

A modern, minimalist living and dining room interior. The living area features a grey sofa, a wooden coffee table, and a small round side table with a plant. The dining area has a glass-topped table with grey chairs. The kitchen area is visible in the background with white cabinetry and a black range hood. The overall aesthetic is clean and contemporary.


YOUR
BUILDINGINSPECTOR
.com.au

FRANCHISE INFORMATION BOOKLET

2022

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A man in a blue polo shirt is looking at a tablet. The background is a blurred office or building interior. The text is overlaid on the image.

‘Your Building Inspector is a building and pest inspection company that provides comprehensive pre-purchase building and pest inspection reports throughout Australia at the best prices.’

WHO IS YOUR BUILDING INSPECTOR?

Your Building Inspector is a pre-purchase building and pest inspection company that was set up in 2018. We established Your Building Inspector because we noticed most inspection companies in Australia offered exactly the same things; licensed and insured inspectors, 24 hour turnaround on reports and the latest technology. The only real difference between each inspection company was the price.


That is where we come in! We offer all of the usual services that other inspection companies offer, we just provide them at the best price on the market and reports within 3 hours from inspection. In addition to this, our inspectors are all builders, which isn't a requirement in most Australian states and territories.

How can we deliver reports throughout Australia?

If you want to deliver services to the wider market, you need local inspectors on the ground throughout Australia working under a common brand and backed by great systems and a great marketing team. To achieve this we have adopted a franchise model where inspectors own exclusive territories. Our marketing team then gets to work to generate the lead which are then directed to our inspectors! Our inspectors then complete the inspection and submit the report via our industry leading software.

That doesn't sound hard does it?

Well the answer is yes, it is! To deliver to the wider market at the best price, you need to have a recognised brand and strict systems in place to consistently deliver quality reports to customers on time. That's what we do.



‘We want our inspectors to receive real value from our brand. We also want our inspectors to be successful within the industry. This is why we look at franchise fees differently and provide useful resources and systems that will give our inspectors the best opportunity to succeed.’

HOW ARE WE DIFFERENT?

We pride ourselves on being different to other franchised inspection companies and we aim to provide real benefits for our franchisees. Apart from a very reasonable purchase price, the main difference is that we only charge a **one off fee for every inspection that is booked**. There are no ongoing 'lead fees' or 'administration fees' that are charged regardless if a booking is made or not! On top of this, we have great franchise agreement extension options and we pay to manage your digital marketing.



FEE STRUCTURE

The main difference with Your Building Inspector and other franchised models is that we truly believe that our inspection partners need to be successful for our company to be successful. Therefore, both our initial franchise fee and ongoing franchise fees are generally lower than other franchised inspection companies. Additionally, our territories are generally larger than our competitors to give you the best chance of maintaining steady workflow.

Franchise Region Purchase Cost

Our initial franchise purchase fee is \$30,000 + GST. We ask you to research the market and you will see that this is comparably lower than other franchised inspection companies, especially when you take into account the size of our exclusive territories! The reason for this is we want you to hit the ground running.



Booking Fee

We do not charge on your turnover, or administration costs and lead fees! We charge a fixed fee of \$90 + GST for each booking that you make. This fee is charged once per month, on the first day of the proceeding month for the previous months bookings (which assists greatly with your cashflow).

Google AdWords

Management of your website, search engine optimisation and search engine marketing is included within our booking fee. The only other cost to the franchisee is the Google AdWords advertising cost of \$50 + GST per day (minimum). Google AdWords is a very important advertising tool in the inspection industry. This is mainly due to the services we provide, whereby customers will often sign a contract of sale and go directly to Google to search for a building and pest inspector. Effective Google AdWords management is essential to get the best inquiry for the spend. That is where our experienced digital marketing team comes into action!



AGREEMENT EXTENSION OPTIONS

Unlike many other franchised business models, we want our franchisees to be around with us for as long as possible. That's why we offer the initial 3 year franchise agreement plus 2 x 3 year options to extend. So, if you enjoy the initial journey you can stay with us for many years. We only ask that you pay for the legals to prepare the new franchise agreements to extend, this will be \$5,000 + GST.



DIGITAL MARKETING EXPLAINED

We have a digital marketing team that manages and optimises our digital platforms so we have the best chance at getting in front of customers who are searching for inspections. These marketing activities are outlined below.

Search Engine Optimisation

We optimise the website for your region so that you have the best chance of customers booking. This can be quite difficult, time consuming and very expensive due to the competitive nature of the industry. It is also a hidden cost that many small inspection companies simply cannot afford. We constantly invest into SEO to build the organic ranking of our website in your region.

Search Engine Marketing

While we are working on optimising the website via SEO, we use paid advertising (i.e. Google Adwords) to get in front of our target market. This type of marketing is called Search Engine Marketing (SEM). Again, this can be very expensive for smaller inspection companies as most companies (including us) are bidding on similar keywords and targeting a similar customer base. SEM, however, is a necessity in our industry and this is why we ask our franchise partners to commit to a minimum spend.

