

Jim's Fencing – is it for me?

Seeking hard-working, energetic and focused individuals to help fill the gaps

Jim's Fencing is a business that is experiencing the unusual phenomenon of receiving more work leads than it can handle.

“From December 2012 to December 2013, the fencing division received more than 30,000 leads through the Jim's Group call centre, 12,000 that we were unable to service, simply because we didn't have enough franchisees,” says the divisional franchisor Warren Smith.

“Thankfully we have experienced a spike in franchise owner recruitment during 2013 which is fantastic and this means we will be able to fill the gaps a little bit; however we are always seeking quality operators.”

Over the past 12 years, Warren has grown the Jim's Fencing division by passing on his valued experience as a successful fencing operator in Victoria and Sydney. He now leads a team of regional franchisors Australia-wide who in turn are responsible for 160 individual franchise owners plus sub-contractors.

“All of our franchisors are experienced fencing operators many of whom have stepped up from being a franchise owner to become a franchisor. When you join Jim's Fencing you are being mentored and supported by actual fencing operators not from someone sitting in an ivory tower,” Warren explains.

In 2006 Warren improved vastly the Jim's Fencing training to become an eight week, on-site, paid training program.

“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,” Warren says.

“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.”



Jim's Fencing franchisees run all aspects of their business. All images: Jim's Fencing



Is Jim's Fencing for me?

“Fencing is not easy work. It is highly physical and can be laborious,” Warren says.

Before progressing any further, you need to ask yourself ‘do I have what it takes to be successful?’

“At Jim's Fencing we have many successful operators; however, without being too romantic about the system, this business still requires a lot of energy and sacrifice, particularly in the first six to eight months.

Prospective franchisees need to ask themselves “have I been successful in my endeavours in the past, particu-

larly in the hard times?” and “am I persistent?”

“Whilst Jim's Fencing has an intensive business/fencing training program we are proud of, you do need to be honest with yourself first and foremost.”

FRANCHISE INFORMATION

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