



# Jim's Fencing

## 8 WEEKS TRAINING KEY TO SUCCESS FOR JIM'S FENCING FRANCHISE

*Jim's Fencing divisional franchisor Warren Smith is a firm believer that the key to the overall growth and success of his business is a result of the high level of support and training he invests in all new franchisees.*

Jim's Fencing's innovative eight-week paid training program, which Warren developed and implemented in 2006, has seen the Jim's Fencing attrition rate slow and in 2012 the National Franchisee Survey saw the below positive results:

- ▶ **Income Rating:**  
Very Good/Good, **89% said yes!**
- ▶ **Promise Lived Up To:**  
Agree/Neither Agree Nor Disagree, **83% said yes!**
- ▶ **Positive About Their Business:**  
Agree/ Neither agree Nor Disagree, **91% said yes!**
- ▶ **Franchise Owners Support:**  
Excellent/Good, **95% said yes!**

Warren bought into Jim's Fencing in 2001 as a franchisee and regional franchisor. At the time there were only about 18 franchise owners but with no real systems in place, there was little room for expansion.

Warren immediately set out to develop and implement a workable franchise model and by 2004 Jim's Fencing has reached the 100 plus franchisee mark.

To take Jim's Fencing to the next level, Warren knew he had to improve the system further, and whilst on holiday with his family in Fiji in 2006, he had his 'light bulb' moment when he realised that by restructuring the training program to include 8 weeks' paid training - he could not only guarantee the success of the franchisees, but the continued growth and success of the Jim's Fencing brand.

Warren says that a motivated, empowered and confident franchisee is a successful franchisee.

"We needed to ensure that the franchisees were shown how to run their business in all aspects. Not just the physical side of fencing training, but the business side as well"

"Franchisees come to the system with a vast array of different skills, most have no fencing experience at all, so it's up to the franchisor to ensure they are each equipped with the right tools to be able to own and operate a successful franchise business, not just for the first three, six or 12 months, but way beyond."

"Franchisee training is not just about sitting in a classroom and completing a module. Franchisees should come away from learning and development sessions understanding their worth, how they contribute to the overall goals of the franchise and how their contribution will make a difference.

"We have accredited trainers, who follow a code of conduct, take franchisees out to actual jobs," said Warren.

"They have a seven weeks back to back training with reports coming back to their franchisor. There are checklists for the franchisee to complete each week and the results go back to the franchisor. This generous amount of time enables the new franchisees to have all of their business systems set up."

Warren explained that the eighth week is held for franchisees to show them the types of fencing they are yet to experience.

He said this is important as last year Jim's Fencing affiliated nationally with additional new fencing products, e.g Aluminum, PVC and gate automation products.

"We see lighter and more interesting work for the franchisees and also highly profitable work" said Warren.

"Our suppliers offer specialist training for all new and current fencing franchisees".

In addition to training, Warren surveys all new franchisees across Australia to gauge the quality of their intake and the quality of their training so as to get direct feedback.

"Week Five, I survey them by phone. This enables me to tweak or make changes required to the system, so far the feedback has been incredibly positive and no tweaks required."

Well, Warren, let's see how real it is on the 'other side of the fence'.

Three new franchisees who began with Jim's Fencing recently, Justin Williams, Peter Dragic and Danny Frood, give their account of their first few months in business and how the 8 Week Training program has helped them establish themselves and their businesses.



