them feel safe and we have done a significant amount of work helping the victims of domestic violence by helping them move out of negative environments at very short notice. We do this with care and respect and have both male and female team members, so this makes the connection with these customers and make their move a positive experience.



Reliable Removals & Deliveries



Principles & Promises

Through our daily dealings with people from all walks of life, Reliable Removals & Deliveries has been built on a culture of always being considerate with everybody to whom we come in contact. With our industry experience we offer sound advice, and in many cases solve issues that many of our customers believed could not be achieved.

Here at Reliable Removals & Deliveries we promise to carry on business in this fashion and never to become complacent, condescending, or arrogant in delivering the requirements of our clients.

The removalist industry has a reputation for hidden costs, poor service and being unreliable and we pride ourselves on being different from everyone else, customers can rely on us!

Mission Statement

To ensure Reliable Removals & Deliveries customers receive outstanding service and value.

We aim to achieve this by offering exceptional training and support to each valued franchisee in the Reliable Removals & Deliveries Group.

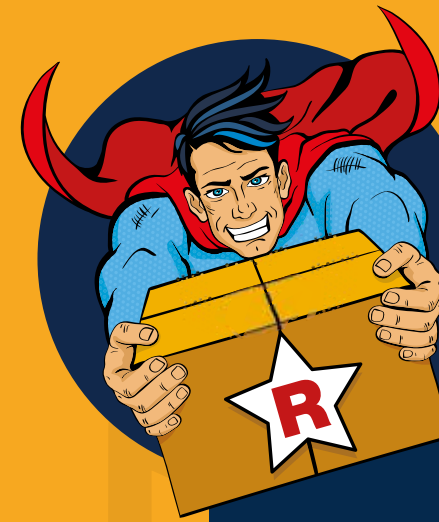
We are a family business, and we understand the importance of helping families get into their new homes, we will treat our customers like family members, because family is number one.

Market Opportunity

Reliable Removals & Deliveries operate within the highly competitive removals sector.

The Australian removalist industry is worth \$2 billion AUD annually.

The market is broken down into four types of moving services.



- Our priority is Local Moving but some of our clients may move interstate or long distances either from the territory we operate from or into our territory.
- We have moved into the warehousing and storage sector, and you will have the opportunity to do the same.
- We provide additional retail products to assist customer move.
- The Removalists industry provides a range of relocation and storage services for households, corporations, and government clients.
- In the two years leading up to 2022, Covid had an impact on the industry as a whole but Reliable Removals has continued to grow from strength to strength because of our focus on servicing local communities better than anyone else.
- The industry's performance is forecast to strengthen over the next five years, supported mainly by a return to favourable trends in the demand for removal services from the corporate and public sectors. An increase in the number of businesses suggests strong demand from the commercial sector. A rise in demand for mortgages and an upward trend in housing transfers are forecast to support demand for relocation services in the residential property market, although a projected downward trend in new dwelling commencements may contain the pace of industry expansion.
- Over the five years through 2026-27, industry revenue is forecast to rise at an annualised 1.5%, to reach \$1.7 billion.

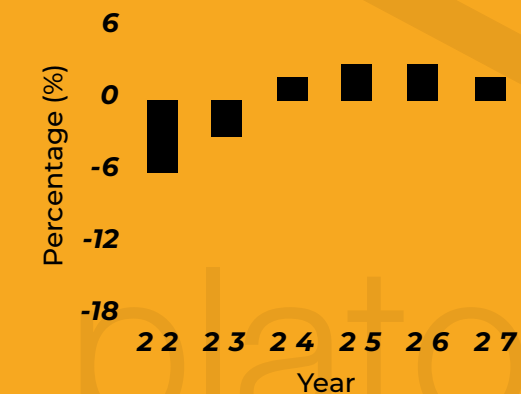
Industry Outlook

Our History

Reliable Removals & Deliveries Removalist's story began just over a decade ago in 2010, as a small establishment with a big dream. The name, 'Reliable Removals & Deliveries' was chosen to reflect the notion that the removalist industry has a negative reputation for reliability. The three main gripes from customers that use removalists are:

