



**Deck Seal®**



**Franchise Prospectus**



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# Welcome to DeckSeal – Victoria's leading deck and timber restoration and preservation experts.

**Launched in 2007, by Brian & Danielle Burgess, DeckSeal is a family owned and operated business servicing residential, commercial and retail clients.**

## Our Story

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**Brian Burgess was a butcher by trade for over two decades and part of a long-standing business partnership. However, like many of us who have been in a job for a long time, Brian was yearning for a new challenge and change in career direction.**

Equipped with plenty of life experience and knowing he was handy on the tools, Brian didn't want to waste time or money learning another trade.

It was at this point, Brian and his wife Danielle knew that having their own business would see them building the future they could envisage for themselves. They spent time researching a business concept that didn't involve Brian starting from the bottom up with little financial reward.

It was as simple as Brian doing maintenance to their own outdoor decking area one weekend where the idea for a deck restoration and maintenance business began to grow...

After researching the competition, Brian and Danielle immediately discovered there was only one other company undertaking restoration and preservation of timber decks and structures. Looking further, they determined the work didn't require learning another trade or huge outlays for equipment – it also provided the perfect opportunity to build a business locally and manage it on their own terms.

Motivated and confident, Brian placed a small advertisement in the local paper which led to their first enquiry. His honest approach and reasonable pricing saw the quote accepted and DeckSeal was up and running!

Hiring equipment to get the job done produced one extremely satisfied customer. This was just the beginning of many more and soon Brian and Danielle were able to start buying their own gear to tackle the stream of work. Next came hiring of staff to assist with the ever growing workload and just two years later, DeckSeal bought out their only competition.

*'Starting DeckSeal is the best decision we ever made. We have the flexibility to manage our workload so it fits with family commitments, the work is satisfying without being too physically challenging and it's been very financially rewarding.'*

A decade later, with an ever increasing demand for their services, Brian and Danielle haven't looked back.

With more work than they can handle, a proven business model and genuine commitment to their brand and clients, Brian and Danielle are now looking for like minded people to join the DeckSeal Franchise team.

We invite you to read on to learn more about DeckSeal and how you can take control of your own future success.





# What We Do

**DeckSeal specialise in the restoration and preservation of all structural timber elements. We've put our skills to work on over 5000 decks and timber structures across Victoria.**

Experts in all aspects of timber preservation and outdoor maintenance, we undertake a wide range of projects including:

- Decking
- Timber cladding
- Fences
- Bench seats
- Garage doors
- Outdoor Furniture
- High Pressure Washing Service
- Planter boxes
- Window frames
- Doors
- Pool boxes
- Wooden screens
- Concrete/Paving

As leading industry professionals, DeckSeal has worked diligently over the years to refine our expertise – sourcing the finest products and establishing simple to follow methods that deliver the most outstanding results for clients.



We work across residential, commercial and retail sectors, removing faded, peeling and cracked coatings and restore them with updated and improved penetrating finishes. Treatments can vary from a simple clean or annual maintenance, to a full sanding and coating. Our services also extend to the cleaning and sealing of driveways, paving, concrete and other hard surfaces and external house washing.

Driven and committed to what we do, the DeckSeal team come highly skilled and ready to share our industry knowledge with franchisees to ensure the continued success of the business and its brand.

Before



After



## Vision

**To continuously lead and innovate in the preservation and enhancement of natural timber outdoor areas for the enjoyment of people everywhere.**

## Mission

**To deliver exceptional service in the restoration and preservation of outdoor timber structures while improving these functional spaces for our clients to enjoy for years to come.**

## Values

### **Relationships**

We put great value on our Team, our Clients, our Suppliers and the greater DeckSeal network.

### **Meticulous & Diligent**

Excellence and quality workmanship, attention to detail.

### **We Care**

We genuinely care about achieving the best outcomes in all that we do.

### **Strive**

We aim to always be the very best industry leaders and innovators.

### **Integrity**

We honour our word.





# Could You Be A DeckSeal Franchisee?

**Maybe you've been working for someone for years. Always putting in the hard work with poor conditions and long hours but not reaping the financial rewards? Perhaps work is inconsistent – you're ready to go but nothing's happening. Or maybe you've just always wanted to run your own business and are looking for flexibility and to manage your financial future.**

Whatever the reason, a DeckSeal franchise could be the perfect opportunity for you!

You don't need experience in deck or timber restoration, but you do need to be an individual/team that is motivated to succeed and committed to growing your own business.

**We think the following questions are a helpful starting point in establishing if a DeckSeal franchise is right for you. Are you:**

- Honest and hard working with a strong work ethic?
- Organised and focused on success?
- A good communicator with strong focus on customer service?
- Looking for a new investment venture for future value?
- Committed to growing a business for your own or family's future?
- A team player?
- Self motivated with good time management skills?
- Practical and equipped with basic handyman skills?
- Unafraid of some physical work?

If this sounds like you, we invite you to learn more about the DeckSeal franchise opportunity.



