

# Open The Door To Success

FRANCHISE OPPORTUNITIES AT STONEWOOD HOMES



BUILT WITH HEART  
**STONEWOOD**  
HOMES

# Welcome

## To Stonewood Homes

*This is the beginning of your journey*

Owning your own Stonewood Homes franchise is as much about freedom and independence as it is about financial reward, allowing you to create a life which works for you around the things which matter most.

At Stonewood Homes, we aim for exceptional customer service. Providing an outstanding customer experience is key to the success and growth of the overall business for both the Franchisor and for the Franchisee. Stonewood Homes achieves this through investing in outstanding systems allowing Franchises to delight customers from the initial contact, to moving in, and beyond. This commitment to the customer experience aligns with our vision to become Australia's most recommended home builder.

Likewise, our drive to provide great service extends to the delivery of our services to our Franchisees. Our Franchisees are the lifeblood of the Stonewood Homes brand, each one a unique ambassador for the Stonewood Homes family. Perhaps best summed up by our motto "Built with Heart", whether we are building homes or franchise businesses, we build with care for people at the forefront of all our dealings and value our team of people across Australia.

Stonewood Homes has a strong reputation for quality craftsmanship, excellent design and genuine customer care. By operating under Stonewood Homes' proven systems and processes, our Franchisees are enabled to do what they do best - selling and building quality homes.

# Opportunity abounds

## Build the business of your dreams

As a Stonewood Homes Franchisee there are two things you will strive to achieve:

1. Building beautiful, quality homes.
2. Creating a stable, profitable, and fulfilling business.

At the core of these objectives is our vision to be one of Australia's most recommended home builders. Everything we do, every home we design, every decision we make at Stonewood Homes aligns with achieving and maintaining this focus.

As part of our franchise network, you will have access to our outstanding systems, processes, training, and marketing.

Three decades of experience shapes the proven franchise model we offer but we are committed to continually refining and developing ways to extend business success for our Franchisees.

We care about your success and helping you build a strong profitable building company. We aim for exceptional customer service at every step of the building process and this drive extends to the delivery of our services to our Franchisees.



# What it's like working locally with Stonewood Homes

"I've been a Stonewood Homes franchisee for just over five years and prior to that I had my own small building company for over ten years.

The main reason I joined Stonewood Homes was because it gave me the opportunity to be part of a highly visible and reputable brand. As a small builder, it was difficult to be visible in the market, but becoming a Stonewood Homes Franchisee meant I could take my business to the next level.

You have access to more formalised processes and systems than you would if running your own small business. Having access to the Stonewood Homes house designs also saves us a considerable amount of designing time + cost.

For anyone considering joining the Stonewood Homes family, I would say 'Welcome!'. The move will provide significantly more opportunities for you to grow your own business."

**Kevin Zhang, Director, Stonewood Homes Franchisee Owner**



"I have been a builder for over 20 years and joined Stonewood Homes two years ago. I had been focused on renovations and smaller building jobs, but wanted to get back into volume building, particularly as demand for new houses is strong.

Having the backing of a nationwide network for marketing and systems support is invaluable. Stonewood Homes also has very good buying power in the marketplace, which has been particularly important during recent building material shortages.

Being part of the Stonewood Homes family means I have access to other franchisees who can provide advice and moral support. My daughter Kristen joined me as an apprentice when I commenced with Stonewood Homes and it's good to know she will have increased opportunities under the Stonewood Homes banner."

**Peter Blight, Director, Stonewood Homes Franchise Owner**

# What it's like working locally with Stonewood Homes



"Buying into Stonewood Homes was a huge decision for our family and was not something we decided lightly. The support we have received from National Office and the other franchise owners is amazing. I can literally pick up the phone or email any time of the day and someone will be there to help us. The money that Stonewood Homes has invested into their 3D HOMEi software is a huge asset and makes the day to day interacts with potential clients a fun and exciting journey for them right from the beginning. As we can show them how their finished home is going to look before it even goes to the architect."

**Edgar Caballero and Catherine Geraghty, Directors, Stonewood Homes Franchise Owners**



"John and I have literally been blown away with the support from not only Stonewood Homes head office but also from existing franchisees across the network. We have felt fully supported from day 1 and the support has not stopped ever since, from conferences, training, mentoring and just all-round moral support we could not have asked for more. Taking on a new business is a big step but Stonewood Homes made the decision easy, from helping us find our business premises and designing the interior space, to meeting with clients and even stepping in and backing us 100% when a tricky situation arose. We are thrilled with the outcome and can't wait to see what the future holds. Bring it on!"

**John Mole and Liz Mole, Directors, Stonewood Homes Franchise Owners**

# Award Winning Designs

Built with unmatched value & quality

Here at Stonewood Homes we are known for our distinctive and much loved home designs. As a matter of fact, amongst our peers, many of our clients indicate that Stonewood Homes provides the best designed homes in market.