- They don't turn up on time or at all
- The price charged is significantly different from the original estimate
- They don't trust what they say they are going to do

Jamie and Karen Croker have been very successful in multiple businesses and decided to create a removalist business when they experienced poor service from the service providers they used for their own moves. The business is a Family owned & operated Reliable Removalist business! Over 20 years of cargo handling experience positions us well to roll out a franchise model and bring likeminded individuals that share our mission to make moving easier and more reliable.



The industry is primed for significant growth over the next five years after experiencing a declining market through the covid 19 pandemic period.

Our Evolution

As we evolved, we developed many strong relationships with our local community and staff. This put us in a unique position compared to other Removalist businesses and our customers were confident that they would receive the best moving experience they have ever had. The industry declined during Covid whilst Reliable Removals grew from strength to strength, and it is through the feedback from our customers that encouraged us to create an opportunity for other aspiring business owners to benefit from the business we have created.

We're ready to share our proven business model with people that share our passion for delivering excellence in customer service.



Our System

Reliable Removals & Deliveries has a streamlined system which ensures a smooth process for both customers and staff. We have created a CRM which supports each stage of the Removalist journey and provides structure for our team. We have a commitment to responsible sales and marketing activities, and Removalist industry best practice, our systems are the framework of our business.

We value our customers the most, we owe our success to them which is why we aim to provide the best of everything in terms of:

- Knowledgeable and friendly team to answer incoming enquiries, passing on the leads in your territory to you the franchisee.
- Latest and highest quality products and solutions that deliver the best results for our beloved customers.
- 100% Customer Satisfaction – We are positive that we can deliver excellent results. We also follow up with a phone call after the move.
- We have developed a world-class franchise system with resources to ensure our franchisees have the best chance of success.
- Our business model is proven and successful even in what has been the most difficult time the industry has experienced with the covid 19 pandemic.

Why is Reliable Removals the franchise opportunity for you?



Territory mapping and market research – We have analysed the marketplace and know what determines a successful territory



Exclusive territory to focus on local residential clientele whilst we assist with securing commercial opportunities



Established and document systems – SOP's, Operations manual, training manual



Extensive training program and in-market launch support of your business



Initial marketing campaign and ongoing marketing support

The franchise side

\$40,000
is the franchise fee

The Initial franchise package includes:

- Accommodation during training program
- Training program
- In field training for 5 days in NSW
- Workplace Health & Safety
- In - Territory launch support for 3 days
- Uniforms
- Launch marketing kit
- Operations manual and supporting tools
- Digital marketing including social media presence and localised Website page

Branded vehicle options with equipment package, including:

- Truck – from \$40,000
- Utility Vehicle – from \$30,000
- Wrapping vehicles - \$2000 per vehicle
- Equipment – from \$10,000

Legal and accounting fees

- Franchise documentation - \$2500
- Legal review - \$3000
- Accounting review and set up \$2000



The total establishment cost ranges from \$100,000 depending on the number of vehicles and size of the territory.

Reliable Removals has a very fair ongoing royalty structure that graduates and caps out to allow a franchise partner to really develop their territory and benefit financially.



Next Steps

1. Apply online and register your interest
2. A member of our franchise partner recruitment team will call you to answer any questions and to ascertain if we should meet
3. Sign confidentiality form and enquiry form
4. Speak with our Founder and CEO Jamie Croker
5. Receive Disclosure document, proforma franchise agreement and financial modelling tool
6. Meet with Franchisor and complete onsite (on the job evaluation) OJE.
7. Mutual approval
8. Issue Letter of Intent
9. Sign letter of Intent
10. Issue Formal franchise documents
11. Commence training and business launch preparations
12. Launch business
13. Live the dream lifestyle

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