

JOIN A GLOBAL FAMILY OF SMALL BUSINESS OWNERS

AUSTRALIA'S AWARD WINNING FRANCHISE

poolwerx
for healthy pool people

CONTENTS

4 A STORY OF SUCCESS

5 30+ YEARS OF CONSISTENT GROWTH

6 FRANCHISEE TESTIMONIALS

7 WHY POOLWERX AND WHY THE POOL SERVICE INDUSTRY

8 YOU'RE NEVER ALONE

9 SUPPORT GROWS SUCCESS

10 HOW WE GROW YOUR BUSINESS AND YOUR VISIBILITY

11 PROMOTIONAL HIGHLIGHTS

12 AN OPPORTUNITY THAT'S RIGHT FOR YOU

13 A RANGE OF FRANCHISE OPPORTUNITIES

14 FRANCHISE OPTION 1: NEW TERRITORY

15 FRANCHISE OPTION 2: RESALE

16 FRANCHISE OPTION 3: FAST START

17 FRANCHISE OPTION 4: CONVERSION/ACQUISITION

18 WHAT'S INVOLVED IN BECOMING A FRANCHISE PARTNER?

19 OUR VALUES GUIDE EVERYTHING WE DO



A STORY OF SUCCESS

Founded in 1992, Poolwerx is one of the world's largest global franchise pool service brands. Founded by Australian Executive Director and entrepreneur John O'Brien, Poolwerx has grown to 600+ service vehicles and 170 stores in Australia, New Zealand and the United States.

Poolwerx offers multiple revenue streams, repeat clients and limited competition. We are part of the growing home services sector and are a technology leader. We are also champions of teaching the importance of life-saving water skills through our annual community initiatives, April Pools Day and Responsible Pool Person.

For 30+ years, Poolwerx has been helping people like you to flourish in business, building a stellar reputation for first-class aftermarket pool services and products in the process. Whether you want to be your own boss or are looking to expand your existing business, franchising with Poolwerx is the answer.

AWARDS



5 Star Rating: Australian Franchise Registry
2022 FCA Franchisor of the Year
2020 FCA Marketing Excellence Award
2021 FCA Field Manager of the Year
Multiple FCA Multi Unit Franchisee Award winner
Multiple FANZ Home Service Franchise of the year winner

30+ YEARS OF CONSISTENT GROWTH

1992
FOUNDED IN BRISBANE AND SYDNEY

MOBILE POOL CARE SERVICE

1993
REBRANDED AS POOLWERX

2 STORES
5 VANS
3 TERRITORIES

2006
LAUNCHED FIRST MOBILE SERVICE IN NEW ZEALAND

2 STORES
20 VANS
12 TERRITORIES

2010
LAUNCHED IN THE USA

31 STORES
161 VANS
61 TERRITORIES

2022
OUR 30TH ANNIVERSARY YEAR

163 STORES
634+ VANS
350+ TERRITORIES
1500+ STAFF

30+
YEARS OF POOLSIDE MEMORIES

FRANCHISEE TESTIMONIALS



Shane Doyle, Poolwerx Bendigo – Retail & mobile

What I love about being part of the Poolwerx brand is being a franchise partner. And ‘partner’ is the keyword in that. All of our other franchisees are partners in our business who can coach us and work with us...it is a big family. We’re not here on our own.

Melinda & Matthew Wyper, Poolwerx Mill Park – Mobile

We found Poolwerx was the easy choice for us because its values were aligned with our values. It was family orientated, it was quality first, it was people first and that’s what attracted us to the brand.





Malcolm Price, Poolwerx Upper North Shore – Multi-store & mobile

The support structure at head office is deep. All the tools are there to succeed – whether it’s technical support, marketing support or HR support as you expand your team. Ultimately, what you actually get is security of inventory and security of service.

WHY POOLWERX

NEARLY 70%
OF FRANCHISE PARTNERS ARE MULTI-UNIT OWNERS

AWARD-WINNING BRAND WITH 30+ YEAR TRACK RECORD

LEADING POOL SERVICE BRAND IN AUSTRALIA

RECORD SALE REVENUE FY 22/23

MULTIPLE REVENUE STREAMS TO INCREASE YOUR INCOME POTENTIAL

WHY THE POOL SERVICE INDUSTRY

ON AVERAGE 25,000* POOLS BUILT EACH YEAR

1.4 MILLION POOLS & SPAS

BILLION DOLLAR INDUSTRY

*In Australia

YOU'RE NEVER ALONE

Owning a franchise with Poolwerx means you have a support team helping you every step of the way. From technical experts, HR to marketing, we're here to help you achieve your business goals.