Supporting this claim is the multitude of awards that we here at Stonewood Homes have won which include House of the Year Awards, multiple Category Awards, Top 100 Homes nominations and numerous awards for Best Show Home.

As a franchise partner of Stonewood Homes you will have access to these award-winning designs as well as fully immersive technology that will allow your clientele to take a virtual tour.

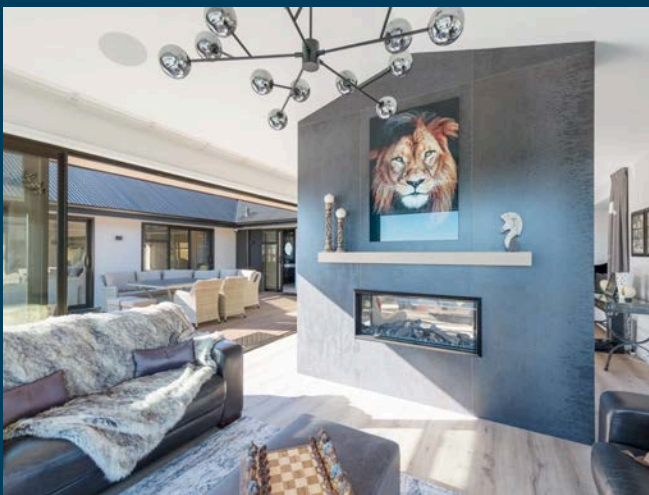
Best yet, as innovation continues to be at the heart of our business, you will also have access to designs catered towards many emerging markets such as dual living, narrow lot and accessible home designs that will open up new markets and customers for you.

Our exciting new range of Queensland Home Plans are designed for Queenslanders.



# Award Winning Designs

Built with unmatched value & quality



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# Our Brand

## & Marketing Support

*All of this is at your fingertips*

Partnering with Stonewood Homes means that you will have access to an instantly recognisable brand that is backed by some of the most effective marketing strategies and tactics that will drive leads through to your team and help build your local reputation.

Across our network, and speaking to many builders in the industry, we understand that marketing is one aspect that many find difficult to navigate. This is something that you won't have to worry about when you become part of the Stonewood Homes family.

Our comprehensive marketing support will provide you with all of the exposure that you will require to ensure that you are front and centre in the minds of those looking to build and includes but not limited to:

1. Exposure on national mediums including TV, radio, billboards and sporting teams. A digital presence second-to-none across key search engines such as Google, platforms such as YouTube.
2. Large social media audiences across Facebook and Instagram providing you with unprecedented reach.
3. Local area marketing support to grow your business in your region.
4. All the collateral you need to help market our award-winning designs.
5. A brand that is known for being unmatched in value and quality in the industry giving you a clear point of difference.

**If you are looking for a platform to build your business, we truly believe we can give you a solid foundation and brand that will give you a head start on your competition.**



# The Stonewood Way

## Cutting edge & here to help

### Integrated Systems

Our cutting edge software systems, together with our online SharePoint Operations Manual - “Stonewood Focus” ensures our Franchisees have the latest information and most current technology platforms to run their business. We provide the following integrated software /systems to manage enquiries right through to handing over the keys:

- Lead generation system
- Marketing systems
- Customer Relationship Management software
- Quote/ Sales system
- Costing/ QA system
- Procurement systems including national buying rates
- Project Management system
- Health and Safety system
- Accounting system
- Home after care system

### Guidance

The Stonewood Homes Operations Manual is an online manual that provides a series of support resources, templates and guides to help support the Franchisee in running a successful Stonewood Home franchise. Materials covered are:

- Standard plans and designs
- Procurement support
- Training and Systems support
- Health and Safety
- Resources for HR, Marketing, Branding, IT, Showhomes, Sales



### Ongoing Support

Intensive training will be provided to all staff during initial stages of onboarding to ensure Franchisees are confident and comfortable with operating a Stonewood Homes Franchise. Training will cover all Stonewood Homes systems and processes and will be tailored to suit individual franchisees needs and location.

During the training process New Franchisees are encouraged to spend time with an existing franchise to understand how that franchise operates. As an award-winning home building franchise, we understand the journey and the challenges you will face daily. We are committed to supporting the success of all franchisees. We share our knowledge to offer a complete business solution and comprehensive resources for builders and business people alike. When you choose to franchise with Stonewood Homes, you enjoy the freedom to build your own business and resources to suit your local requirements.



# Our Community Commitment

Stonewood Homes recognises that engagement with its communities and stakeholders is important. We are very active in community support, currently sponsoring a wide range of sporting, cultural and charity organisations:



# What We're Looking For

## Passionate, Committed, Driven Team Players

### *Prospective Franchisee Profile*

To operate a successful Stonewood Homes Franchise requires a number of skills. As the business owner you must have these skills or have the ability to employ and lead someone with these skills. As the business owner you will need to take on a role within the franchise whilst also leading and managing your business. A New Home Consultant or Project Management role are the two most common roles taken by the owner. You must possess the skills to work in a role whilst leading all functions.

