



FRANCHISE OPPORTUNITIES



# POLISH UP YOUR FUTURE

How would you like a dazzling career that offers you financial security and is really appreciated by your customers?



Stainless steel looks good when new and performs well in use so you will find it everywhere from your kitchen to commercial buildings and even boats. Despite being a great product, over time surface contamination builds up and a mass of tiny scratches makes items look tired. However, there is now an alternative to replacing with new – **affordable on-site professional restoration.**

If you are good with your hands but concerned about employment prospects in your current trade, **Shine It Stainless** is a fantastic franchise opportunity new to Australia. Amazing as it may seem, this is a service that people really need to maintain their expensive or everyday stainless steel fittings – and they are just “blown away” with the results.

Across in New Zealand, the service has been running for 16 years and has expanded considerably. The original developer of the Stainless Restorations technology spent a significant time perfecting the techniques and Entrepreneur Lee Headland subsequently acquired the business and substantially grew the customer base earning a good living operating and working the Stainless Restorations Auckland region. The service has been in demand throughout the rest of NZ and the business has expanded with a chain of franchises across both the North and South Island of NZ. He is now offering licences in Australia and you have the opportunity to benefit.

Look around you and the opportunities for this service shout out. Browse our pictures (none of them doctored) and see what is possible. Customers are astounded at the results from this restoration process and the savings they make compared with buying new, to say nothing of the cost of the labour and sub-trades needing to be involved for replacement.

This business offers flexible hours, good returns on your efforts and great assistance in getting your operation off the ground and making the most of it afterwards.

# FANTASTIC OPPORTUNITIES

Stainless steel is used in many ways – here are just a few to think of where looking good is important:

- Lift doors, interiors and exteriors
- Signage panels and fascias on commercial buildings
- Domestic and commercial kitchens, including sinks, hoods and appliances
- Urinals and other washroom fixtures
- Hand rails
- BBQs
- Shower bases
- Sculptures and street furniture
- Vehicle accessories
- Boat fittings

You have the whole domestic market to work with, especially when people are moving from their home and either want to make one place look good for selling or need to remove the grime left by previous occupants in their new one. A fruitful area of this business is within retirement villages.

In the commercial sector you could find work with just about every firm in the phone book who have premises of their own or look after them for others.



# FANTASTIC OPPORTUNITIES cont...

Insurers are appreciative of the savings that restoration can afford them when dealing with serious damage to premises.

Public bodies also offer many opportunities for stainless steel restoration in museums, parks, swimming pools and recreation centres.

In New Zealand there has even been business from construction companies to re-finish brand new stainless steel installations which have been affected by building materials or scuffed/scratched by trades.

Repeat business is a strong feature of this service as there is no issue with multiple treatments over the lifetime of the installation. Many stainless steel items have been restored several times as ownership has changed or the customer has just felt it has been necessary to facelift their stainless steel items eg. benches, sinks, tubs and enhance appearances.

In the Commercial sector some areas of restoration require repetitive maintenance schedules. These customers can be signed up on a 3, 6 or 12 monthly contract schedule or a regular maintenance interval suggested by letter.

Despite the huge range of customers, this is a niche market with very little competition of any kind.

## There are many reasons why a stainless steel surface may need restoration:

- Dullness from scuffs, abrasives and the gradual build up of a fine layer of residues
- Discolouration from a fire
- Effects of chemicals
- Weathering, pollutants or salt spray



# RESTORING THE LOOK

You will be fully trained in using the right materials, methods and machinery to create the desired finish in a quick but thorough way, depending on the type of stainless steel and its surface.

While a mirror finish is possible with some items, many stainless steel surfaces have a brushed or satin appearance but the appropriate techniques are used in each case to match the original.

Some of the jobs are hardly glamorous but pay well once you get stuck in to the task.

A two bowl sink could take a site visit of an hour and a half to transform to its former brilliance. As many branded sinks cost anything from \$300 - \$1500 (just to buy – never mind fit) you are saving the customer a lot of money. So this restoration option is very favourable to the customer.