SUPPORT GROWS SUCCESS

Starting your own business is a big step. However, by investing in a franchise, you have support across crucial areas of your business that can impact success.

SUPPORT

- Behind your business is an experienced team dedicated to growing and supporting you. This extends beyond the financials, with the franchisor team assisting in all areas.
- At Poolwerx, we started our Poolwerx Welfare Fund to support our network in their time of need including floods, sickness and personal problems.

TRAINING

- Your franchisor understands your business and the market. That's why training is provided upfront - a great opportunity for anyone changing careers.
- Ongoing training is provided. At Poolwerx, we conduct training every year. We call this 'Development Season' and it helps keep our network competitive.

BRANDING

- Working with a well-known brand means that a lot of the hard work is already done for you. You'll also have access to various marketing opportunities through national, regional and local campaigns.

MARKETING

- As part of your franchise fees, you'll contribute to a national marketing fund. This fund is used to promote brand awareness, run promotions and inform your clients. It's one less thing you need to worry about as the marketing team executes it all for you.

HUMAN RESOURCES

- Recruitment, understanding legislation, regulating employment contracts and staffing are key concerns for any business. That's where the franchisor's HR team can support you with recruitment campaign assistance, navigating legislation and expert advice with HR challenges.

HOW WE GROW YOUR BUSINESS AND YOUR VISIBILITY

When starting your business with Poolwerx, you'll have access to our award-winning marketing team to support you through all aspects of promotion, from opening, seasonal sales, national marketing campaigns and local area marketing. As Australia's largest established pool service brand, we have the tools to ensure our brand is ahead of the competition.

TELEVISION ADVERTISING

National TV commercials to promote key initiatives at key times.

SEARCH ENGINE OPTIMISATION

Analysing and reviewing keyword trends to ensure Poolwerx ranks high in Google searches.

WEATHER/AD-HOC EVENTS

Supporting you through unplanned events. Our team is on standby to provide support if the unthinkable happens. For example, floods, COVID lockdowns.

PUBLIC RELATIONS

Working with local and regional journalists to keep Poolwerx as the go-to experts for pool servicing.

NATIONAL MARKETING

National campaigns for retail and mobile franchise partners to drive leads to your business.

LOCAL AREA MARKETING

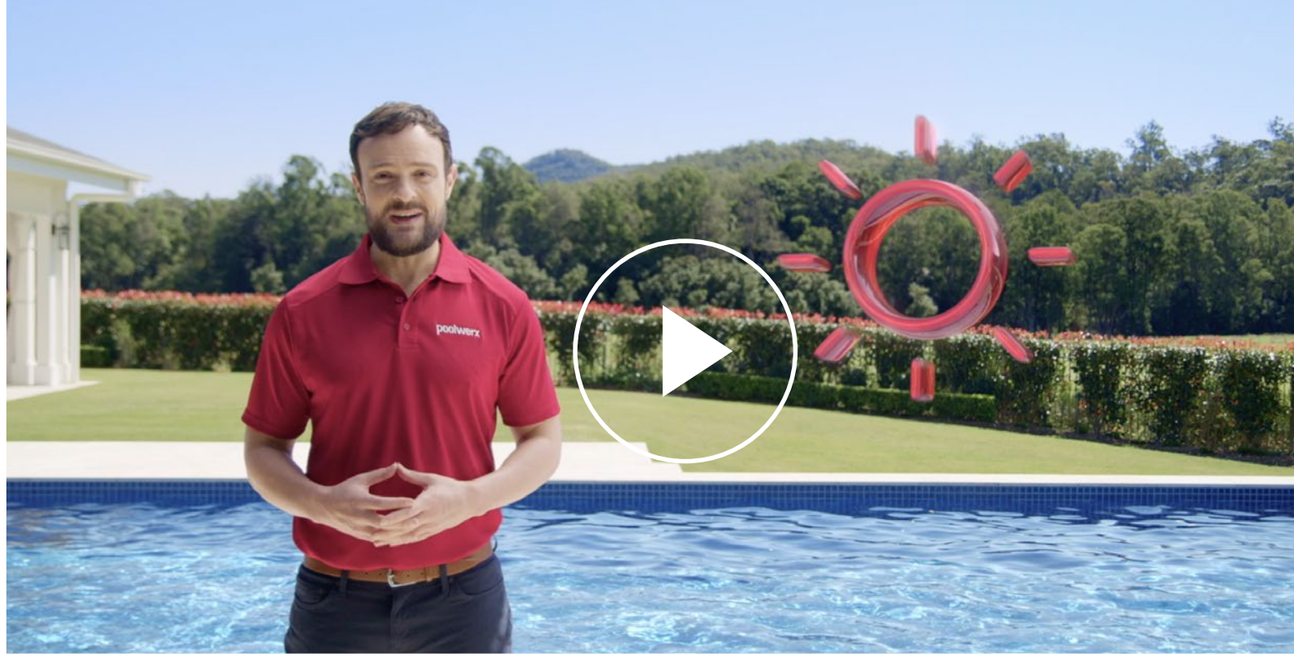
Developing campaigns and assets specific to your business to make your brand the local hero.

