

RENT THE ROO

The Rental Specialists

Are you interested in running your own business without the stress of working out all the details?

Why not become a Franchisee?



Est. 1976

For more information contact the Franchisor
franchising@renttheroo.com

renttheroo.com.au



SCAN ME

Rent The Roo Pty Ltd Australian Credit Licence 387405.



Who We Are

RENT THE ROO is a family business, which is now run by second and third generation members of the Hague family. Brian Hague and his son Philip laid the foundation for Rent The Roo in 1976 and despite huge changes to our lifestyle, the business is still going strong. With an emphasis on family and work life balance Rent The Roo has grown and adapted with the times.

In 2003, Philip decided the time was right to franchise the business resulting in over 25 franchisees today, most with multi-unit holdings. Philip is now at the helm in his role as CEO whilst daughter Emma is General Manager at their Head Office in Tasmania. The family affair continues through the franchisees, some handing down their business to their children.

We operate as a financial service business offering leased goods to our customers for a weekly fee, which can even be deducted from social support payments if required. At the end of the lease term, the item can be renewed for a lower weekly rate or a new item substituted. We all know how quickly technology dates! The availability of these goods to our customers is life changing.



PHIL HAGUE

CEO



EMMA SHERRATT

General Manager
& Franchisee



Who are our Franchisees

We have over 25 franchisees in our network currently, many with multi unit territories across Australia. It really doesn't matter if you're 25 and looking for a change for you and your family or in your 50's wanting the chance to work for yourself for the first time in your life. Anyone can become a franchisee. We currently have franchisees who are between 28 and 70+ years of age and believe the right franchisee is one with an entrepreneurial spirit.

Franchisees come from varying backgrounds and walks of life - the common thread is the value of wanting to make a living and a difference in someone's life whilst still enjoying your family time. There is no set qualification or experience required.

We are looking for franchisees who;

- Have a can do attitude
- Align with our company values of Connection, Respect, Integrity, Service and Innovation
- Financial Services experience is preferred but not essential
- Want to run a business in and around their family/personal life
- Value flexibility
- Are open to new ideas and innovations
- Have good communication and problem solving skills
- Want to grow & develop their businesses
- Are leaders and team players

“Owning my own Rent The Roo franchise gives me flexibility in the hours I work and allows me to have a perfect work life balance around my family. The financial stability allows me to grow my business on a scalable level.”

Judd - Hobart East area franchisee



Who are our Teams

Between Head Office and our Franchise network, we employ over 120 staff members throughout Australia. Our teams range from solo operators through to large teams of over 10 staff members. Larger teams operate as a hub for franchisees with multiple territories across Australia.

“At Rent The Roo BN we work together to create a 5 star experience for our customers and a 5 star fun rating for our staff. We have been in a growth phase now for 2 years and there is still so much opportunity out there, we are very excited for the future.”

Nina, Brisbane North hub



What do we Rent?

We have many established retail partners who supply only the best products available, which ensures we have a huge range of products available for rent, all brand new. We organise door to door delivery, easy rental repayment plans and ongoing support and service for the life of our customers rental agreement. If there is something wrong with an item we will arrange warranty claims and/or get the item fixed for our customers.

We can organise everything customers need to set up their home, including but not limited to: Computers, Mobile Phones and Tablets, TVs, Bedroom Furniture, Fridges, Washing Machines, Lounges and Outdoor Furniture. Basically...

if we can source the product, our Customers can RENT IT.



Who are our Customers?

Our customers can come from all walks of life, anywhere in Australia. Many of those are either on social benefits or seeking to acquire new furniture, appliances or electronics with limited funds. In this current economic climate, it is not only those on social support that enlist our help though, many employed people do too. With the cost-of-living skyrocketing and the collapse of a direct competitor, increased demand for consumer and commercial leasing services is high.

What distinguishes us from our competitors is our personal relationship with our customers. We strive to offer great service and ensure all those seeking our services are treated with respect. It is this core value of the company that ensures trust is created and our customer retention rate is very high.

“We strive to offer great service and ensure all those seeking our services are treated with respect.”

Phil Hague, CEO



"Excellent service, above and beyond, especially by Minal. Helped fix my credit score!"
-Dee McKay



"Amazing to deal with, very happy with experience. Products are great and great range!"
-Jessica Hermann



"Amazing service, friendly and great service! Thankyou!"
-Kayla Petrovic



"A wonderful surprise just in time for Christmas, Love Rent The Roo!"
-Debbie Kennedy, QLD



**KALINA IVES Townsville QLD
WINNER \$50 Gift Card!**



"Very satisfied customer"
-Mark Davis



"It has come as a surprise and will come in handy for xmas, Thanks to Jenny for her awesome service, Merry Xmas!"
-Yvonne Coleman, QLD



"Excellent for the last 11 years, Fantastic service in office and delivery"
-Mary Boney

RENT THE ROO

WE RENT IT NEW!

EST. 1976

ALL AREAS

137 661

renttheroo.com.au

facebook

apply online now

SCAN ME

Other stock and equipment are only available to customers of Rent The Roo. Rent The Roo is a registered company. Please call 137 661 for more information. (08/21/21)

How we run our Businesses

Our franchisees all run their businesses slightly differently, depending on what suits their lifestyle. This is a business that can work if you are based in the area you are looking to purchase, or managing it remotely.

Customers can contact us via phone, email, social media, SMS and web enquiry. The choice is theirs as to how they connect with us.

Our marketing includes our national website, Google Ads, social media, SMS campaigns, certain print media, and some franchisees even do shopping centre displays in certain areas. The choice is yours and we can work with you to develop a marketing campaign that yields results and tweak it as necessary.

franchisees attend Head Office for hands-on training. Which can then be followed up by in territory training if you are living and working in your potential area as opposed to running your business remotely. The beauty of owning your own Rent The Roo franchise is the business is fully scalable to your needs, you can run a small office with yourself and another staff member from home, or like some of our larger teams have your own commercial office with 10 staff members working full time. This business can be whatever you want it to be!



Head Office will assist you with training, marketing, recruitment and the initial qualification of potential clients completed online through our CRM software. After an initial online training course potential



Our Conferences

We usually meet up twice per year for a 1 - 2 day conference, which is held in various locations across the country, aimed at training and developing our franchisees. We often invite Guest Speakers who we can learn from in life and business, and use the time as a good excuse to get together socially and celebrate all we have achieved in the previous 6 months.

Some examples of locations we have been to in the past include; Hamilton Island, Darwin, Adelaide, Perth, Hobart, Sydney, Melbourne and most recently the Hunter Valley!



Why join us

- ✓ Flexible hours & no weekends!
- ✓ Work close to home or run your business remotely, the choice is yours!
- ✓ Healthy income stream & the potential of no loss of income when you take leave
- ✓ Tried and tested business model
- ✓ A business built around our company values - *Connection, Respect, Integrity, Service and Innovation*
- ✓ Full support from our Head Office team - you're not left working out the details
- ✓ We are a safe choice - new Rent The Roo franchisees are covered under the security of our Australian Credit Licence and National Centrepay direct debit account

Please note that we do not provide you with an estimate how much you will earn but we will disclose what our model business has been earning and an example of ROI on an example product so that you or your accountant can create your own business plan.



Next Steps



Applying is easy.

1. Simply fill out our application form
2. Sign our Non Disclosure Agreement
3. Have your Accountant look over the figures of a real time model franchise earnings.

We are there to answer any questions each step of the way. Full training is provided by Head Office, which consists of a two week training programme on site (Head Office is based in Hobart) and two weeks at your location. Training modules using our software can also be completed at your own pace.



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