



Franchising **What's in it for you?**

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A modern, bright living room with a vaulted ceiling and large windows. The room features a blue sofa with white and brown pillows, a light-colored coffee table, and a fireplace. Large glass doors lead to a patio with a pool and outdoor furniture. The text "We help builders be successful." is overlaid on the image.

We help builders be *successful.*

What is in it for *you?*

Thank you for your interest in finding more out about a franchise with one of the larger residential franchise builders and three-time HIA NSW Professional Builder of the Year award winner.

In this document you will find some information which pretty much tells you everything Integrity New Homes Franchising will give you to help your business grow and be even more successful.

Integrity New Homes Franchising specialises in assisting franchisees in design and construction on flat and sloping blocks of: new residential homes, units, town houses and medium density projects and renovations. Franchisees currently build in Australian Capital Territory, New South Wales, Queensland, South Australia, Victoria, Western Australia and Tasmania.





How The Franchise *Works*

Every franchise is an independently owned company operated by a licensed builder who contracts directly with clients offering homes in an exclusive building territory.

Each franchisee has the flexibility, with help from the franchisor, to make changes to the Integrity franchise system to suit individual regional market requirements. Franchisees maintain all the benefits of an independent business owner but with franchisor support and access to the resources of a large successful residential building company.

The directors once owned and operated three very successful new home building franchises in New South Wales. They know the issues facing franchisees and have incorporated features in the Integrity New Homes Franchising system which consider things from a franchisee's perspective.

Bills of *Quantity*

Our extensive experience in franchising with some of Australia's largest building companies shows that for every builder there is a different way to create a bill of quantity (BOQ). Integrity New Homes Franchising will give you, an uncoded copy of every BOQ we have created for one-off and custom homes where they are available. These BOQs are current as at the time of contract and are available upon request.

We also provide you with Integrity New Homes Franchising's retail price lists covering a range of locations where franchisees build, including the Australian Capital Territory, New South Wales, Queensland, Victoria, South Australia and Western Australia.



What Our *Clients* Say

Hear it from our satisfied franchisee owners.

Integrity franchising is like nothing else. Becoming a franchise is one of the best decisions I've ever made. Along with the class leading software and business coaching the whole team is so great and helpful to work with, the amount of wisdom and knowledge Glenn has towards the building industry is incredible.

Morgan Burger
Geraldton, WA

As a franchisee with Integrity New Homes, I couldn't be more thrilled with the exceptional experience I've had thus far. From the moment I joined the Integrity family, I knew I had made the right choice for my entrepreneurial journey in the construction industry. From initial training to ongoing mentorship, Integrity New Homes' dedication to ensuring franchisees' success is unparalleled. Integrity New Homes places great emphasis on open and honest communication, both within the franchise network and with clients.

Omar Khan
Newcastle, NSW

Being part of the franchise has really opened my eyes on how to run a successful business, the systems that I have been able to implement into my business that have been supplied by Integrity has help me run smooth and profitable jobs, the support offered by the team is second to none, being a very successful building business before they became a franchise means they have the experience to help you through the tough times and decisions you need to make as a builder. Hands down the best business decision I have made taking on the Integrity Franchise.

Ash Dell
Byron Bay, NSW



Facade examples



Sales and *Marketing*

There is ongoing sales training along with a complete range of sales processes, paperwork and systems which will not only help you sell more homes but provide you with greater legal certainty in the event of a dispute.

The extensive resources of Integrity New Homes Franchising's marketing are made available to every franchisee. This includes: press and electronic advertisements; web site hosting; brochures; signage (including site safety signs); regular electronic newsletters; professionally photographed display homes; and high quality artist's impressions. The company has access to a full-time paid from the cooperative fund graphic designer.

All this material is embedded in the Integrity developed iGyro™ software package which is described below in the section titled Building Company Management System.

Suppliers

It is very easy for any large franchise building company to tell you "no one buys better than us". Talk is cheap, so at Integrity we allow you to compare your buying rates on key products used in any new home with our supplier pricing.

The savings go beyond building materials and extend to phone service costs and insurance cover. This delivers bulk buying savings to you. You will be eligible to claim any rebates that apply for every home you build.

Our aim is to develop a long-term relationship which is open, honest and mutually beneficial. We like to rely on substance rather than hot air.





Building Company Management System

Integrity New Homes Franchising has developed its own software package, called iGyro™ to manage every job from initial contact and deposit, right through to hand over and maintenance follow-up. It is a complete and comprehensive, easy-to-use construction management system, developed by a building company... not a team of computer boffins. iGyro™ will streamline your construction business and help ensure nothing slips through the cracks. We are constantly making updates and improvements. We have also included workplace health and safety systems along with site quality control systems and a client portal.

iGyro™ is provided to all franchisees as part of the initial franchise fee and made available to every member of the franchise team. There are no ongoing software fees and we also host our database which gives you the capacity, security and back-up systems of a massive corporation. Integrity requires access to the database to remotely source monthly reports and to update and maintain the system.

It covers every aspect of the operation of a building company except accounts and post contract estimating where we recommend other third party tools.

Integrity New Homes Franchising has a full-time programmer on staff who are responsible for maintenance, training, development, problem solving and creation of ongoing improvements and refinements.

For more information head to www.igyro.com.au

Project Management *Software*

One of the biggest challenges facing growing building companies is the ability to effectively manage multiple construction projects and prudently control the ensuing flow of cash into the business. Too many builders' rely on their memory and scrawled notes on scraps of paper to manage this major aspect of their business.

