



# Franchising with Godfreys



**Thank you for your interest in the Godfreys Franchise System. A driving factor in both our growth and the ongoing growth of our franchisees is the care we take in recruiting, training, developing and retaining quality franchisees.**

**As the parent company it is our role and my personal vision, to provide clear and positive leadership, stability and integrity. Godfreys' greatest strength remains our people, our strong sales culture and our reputation for innovation built on the principles of understanding changing customer needs and deep product knowledge.**

**Listening to our customers and responding to their wants and needs through constant innovation, have been key drivers to our growth and will be integral to your success within our business.**

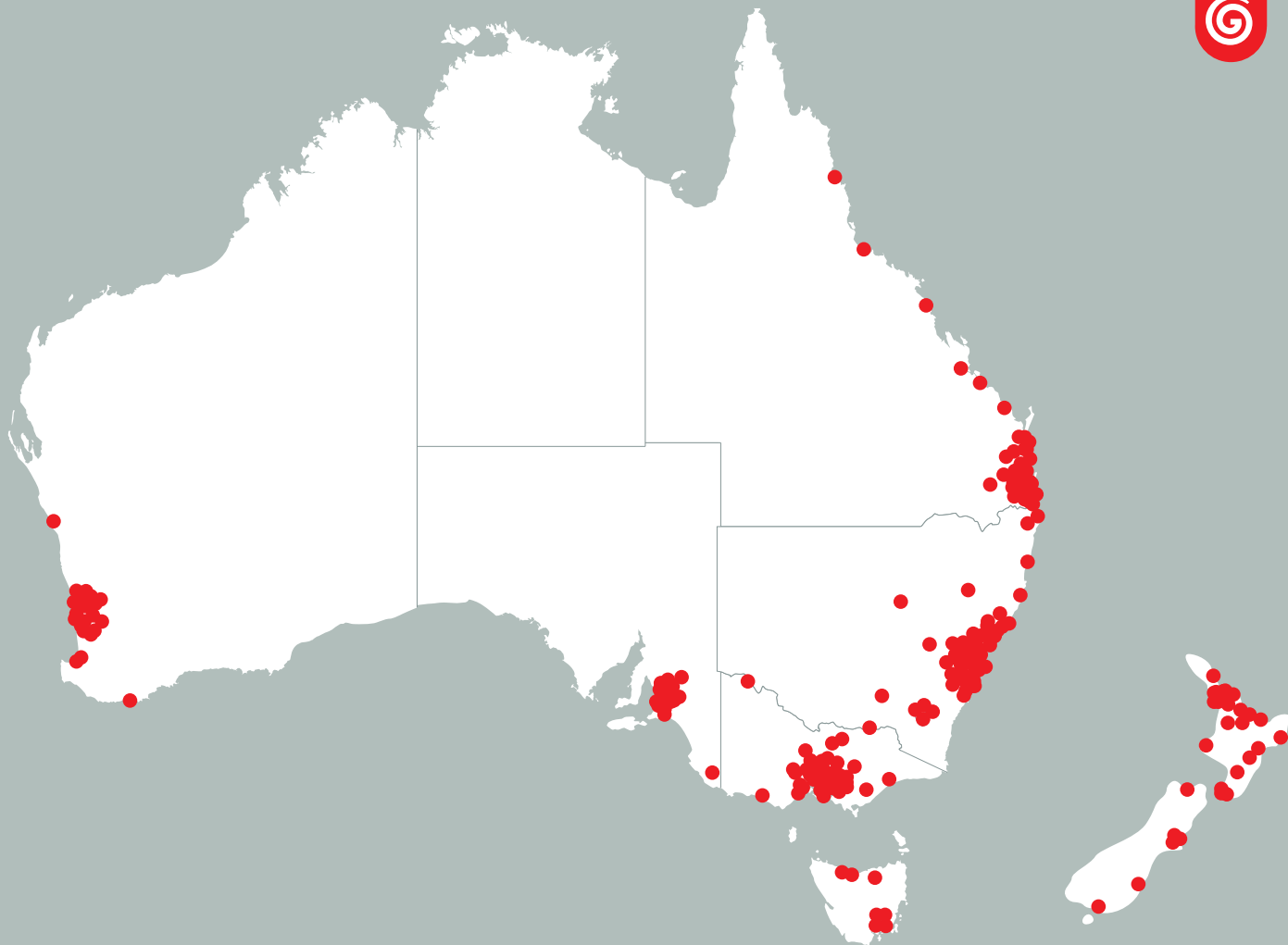
**Our franchisees must also be great brand ambassadors, servicing our customers with individual care and attention, to deliver on our brand promise.**

**Owning a Godfreys franchise provides a great opportunity for the right candidate to build a successful business and an asset for their future.**

**I welcome your interest in our company.**

A handwritten signature in white ink on a blue background. The signature is cursive and appears to read 'D Lee'.

**D Lee  
Chief Executive Officer**



## Who are we?

Godfreys is an iconic brand in Australia and New Zealand with a trading history spanning more than 85 years. We believe it to be the largest independent vacuum and cleaning supplies business, worldwide. While synonymous with vacuum cleaners, the Godfreys business extends into many other product categories, all related to cleaning. Key product categories offered include vacuum cleaners, carpet shampoo machines, steam cleaners, general cleaning merchandise, accessories, repairs and services.

The Godfreys network of 200+ stores is extensive throughout Australia and New Zealand, with over

170 stores in Australia and more than 30 stores in New Zealand. Of these, over one third of stores are currently franchised with the remaining stores company owned and operated. The stores are located predominantly in shopping centres, homemaker centres and shopping strips.