#### **Key functions include:**

- Licensed Builder (Owner)
- Project Manager
- Building/Construction Manager Quantity
- Surveyor
- New Home Consultant
- Accountant/ Book keeper
- Administration Support

### *Guidance*

Apart from the requirement to be a licensed builder (or the ability to become one), there is no single career path that is necessary to running a successful franchise; however, the above-mentioned industry experience has proven to be a good fit for Stonewood Homes.

#### **Most importantly, you'll have:**

- A passion for the construction industry.
- Strong business acumen/Integrity
- The ability to deal with people and quickly gain their trust
- A high level of motivation to achieve positive results
- Resilience
- A customer focused attitude
- A stable financial position and access to capital in order to establish a business until cash flow from building becomes positive
- The ability to know your shortcomings and be willing to structure and lead your business to overcome these.

### *Franchisee Commitment*

Stonewood Homes expects its franchisees to dedicate full time to the operation of the franchise business, establish a showroom and in time a display home - focus on growing sales, achieving steady construction activity and delivering excellent service within their territory. Income derived from the business is strongly aligned with how much time and effort a Franchisee chooses to put in.

# Your Next Steps

Here's What To Do Next if This Sounds Like You

We list below the next steps of our process:



## Step 1: Informal Discussion

Have an informal discussion to determine whether the opportunity suits you and is worth investigating further



## Step 2: Application of Interest

Complete the Application form for the Franchise Territory you are interested in, and complete the Non-Disclosure Agreement.



## Step 3: Application Review

Stonewood Homes will review and assess your application and if appropriate will arrange a meeting either on-line or in person with you and provide further information on the opportunity and our process.



## Step 4: Further Information

Post the application review, further information will be sent for you to complete along with a franchising self-assessment to confirm franchising is right for you.



## Step 5: Financial Matters

Financial matters will be reviewed - ensuring you are aware of all franchise related costs, expectations and potential levels of income, sharing details of revenue and profit potential. We will provide you with a cash flow and revenue projection tool to assist with this process.



## Step 6: Due Diligence

If both parties are happy to proceed you will meet with the owner of Stonewood Homes, John Chow, as well as 2 to 3 existing franchisees. You will also meet the National Support Team who will pass on all the necessary legal documents, extracts of manuals etc. as required, for you to peruse for a period of 14 days. We recommend you seek professional legal and financial advice from your solicitor and accountant to ensure you fully understand all the information provided and commitments required. A letter of intent will be issued, and the territory will be held for you. An initial deposit is payable at this time.



## Step 7: Agreeing to Proceed and contract

Once you have confirmed you wish to proceed and you have meet all our requirements we would arrange for the formal offer of a franchise, and signing of the Franchise Agreement (contract) and agree a commencement date.

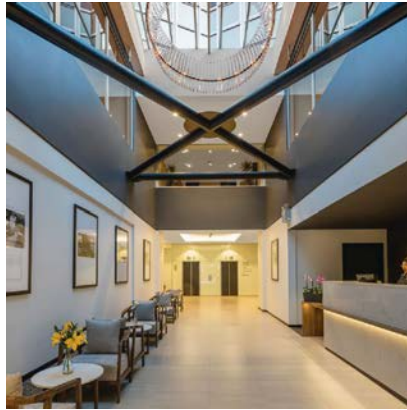


## Step 8: Establishment

Congratulations! Once you have signed the documents and paid the balance of the Establishment Fee you are then a Stonewood Homes Franchisee and can begin the set-up of your new business operation in preparation of the commencement date. We will organise and conduct your training and other onboarding matters such as establishing IT platforms. The length of time it takes to fully onboard a new franchisee will vary from one franchise to another as this exercise is influenced by the level of knowledge and experience of the new Franchisee and also by the timeframe in which personnel are engaged within the franchise. Most new Franchisees will be up and running within three months.

# Backed by Stonewood Group

*What being part of the Stonewood Group means for you*



With over 35 years' experience and a proven track record when it comes to buying, selling and developing property, Stonewood Homes is backed by the fast-growing and ambitious Stonewood Group, renowned for "unlocking the hidden value".

Founders and brothers John and Michael Chow formed Stonewood Group in 1999, which has grown today to include an impressive portfolio of extensive commercial property interests and a variety of businesses including building management and electrical services provider RCR Infrastructure. With circa. \$500m assets, Stonewood Group has an employment base which supports over 500 Kiwi families. Stonewood Group has the capability, resources, network and strong financial backing which supports Stonewood Homes in accessing opportunities and delivering homes for families.



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 1800 800 024

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