DIGITAL MARKETING

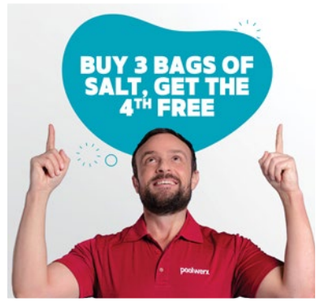
Organic and paid adverts across YouTube, Facebook and Instagram.

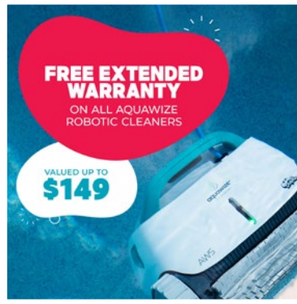
SPONSORSHIP

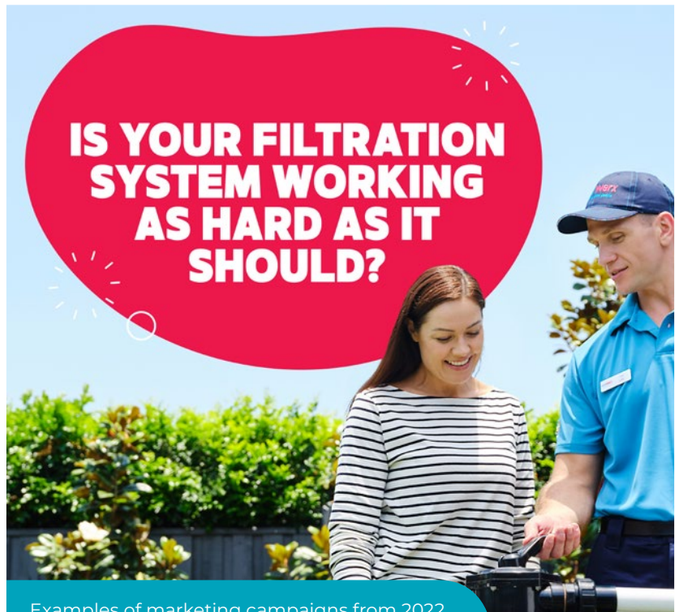
National sponsorship and water safety campaigns driving brand visibility and engagement at the local level.













Examples of marketing campaigns from 2022.

AN OPPORTUNITY THAT'S RIGHT FOR YOU

At Poolwerx, we have a range of franchise opportunities to suit your level of investment. Plus, you won't be paying any additional costs for training and travel expenses - we're proud to be the only franchise that includes these in our fees.



A RANGE OF FRANCHISE OPPORTUNITIES

NEW TERRITORY

Start from scratch and build rapid growth

RESALE

Buy one of our existing successful franchises

FAST START

Similar to a New Territory but with existing clients and sales

CONVERSION/ ACQUISITION

Expand or grow your existing Poolwerx business



FRANCHISE OPTION 1: NEW TERRITORY

Start from scratch and build rapid growth

INVESTMENT:

$90,000 + GST + COST OF VAN
($35K FOR AN LDV)

INCLUSIONS:

Exclusive marketing territory based on our pool data.