Identifying this as a critical issue, Integrity developed iDule™, a computer driven project management system for supervisors to control every aspect of home construction including the ability to remotely order, call up and document the achievement of building milestones.

The office and external suppliers can access the supervisors' system for constant updates on the status of every job. For example, as soon as the slab down stage is reached and checked off as completed, a computer generated message goes back to head office to generate the progress payment.

Integrity New Homes Franchising provides and maintains all the software within the existing fee, all the franchisee has to do is provide a laptop. As with all Integrity New Homes Franchising software it is simple and easy to use and assistance is only a phone call away. It is also optional, so if you feel your business is not ready for iDule™, then you can continue to use your existing systems.





Service *Hub*

Integrity New Homes Franchising's centrally based special skills teams provide services to franchisees and acts as a hub from which expertise can be accessed as required. The Integrity Service Hub allows franchisees to access a range of fee-for-service professionals as an alternative to what is available in local marketplaces.

The Integrity New Homes Franchising Service Hub provides services in: digital media marketing, design and drafting, graphic design, information technology, estimating, accounting, building approval support (not available in all markets) and contract preparation.

New *Software*

iGyro Estimata has a user-friendly and intuitive interface that makes it easy to access the information you need. iGyro Estimata is highly customizable, allowing you to configure the software to meet your unique needs. You can set up custom pricing to reflect your business's pricing policies and manage your projects from start to finish.

iGyro Estimata is the ultimate home building estimation software for builders and contractors who want to streamline their process and make informed decisions. With its advanced "Explosions" feature, centralized catalogue of items, and user-friendly interface, you'll be able to estimate your projects more accurately and efficiently than ever before.

Franchising *Details*

Does the Franchise Have to be Renewed?

Franchise territories do not have to be renewed and, subject to mutually satisfactory performance, can be on-sold and essentially last the lifetime of the director/s. There are no restraints of trade if you choose to leave at any time.

CoOperative Levy

There is a small levy payable on each job.

These funds are paid into a dedicated account and are spent on marketing activities (including advertising). All franchisees pay the same percentage and supplier rebates are paid into this account.

Royalties

There is a sliding scale of royalties applicable on the following homes: specs, investment properties, one-off designs, renovations, standards and multi-unit dwellings. The royalties recognise performance over a 12 month period and depending on individual circumstances may be offset by savings achieved through improved supplier rates.

There are no royalties on display homes which are open to the public for a minimum of 12 months plus you will also receive free and discounted products from Integrity preferred suppliers to further reduce the cost of building display homes.

*All specific costs are provided on application.

**GST is payable on royalties, franchise fees and the marketing levy.

There are no royalties for one franchisee directors personal home every 12 months.



Our *Commitment* To You

Integrity New Homes Franchising is committed to supporting and working with every franchisee to achieve the highest level of success they can. The cornerstone of Integrity's success as a franchised building company is ensuring we work with the best and keenest builders who are comfortable being part of a franchise team.

Next *Steps*

Go to www.integrityfranchising.com.au/contact to:

- Talk to existing franchisee builders;
- Have your questions answered;
- Meet the team;
- Access all the resources to help your business; and
- Lift your building business onto the NEXT LEVEL.



Meet The People Who Will Help You Be Successful



Glenn Leet
Director

Glenn is very hands-on with the business and personally business coaches every franchisee using his unique combined experience as an Accountant and Residential Home Builder. Glenn has a Bachelor of Business degree and a Diploma in Building and Construction along with many ancillary certificates and awards. He is also a Committee Member with the Housing Industry Association and former advisor to the Reserve Bank of Australia.



Angela Leet
**Interior Designer /
Colour Consultant**

- Angela is passionate about giving builders a stronger presence in social media environments and converting that presence into qualified clients of your business.
- Angela is a qualified interior designer and combines an unusual mix of design flair backed by many years of experience



Tim Martin
**National IT Manager
/ Development
Programmer**

- Bachelor of Information Technology majoring in Software Engineering
- INH's visionary software products have been brought to market by Tim with a philosophy of keeping things simple. Good design is always about being focused on the end-user and having a clear goal in mind.



Shane Hearps
**National Purchasing
Manager**

- Cert IV Building and Construction
- Diploma Building and Construction
- Shane is the "go-to person" on all supplier matters, he delivers enormous support and assistance in his specialist areas including building specifications, rapid estimating, and building contracts
- Shane also carries out training in occupational health and safety and site management.



Erick Richmond
**Senior Building
Designer**

- Diploma of Building Design
- Diploma in Building and Construction
- Endorsed Sustainable Building Designer Course and awards. He is also a Committee Member with the Housing Industry Association and former advisor to the Reserve Bank of Australia.



Brad Rathbone
**Marketing & Media
Manager**

- Diploma in Graphic Design
- Cert III Business
- Cert IV Business



Sachin Jose
Building Estimator

- Bachelor's degree in Civil Engineering
- Strong foundation in civil engineering principles.
- Four years of experience as a Building Estimator
- Expertise in preparing detailed Bill of Quantities and Pre-contract Estimates.



Shyno Alex
**IT Support & Software
Development**

- Bachelor of Engineering in Computer Science
- Experienced IT professional with more than six years of hands-on experience in the IT field.



Sijo Jose
Estimator & Draftsman

- Bachelor of Technology in Civil Engineering
- Diploma in Civil Engineering
- Experienced in Archicad and AutoCAD.



INTEGRITY NEW HOMES

Need More Information?

INTEGRITY FRANCHISOR PTY LTD

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