

THREE GUARANTEES AND A BOAT TRIP

Offering three guarantees and a boat trip might sound unusual for a new business opportunity. However after almost 25 years in business, the owners of Spray Pave Australia Pty Ltd know that it takes something unusual yet simple to succeed in business.

Owner Mr Chris Bylhouwer, started Spray Pave Australia in the late 1980's, and has always improved his offerings in many ways. The current complete package includes a pay as you go option, plus three guarantees and a boat trip!

The business is working with existing concrete. As Mr Bylhouwer explains, "We can do anything with existing concrete from basic repairs to complete decorations with non-slip patterns using new toppings, epoxies, stains, polishing, seamless flooring, waterproofing even transforming it into imitation slate or timber floorboards.

"The transformations are unbelievable and

the demand for this service is everywhere, from homes to shopping centres, retail shops to factories, warehouses, schools, churches and airports."

The business opportunity is more than just application training, it also includes many systems for receiving jobs, quoting high prices, managing and growing the business including legal issues.

"In essence we provide a complete turnkey business package for one price then we back it all up with the ultimate security – pay as you go plus three guarantees and a boat trip."

Mr Bylhouwer reveals how it all started whilst running a home renovation business employing up to 20 staff in the early 1990's. "Some customers would ask about transforming their driveways etc. I simply listened to their needs, researched how to make it happen, then promised the result they wanted and delivered. In fact it was better to over deliver on my promise.

"The formula was simple - listen, research, promise, then deliver."

As the business grew, so did the administration. This was not in line with Mr Bylhouwers' thinking, "I just wanted an easy, highly profitable business with plenty of free time for my young family and other interests. So we offered franchises.

"We sold them from 1998 until early 2006 across Australia, New Zealand and even one in America. Many of them were making huge profits whilst enjoying their dream lifestyles, although some were still not happy.

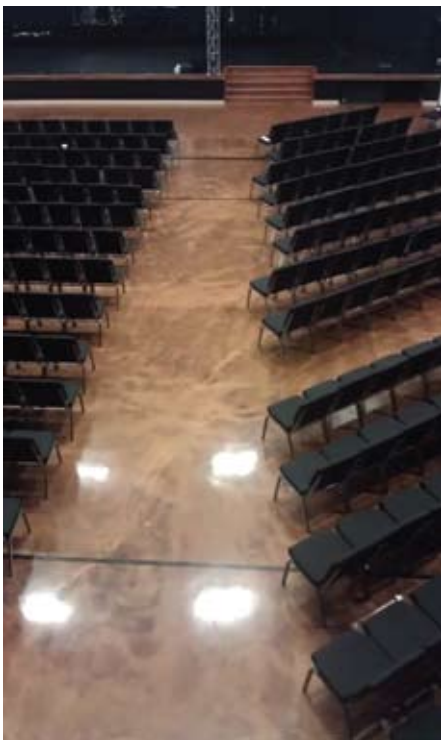
"Some operators complained about the fees, royalties, reporting, restricted growth etc, not to mention the paperwork required just to purchase their new franchise."

So again Mr Bylhouwer researched how to improve things. The outcome was a Licensee system. After discussions with franchise lawyers to ensure he stayed outside franchise criteria, the new system was rolled out in early 2006 with some exciting improvements.

When asked about the work itself, Mr Bylhouwer explains, "The work is light physical, and our operators age ranges from early 20's up to a semi-retired guy in his 70's, mostly with no experience. The equipment required can be carried in a small trailer or car. We use materials including bags of powder, drums of sealer or epoxy, stencils, paint flakes and glitter. One trade is usually outside, the others are usually inside. So generally there is work all year round, although the type of work changes with the seasons.

"Also the operators might choose to only do one or two, rather than all the trades. It usually depends how hard they want to work-sometimes a great lifestyle is more important





than more money. If they earn over \$2,000 in only three days by themselves, then they can stay home the rest of the week. Some don't want to work any harder or they might employ others.

"Our operators love the positive feedback from customers and neighbours. There are countless stories of tea coffee and biscuits, cakes, fruit and even home brews. Probably the best thing is the self-satisfaction of a job well done that's safe, looks great, lasts forever and the customers are happy to recommend you to their friends and family."

The new Licensee system includes some unique ideas; three days at the Adelaide training centre plus two days back with the operator on their own customer job, local marketing campaign, insurance package, own web site page, customers interest free finance etc. A complete list is in the information pack.

Designed to remove all risk is the three guarantees.

1. A minimum of 20 customer leads sent via SMS and email. More leads are forwarded free for life.
2. Guaranteed work option, available any time after training.
3. If new operators don't earn over \$100,000 gross in their first year by following the systems, they can claim the 100 per cent Money Back Guarantee.

This he says offers complete security when

starting a new business. "All they have to do is buy the business, do the work and start loving life."

Mr Bylhouwer sums up the three guarantees, the pay as you go system and boat trip.

"Operators want 1) Customer leads? Yes, we advertise and forward them free. 2) Guaranteed work? Yes, they can pay an extra fee and we forward them signed customer contracts. 3) Money back guarantee if it doesn't work? Yes, we trust our training, support and systems so if they don't gross over 100k in the first year, they can have all their money back.

"I like to stand out from the rest and put my money where my mouth is! Even to include that they can pay for their new business as they go. We only charge a small deposit (sometimes negotiable with conditions), the rest they can pay over time.

"As for the boat trip, because new operators spend most of their time in Adelaide at training, if they can stay an extra half day or more, we can take them out on our impressive power cruiser or even a luxury cruising sailing catamaran for bigger groups or families. Business before pleasure makes a possible tax deductible mini holiday. It's all about enjoying the social and business relationship with new friends; fishing, relaxing or just enjoying the start of a fantastic new, long term journey together."

Contact Spray Pave Australia Pty Ltd on:

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Mark Suter- "Learning to Spray Pave was easy but I wasn't sure about epoxy and polishing work. Head Office soon arranged my follow up training on my own job."

Steve Shirley- "I was paid \$4,500 cash, so I picked up a big screen TV on the way home."

Abdul Kassab- "We still might take the guaranteed work but haven't needed it yet."

Roger Elsworth- "Head office had the best priced equipment I could find."

Bradley Shirley- "I quoted \$4,480 but the customer couldn't afford it. So Head Office soon arranged the interest free finance."

John McDonald - "I have over \$50,000 of work booked in so I contacted Head Office about my expansion and tax ideas."

Ying Jie Hann - "Head Office was great preparing my advertising in Chinese."

Scotty and Fiona Lavis - "We both owe Chris so much, we couldn't have survived without him."

James Kumar - "I now have the time and money to visit family in Fiji."

Paul Hanson - "My wife and I took a while to trust it all. Then the first week home, I was earning high profits. Now we know and trust the systems and laugh about those early worries."