Google My Business

The third part to our digital marketing strategy is Google My Business. We set up Google My Business for you so customers can not only find you through Google maps, but they can also leave reviews. Google reviews are extremely important for our business as each review on Google helps to improve our overall organic website ranking. As well as this, it is important that customers can see how happy past customers have been with our service.

‘We firmly believe that you need to be successful for the company as a whole to be successful.’



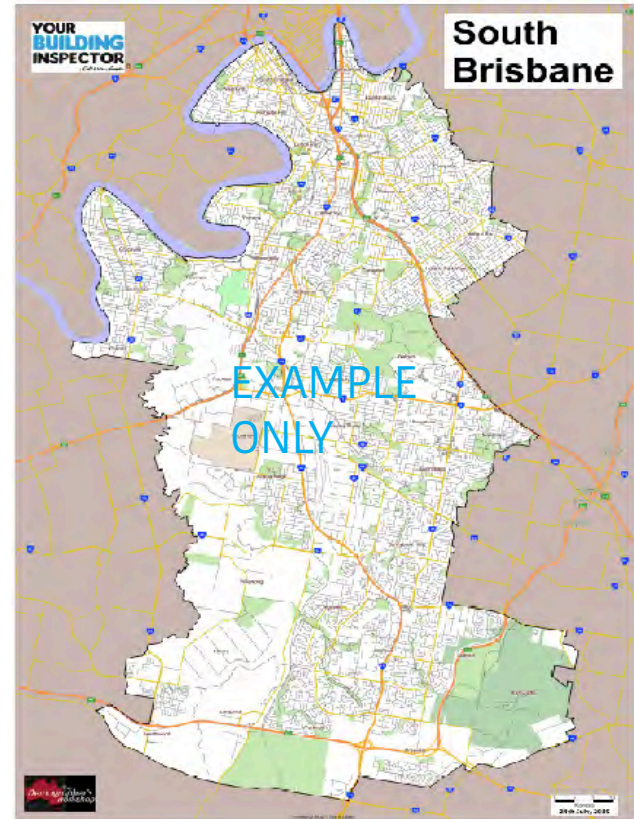
YOUR DEFINED REGION

Exclusive Territory

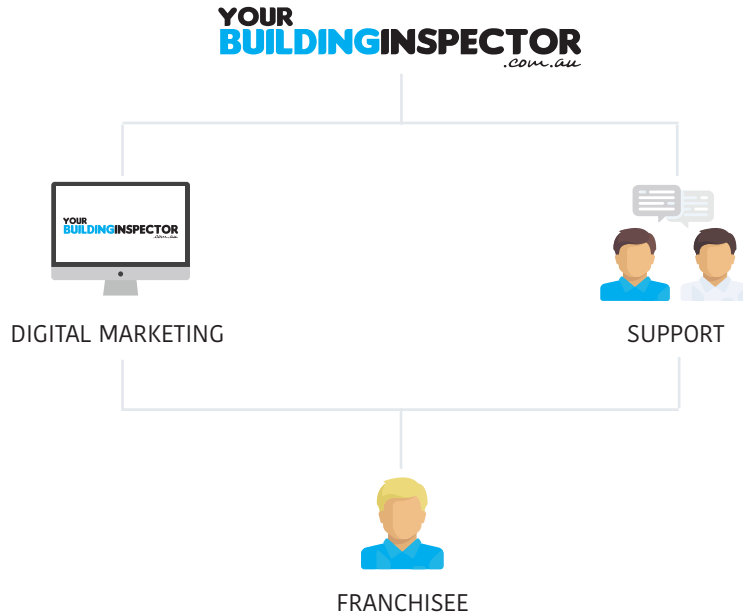
When you purchase a franchise you get an exclusive territory.

An exclusive territory is a fixed geographical region that a franchisee owns. The territory is made up of a number of post codes. Our digital marketing can specifically target these post codes and any leads generated automatically go to the franchisee in that region via email and/or phone.

Additionally, the exclusive territory gives you a fixed region to market 'on the ground' by getting to know the local real estate agents and conveyancers. Dropping discount cards and marketing collateral to agents and conveyancers will help to bolster your digital marketing, especially if you are part of a well respected and professional brand!