# What We Offer

**Over the last two years DeckSeal's workload has increased beyond our capability to meet client demand.**

Believing wholeheartedly in DeckSeal's capacity to succeed as a franchise, we engaged industry professionals to assist us in the development of a robust and proven franchise business model. We have invested time and money in creating a complete Franchisee Package that provides you with the tools to make a success of your own DeckSeal Franchise.

DeckSeal is the best in the business. Our reputation is excellent and has been built on a foundation of hard work, commitment and genuinely caring about the work we do and the clients we do it for.

When joining the DeckSeal family, we provide you with all the necessary training and support needed to confidently take on the work.

**A DeckSeal Franchisee will receive:**

- Hands on, infield training in timber/deck maintenance and restoration
- Direct access to our products and suppliers
- Full Suite of Operations Manuals
- Sales and brand marketing
- Exclusive territories with designated marketing opportunities
- Quoting and estimating training
- Customer service call centre & 1800 DECKCLEAN phone number
- Well established, fully automated systems and operations
- Software and training
  - Xero, Gmail and ServiceM8
- Ongoing individual professional support



Accredited Applicator



LEGALITE



DeckSeal has an extensive supplier network and is aligned with leading industry specialists for all our oils, stains and cleaning products. Proudly an Intergrain Preferred Applicator, this title is awarded following the completion of a rigorous process to become an *'Industry Trade Professional of the Highest Calibre'*.

The DeckSeal Franchisee Package is designed to maximise the opportunity for you to build and expand your own successful business.





# Our Ongoing Support

**While all good businesses require hard work and commitment, we understand the success of the DeckSeal Franchise is also dependent on our Franchisees getting the right training and continued support.**

Working closely with you to understand your strengths and where we might best provide you with extra training, **our induction program is designed to maximise growth and ensure that DeckSeal Franchisees feel confident in every aspect of the business.**

We'll be behind you each step of the way, providing plenty of advice and support as you gain the necessary skills needed to succeed in the business.

## Franchisee Induction Program

Our induction training program has been created to give Franchisees the best chance of success. Based upon our ten plus years of experience and what we've learnt along the way, **the training is practical and tailored specifically to the work you'll be completing for your own clients.**

We cover the following key business topics:

- **Accurate Quoting & Pricing**
- **On the job skills, learning trade techniques; equipment, tool and product selections; best practice**
- **Customer service and client communication**
- **Easy to follow operations and technical manuals**
- **Access to Franchisor Tradiepad toolbox (Software consultants and support)**
- **Xero and ServiceM8**



## Marketing & Sales Support

As the Franchisor, **we do the work to maximise brand awareness** – that way you can focus on building your skills and delivering the high level of service in deck and timber restoration that our customers have come to expect.

The **Franchisor will be maintaining and regularly updating the DeckSeal website**, web generated enquiries, local area advertising and social media campaigns with the sole goal of assisting our franchisees to leverage the power of local area marketing to assist in driving business in your own territory.

Our **DeckSeal call centre** also enables franchisees to spend their time and energy on the primary business of preserving and restoring decks and timber structures.

## Automated Job Management & Software System

An integral part of our Franchise operations, **our software systems provide total job management.** From electronic job allocation to overall business performance, our online programs allow transparency for all Franchisees.

## Group Buying Power

Being a part of the DeckSeal family means greater buying power - enabling us to negotiate **better prices** for services, equipment and the tools you'll need to do the work.

## Intergrain Preferred Applicator

We have undergone a rigorous process to become an **Intergrain Preferred Applicator**. With their exceptional products and reputation for quality this only enhances the DeckSeal brand.

## Exclusive Territories

With the support of a detailed demographic profile, we spent time researching and creating large territories for our Franchisees. Unlike many other franchises, our territories are extensive and have been selected to maximise earning potential.

**All jobs are managed through our centralised call centre ensuring no encroachment by other Franchisees.**

# Why DeckSeal is a Great Investment

**We are a unique business, delivering in an extremely underserviced market space. DeckSeal offers everyday people the perfect opportunity to capitalise on their existing skills or quickly build a new set without the burden of learning a new trade.**

Here are five key reasons why becoming a DeckSeal Franchisee is a great investment:

1.

## Niche Business – Booming Growth Segment

The restoration and preservation of timber structures and decks is a niche business, placed within a significant growth market. There are very few businesses like it and none doing it to the standard of DeckSeal.

A timber deck is an iconic part of the Australian outdoor lifestyle and a key feature in countless homes across the country. Not only does a timber outdoor area extend existing living space, it adds value to the property – more so when maintained to its full potential.

The growth of the business has led to us being unable to service all the leads we receive due to time constraints or job location – key factors indicating the strong level of demand.

2.

## Diverse Client Base & Repeat Business

Most of our clients are happy to transition onto our structured ongoing maintenance program providing our franchisees with long term clients.

**DeckSeal's main target markets:**

- **Residential**
  - Elderly or those with physical limitations
  - Professionals with disposable income and no time
  - People without the right tools or skills
- **Property Developers, Managers and Real Estate Agents**
- **Commercial Clientele**
- **Retail sector – cafes, bars, shops and more.**





3.