### Justin Williams – Canterbury

**Justin Williams purchased his Jim's Fencing business in December 2011.**

*Justin is a qualified mechanic who had worked his way into a customer support role in the head office of a car manufacturer.*

*"The hands on skills I had were not particularly useful in my new role but the customer service skills are invaluable," he said.*

*This is the first franchise business Justin has owned.*

*"I was becoming very stale working in an office job and needed a change to reinvigorate myself. There is a lot of variety in self-employment and I felt this would be the best way to liberate myself from the daily grind."*

*Justin said that the 8 week paid training was definitely an influencing factor in his decision to buy a Jim's Fencing franchise.*

*"It is certainly a comforting feeling knowing that you will have a steady income while you are training and it certainly does have a positive effect on the decision making process.*

*"It goes without saying that if you have never built a fence that the hands on training is the most important. Having said that, there is also a large focus on being a business owner and not just a fencer. Generating your own revenue stream through business to business and private referrals was just one of the training topics that I found very useful."*

*"Without any support or training it would be nearly impossible for someone who has not already been in this line of work to be truly successful. I think lots of people desire to be self-employed but are scared to make the leap because they will be on their own. The support from the Jim's Fencing group eliminates this concern."*

*After just over 12 months of operation, Justin's business plan with Jim's Fencing is on track.*

*"With the support of the Jim's Fencing group we have been able to achieve all of our goals and more at this stage in our plan," he said.*

*Justin has ambitions to grow his business even further.*

*"In five years' time I would like to see myself as a regional franchisor and stretching myself to learn and achieve more and more."*

*"If I was in the same situation I was I would do it all again. I think that is the highest recommendation I could give the group."*

### Peter Dragic – Malvern East

**Former Real Estate Agent, Peter Dragic bought his Jim's Fencing business in May 2012.**

*"The skills used from Real Estate such as building customer rapport and customer service as well as feeling comfortable dealing with people on a one on one basis daily are definitely beneficial as a Jim's Fencing franchisee."*

*"This was the first business I have owned – I was sick of working for others, and wanted to enjoy my family more and get my weekends back."*

*He said that the 8 Week Training was not really an influencing factor in his decision to buy into Jim's Fencing, but it was 'fantastic to have some money coming in whilst training'.*

*He said the three most beneficial skills learned during the training were: how to build a fence; time management; and how to run a small business effectively.*

*After less than 12 months in business, Peter's Business Plan is exceeding his expectations, so he will need to replan.*

*In five years' time he hopes to be a franchisor, 'as well as still possibly being out on the tools 'from time to time'.*

*Peter says he would definitely recommend buying a Jim's Fencing franchise.*

*"Yes certainly, If you follow everything that is shown and taught to you, you will succeed, but if you try and cut corners the inevitable will happen!"*

### Danny Frood – Blackburn

**Danny Frood also bought his Jim's Fencing franchise in May 2012.**

*As a former furniture/cabinet maker, Danny was confident 'on the tools' and found the transition to fencing quite easy.*

*However as he had never owned his own business before, he knew he would find the administration and sales side a challenge, so the 8 Week Paid training program was definitely an influencing factor in his decision to buy.*

*"The time was right and I wanted to work for myself," Danny said. "During the training period as well as learning the practical, hands on side of it, I learned I needed to know to set up the business and develop my sales skills before I went out in the field."*

*"From a hands-on point of view, learning the different techniques used when building different types and styles of fences was very important. The trainer I had was extremely supportive, knowledgeable and very helpful."*

*Danny said his business plan is on track.*

*"We are keeping our heads above water and paying the bills so far. The future is looking promising. I'm definitely enjoying working for myself, and I have thought about growing the business but need to take it one step at a time."*

*What would Danny say to someone who was looking at joining Jim's Fencing, would he recommend it?*

*"Yes, I would if I felt they could do it and willing to put the hours in."*

## Don't sit on the fence! Act Now.

**"We need another 50-60 people just to keep up with the leads we have now in Australia," Warren said. There are numerous franchise territories available, in metropolitan city locations and regional locations. For Regional (Master) Franchisor opportunities see our website for availability.**

Jim's Fencing has been able to not only survive the GFC but continues to thrive.

"The beauty and truth is that there was no crisis for Jim's Fencing," said Warren.

"I have not felt one single blip in sales. Fencing is a necessity, not necessarily to protect your property, but kids and dogs need to be safe and most of us have them!".

Warren is happy to discuss the various opportunities available with anyone who is interested in taking action and making a change.

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