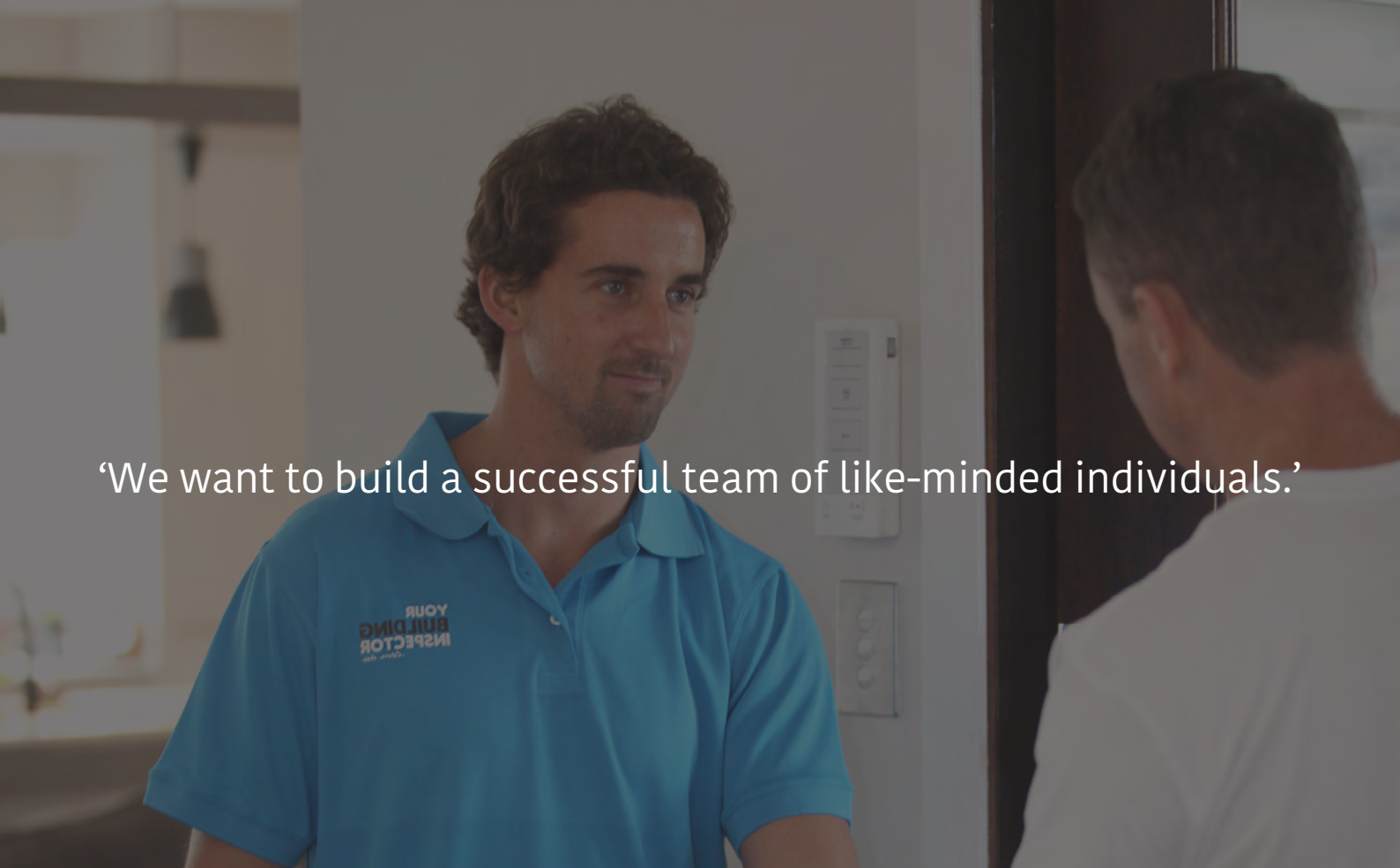
THE WAY IT WORKS



WHO ARE WE LOOKING FOR?

We want to build a successful team. To do this we need like-minded people who share our eagerness to provide the best service and price in the industry. We will only accept expressions of interest from individuals who:

- ✓ Are professional and qualified builders
- ✓ Are willing to learn and are pro-active team players
- ✓ Are committed to providing excellent customer service
- ✓ Are ethical, trustworthy, honest and reliable
- ✓ Have no bankruptcy history
- ✓ Have no criminal record

A man with dark, wavy hair and a goatee, wearing a bright blue polo shirt, is looking towards another man whose back is to the camera. The blue shirt has the text 'YOUR BUILDING INSPECTOR' printed on it. The background is a simple indoor setting with a white wall and a door.

‘We want to build a successful team of like-minded individuals.’

WHAT'S NEXT?

Like What You See?

If you like what you see, let us know and we'll organise to meet 'face to face' and see if we are a good fit for one another.

Disclosure Documents

Once we have met and decided that we are a good fit, we organise some Disclosure Documents for you. The purpose of these documents is to provide you with a clear and concise set of information for you to undertake your due diligence so that you can make an informed decision. They are in no way legally binding for you. We are required under the Franchising Code of Conduct to provide these to you.

Final Documents

Once you've held your Disclosure Documents for 14 days and feel comfortable with the information provided, you can then ask us to organise the Franchise Agreement for you. These documents will be prepared specifically for you, including your entity details and the territory that you are purchasing.

Once these documents have been provided to you, it is required that you hold these for 14 days. We then sign them and you are officially on the Your Building Inspector team!



GET IN TOUCH!

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