Full turnkey option.

$10,000 in Local Area Marketing support.

Gain a Certificate 3 in Swimming Pool and Spa Maintenance service.

Greenfield territory - you'll be the first Poolwerx owner in the area.



FRANCHISE OPTION 2: RESALE

Buy one of our existing successful franchises

INVESTMENT:

COSTS VARY BASED ON THE SIZE OF SALES REVENUE AND PROFITABILITY

INCLUSIONS:

All existing business assets and handover with incumbent owners.

Full onboarding training and support program.

Extended 'Forming Good Habits Program'.

Dedicated 'Pool-school' training.



FRANCHISE OPTION 3: FAST START

Similar to a New Territory but with existing clients and sales

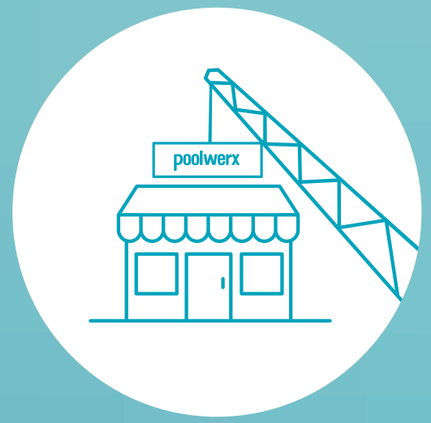
INVESTMENT:

COSTS VARY BASED ON THE SIZE OF THE BUSINESS AND CURRENT SALES REVENUE

INCLUSIONS:

All the inclusions of a New Territory including marketing budget and training.

The advantage of a Fast Start is you have access to an existing client database and sales.



FRANCHISE OPTION 4: CONVERSION/ACQUISITION

Expand or grow your existing Poolwerx business

INVESTMENT:

COSTS VARY BASED ON THE PRICE OF CONVERSION/ACQUISITION

OPTIONS:

1. Expand your business by converting it into a member of the Poolwerx family.

2. Grow your existing Poolwerx business through acquisition by buying out a competitor and re-branding to Poolwerx.

WHAT'S INVOLVED IN BECOMING A FRANCHISE PARTNER?

1) INTRO CALL WITH OUR TEAM

To gain a greater understanding of the Poolwerx system and how it may suit you. To ensure you are making the right decision for you and your family.

2) DISCOVERY MEETING WITH OUR SENIOR LEADERSHIP TEAM

An opportunity to hear from our CEO and senior leaders in the business and for you to share your vision and goals with us.

3) POOL SCHOOL: 3-WEEK TRAINING

An intensive three-week training program that teaches you: the technical side of pool and spa service, pool maintenance, and how to grow your client base and sales revenue.

4) DIVE INTO YOUR NEW BUSINESS

Ongoing support with a business coach and mentor as well as access to the full Poolwerx support team to ensure your success.

OUR VALUES GUIDE EVERYTHING WE DO

IN FACT, OUR #1 KPI IS FRANCHISE PARTNER PROFITABILITY

PEOPLE FIRST, ALWAYS!

Our people are our first priority, our first concern and our greatest strength. They include our franchise partners and their families and staff, our franchise support staff, our suppliers and our clients.

FIND THE BETTER WAY!

As a franchise system, we constantly strive to improve everything we do. We invest in improving and refining our professionalism, ourselves and our brand. This value is at the heart of our innovation and initiative – we strive to be the best!

DO THE RIGHT THING!

We all know what 'the right thing' is – we just need to do it. This is about acting with integrity in our dealings and showing respect to our brand and to one another. It's about being honest, direct and trustworthy.

DARE TO SUCCEED!

As an extended community of entrepreneurial small business people, we rely on courage to succeed, to overcome adversity and to constantly rekindle our passion for our brand and our clients. By daring to succeed, we make things happen.

ENERGISE!

We add positive energy to the Poolwerx brand through supporting one another to be resilient and consistent. We take responsibility, learn from mistakes and strive to be part of the solution as we look forward, not back.

poolwerx

for healthy pool people

For more information talk to our Franchise Recruitment Manager

Free call Australia: 1800 245 447
Free call New Zealand: 0800 543 419
E: joinourteam@poolwerx.com.au

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