With a multichannel offering – our extensive range of products and services has positioned Godfreys as THE destination for both retail consumers and professional cleaners via retail and online channels.

Godfreys foresee ongoing growth within its industry sector through continued product innovation and new category growth

# Why Godfreys is unique

- We are competitive in the market, providing a multi-brand and multi-product strategy catering to a broad range of customers, providing quality products at multiple pricepoints
- Godfreys stores are supported by a multi-channel national advertising calendar inclusive of television commercials, catalogue, online, social media and instore point-of-sale platforms, raising awareness of the brand and driving foot traffic both in store and online to help drive sales and increase our market share
- If the opportunity is available, experienced franchisees are able to own more than one store, increasing their own opportunity for personal asset growth
- A strong sales culture that has been built on understanding customer needs, detailed product knowledge and supporting our unique 'Try It, Like It, Buy It' philosophy
- Dedicated internal product design team to ensure ongoing product development and market leading innovation
- Godfreys International buying power, supply chain and Australia/New Zealand wide warehousing and distribution network
- Unparalleled in-house product service and repairs offer, exclusive to Godfreys
- Exclusive Trade In offer on eligible sales

## Godfreys proudly offers a broad stable of premium brands, many unique to Godfreys

### Company-owned brands



### Licensed brands



### Third party brands





# Is this you?

- Your goal is to succeed in a business of your own, but not necessarily on your own
- You are looking to make a long term commitment (minimum 5 years) to your own business
- You are open to relocating to another part of Australia
- You are hard-working, committed to self improvement and enjoy a hands on approach
- You have had a successful business career or demonstrate strong business skills
- You can inspire others
- You enjoy working with people, engaging with customers, all day, every day
- You have the ability to identify and understand your customer's needs
- You have the confidence to identify an opportunity and take it
- You are ready to commit yourself to running a retail business rather than being a passive investor
- You are able to make a financial commitment
- You are prepared to undergo a three-month paid training and support program as a Godfreys employee



# What's involved in becoming a Godfreys franchisee

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- After you have expressed interest in a franchise we will conduct a phone interview to assess suitability and eligibility. We will also advise you of available franchises to determine if there is an acceptable opportunity.
- Purchase price of potential suitable franchises will be shared. The amount will vary with existing businesses, based on size and current profitability.
- We will then require financial information from you to assess your capacity to invest in a franchise. Godfreys require an initial investment of 20% of total investment to be paid as your commitment to becoming a Godfreys franchisee.  
Godfreys may offer vendor finance if required for the balance of the investment, to approved candidates.  
The value of the initial investment will vary for each site available, based on size of site and profitability of the store.
- The next step is for you to join us as a paid employee of Godfreys for up to 3 months. During this period, you will receive training by working in store.
- Throughout the training Godfreys will provide feedback and assessment of your suitability as a Godfreys franchisee.
- On acceptance, legal documentation will be completed for you to join us as a franchisee.

**"Following 10 years of sales experience after completing my MBA, I considered myself as a great salesman. I remember on my first day at Godfreys, I asked a question to the franchise owner. 'Which vacuum is better, bagged or bagless?'**

**The answer he gave me made me think that Godfreys has better sales people.**

**I then asked a 2nd question to my colleague and it confirmed my thinking.**

**I started digging deep and was amazed to find that it is the 'Godfreys System' which is creating great sales people."**

Vikas Purani, Franchisee  
Crossroads NSW



# A Strong Support Program

Godfreys, as a cleaning supplies specialist, aims to have the most qualified and knowledgeable team in the industry.

As a result, we rely on regular, intensive training. Our franchisees have access to dedicated training resources, in the form of face-to-face training, audio visual and digital information. Regular product and marketing updates are supplied to franchisees.

Franchisees receive regular face-to-face support from a team of dedicated Area Managers, who work in store with them. They provide support and advice on product information, marketing, visual merchandising and store management.

With a trading history spanning over 80 years, Godfreys have developed their business sales model to one of proven success – this means our new franchisees can enjoy proven systems and processes, where the risks usually associated with a new business are reduced.

Godfreys holds head leases of properties and manages lease negotiations and other property matters on behalf of franchisees. The company also offers national maintenance and service agreements that the franchisee can access.

A standardised store point of sale system is provided by Godfreys with help-line support. We also provide a help-desk and online intranet product support so we can respond quickly if any technical issues arise. Standard computer, hardware, printer and software applications are available for purchase.

Store upgrades are also made available by the company at cost to the franchisee. We provide store layout and merchandising support, to range your store and ensure a Godfreys customer can be guaranteed a consistent shopping experience

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**“Roll up your sleeves, put the hard work in early and gratification comes in time. I purchased my first franchise 12 years ago then purchased a second franchise 5 years ago, after starting my career with Godfreys and working across both sales and management for 10 years. My father worked at Godfreys for 37 years. Godfreys is ingrained in my family history.”**

Jamie Vella, Franchisee  
Penrith NSW

**As a cleaning supplies specialist,  
Godfreys aims to have the most  
qualified and knowledgeable  
team in the cleaning industry.**

**Interested? Contact us now.**

**Australia**

To begin a confidential discussion,  
email [franchises@godfreys.com.au](mailto:franchises@godfreys.com.au)  
or call Godfreys on 1800 815 270  
[godfreys.com.au](http://godfreys.com.au)

**New Zealand**

To begin a confidential discussion,  
email [franchises@godfreys.co.nz](mailto:franchises@godfreys.co.nz)  
or call Godfreys on 0800 282 288  
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