## Large Territories

As outlined in our Ongoing Support section, we have created large territories using our state of the art mapping platform that covers a broad demographic based on our territory formula. Centrally managed, our data is refreshed on a regular basis to maximise your earning potential.

4.

## We Care!

Having built DeckSeal from the ground up, we know what it takes to succeed. We also understand the value of having a team of like minded people who are ready and willing to take on the hard work of having their own business.

We are here to guide, educate and support our Franchisees every step of the way. As with our timber preservation and restoration work, we aim to get everything right from the start. Including, training our Franchisees to ensure they are completely prepared, skilled and confident in their new venture.

We are dedicated to Deckseal's ongoing success which demonstrates our commitment to you.

5.

## Leaders in our Field

We are known for our quality work and reliability. With the majority of customers on ongoing structured maintenance programs and a large portion recommended to us via word of mouth, we have an established reputation for excellence in all that we do. With our ear to ground, we constantly are striving to find better ways to serve our clients by seeking and adopting innovative practices and processes.

Investing in a DeckSeal Franchise gives you the opportunity to secure your financial future and create a better work life balance for you and your family.







# Our Unique Model

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**Our model works on a Franchise 'Fee per Territory' System where territories have been established through a specific territory demographic program, providing information on population and dwelling statistics, household income and employment status.**

## Inclusions:

- ✓ **Training** – Hands on, onsite with DeckSeal Master Franchise (between two and four weeks)
- ✓ **Training** – Quoting and Sales
- ✓ **Support** – Ongoing in all business areas from DeckSeal Master Franchise
- ✓ **Uniform** – 3 x Shirts and 3 x Pairs of Shorts
- ✓ **Software Training** – Xero, G-Suite and ServiceM8
- ✓ 500 x Business Cards
- ✓ 200 x Marketing Flyers
- ✓ 5 x Quote Books

*\*No ongoing marketing levies*

## DeckSeal also recommended completing:

- First Aid Course
- White Construction Card
- OH & S Course
- Working with Heights Course



# Take The Next Step

**Buying a franchise is a life changing decision. We know you'll have more questions and need the finer details before going further. To give you an idea, we have outlined our engagement process and look forward to discussing how a DeckSeal Franchise could work for you.**



## Step 1

Email [admin@deckseal.com.au](mailto:admin@deckseal.com.au) or phone **1800 332 525** to register your interest – we'll be in touch for an obligation free chat.



## Step 2

After establishing that we are the right fit for each other, we'll send you our application form to fill out and return to us. We'll then contact you to arrange a time to meet.



## Step 3

Following a successful application assessment we provide you with the Franchise Disclosure Package and Due Diligence information.



## Step 4

Financial settlement.



## Step 5

Business set up.



## Step 6

Onsite and DeckSeal business and software training.



## Step 7

You're officially running your own business!





# DeckSeal Testimonials

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I just wanted to say a big thank you for the excellent job you did on my front porch and back deck. I actually was very surprised that you were able to remove a large mark off the back deck and it now looks fabulous as does the front porch. It is so good to have someone who turns up on time, obviously takes great pride in his work and who I will be happy to recommend to my friends. Thank you again.

## ***Chris – Hawthorn East***

After spending two gruelling weeks building my deck, I was hesitant in getting anyone other than myself to put the finishing touches on it. After convincing myself it wouldn't be the best move, I got Brian from DeckSeal to seal it and couldn't be happier with the results. I would recommend him to anyone needing their deck sealed. The result was far better than I imagined and I strongly recommend him.

## ***Simon – Box Hill***

We have never come across a tradesperson as meticulous as Brian and his team. They were more concerned about the outcome than we were, and we are quite particular! The test of good job and service is whether the customer provides referrals. We definitely will be. Top job!

## ***Andrew & Helen – Hawthorn***

Thank you for a great job DeckSeal! The deck looks so good, it's almost a shame to put all the furniture back on it and cover it all up! Our guests all marvel at how well it has come up. Most of them thought the timbers were all past their use-by and now concede that it looks better than they all imagined! Thank you guys. Both Martin and I, will be more than happy to recommend you to everyone we see that needs a deck resealed. Keep up the good work, and we will be happy to have you back anytime. PS. The water beads very well and the bird droppings hose off like a dream.

## ***Regards, Glenda & Martin***

After having my decking for four years, it was quite faded and really needed a lift. I thought it would be costly and a hassle to bring it back to life. But it only took Brian from DeckSeal a go to work his magic and bring the deck back to it's original look. In fact, I don't recall it looking that good originally and it proved to be great value.

## ***Peter – Box Hill North***

DeckSeal provided a friendly, professional and reliable service. They paid attention to every detail, were thorough and did a fantastic job! Our old decks now look as good as new! Thank you once again.

## ***Rebecca – Box Hill South***



# Ready to Become Your Own Boss and Join the DeckSeal Family?

For an obligation free chat on the rewards of being part of a DeckSeal Franchise  
please contact Brian and Danielle on **0410537164** or email **[admin@deckseal.com.au](mailto:admin@deckseal.com.au)**

*DeckSeal's Partner Network*



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