In the Commercial market, there is the opportunity to quote large contracts with a greater earning potential. For example, Swimming Pool complex's from \$10,000, which equates to 10-15% of replacement value. Building exteriors have ranged between \$10,000 - \$20,000. School facilities could range between \$10,000 – \$15,000. There is such range of contracts we carry out – all with good earning potential with minimal overheads.

*"I just love restoring things and seeing them come up so well,"* says Lee Headland, the man behind **Shine It Stainless**. *"Customers often think we have simply fitted a new item. It gives you great satisfaction and it's the best sort of recycling – restoring an item instead of replacing it"*.

For food-preparation surfaces, appropriate post-treatment cleansers are available to ensure that all the products used in the **Shine It Stainless** process are removed to meet the strictest of hygiene standards.

Among the options for customers is a protective coating that can be applied after restoration to assist in repelling contamination and pollutants. This is of particular importance in brushed satin surfaces and in marine applications where there is a certainty of contact with salt spray for any external items and the fine airborne mist that can affect interior items.

**Shine It Protective Oil** coating, which is designed for satin/brushed finish stainless steel, is also important in high traffic areas such as lifts where there is likely to be repetitive contact with skin, often contaminated with cosmetics and other substances beside the natural oils and acids of the body. Also popular use in commercial and domestic kitchens for a large range of stainless steel appliances.

We also supply our own-brand product that can be sold on to end users to keep their stainless steel in the best condition. Other lines are also under consideration for future development.



# GETTING DOWN TO BUSINESS

## What do you need to get started with Shine It Stainless?

First and foremost is the determination to succeed as an owner-operator. You need commitment from yourself, your partner and your immediate family as all of them need to understand that any new venture takes time and extra effort until it beds down.

The majority of **Shine It Stainless** licensees have come from various trade backgrounds and this type of work is appropriate for anyone who likes working with their hands and is reasonably fit to handle the machinery.

In addition it is good if you have a suitable vehicle to accept the branding that helps to communicate your professionalism to customers and the wider community. This can be from a van through to a 4WD or Ute. A presentable vehicle sizeable to carry products and materials.

The other nice-to-have (or useful) item is a computer, as there are many standard documents that work best in electronic form and save time. Good communication to customers and presentation of quotes is also a key feature.

For Australia, the business is being offered as a series of Franchise Licences linked to exclusive operating areas or regions.



The purchase price includes a complete Starter Pack providing everything ready to go including an element for training in New Zealand. New Licensees are introduced to the business in a very practical way, gaining hands-on experience of the processes under the coaching of our management. A key aspect is learning how to work on the stainless steel and achieve the desired result without affecting any neighbouring surfaces adversely.

Beyond that, there is training on how to market the service and bring in the customers. There are proven techniques that are easy for anyone to master without needing to become a 'pushy salesperson'. An introductory letter to the right person in an Organisation can prove very successful.

The network of Franchisees are also encouraged to share their experiences so everyone else can benefit from their discoveries. This gives an on-going inspiration to help grow your business.

Licensed operators have access to all the products, materials and machinery used in the restoration process at discount rates and direct from the manufacturing suppliers.

Also access to branding and promotional materials of **Shine It Stainless**.

This is a great opportunity to make your future a gleaming career.

Get in touch now.

# PURCHASING A SHINE IT FRANCHISE

## Step 1 - Initial meeting with applicant:

### Discuss the opportunity:

- Franchise Territories
- Products & Equipment
- Market Potential & Requirements
- Franchise Model
- Background & History
- What's involved in running a franchise
- Commitment requirements
- Basic turn over and expectations (based upon experience in a NZ market)
- Training & Support
- Referrals

## Step 2 – Documents to Proceed

### On deciding to go ahead you will:

- Complete the *Franchise Application Form*
- Sign a non *Disclosure Form*
- \$5,000.00 deposit (Held for 14 days)
- Receive the *Shine It Disclosure Document*
- Receive the *Shine It Franchise Agreement*
- Receive the franchising *Code of Conduct*
- Issue a receipt of receiving the *Disclosure Document*
- We highly recommend that every applicant discusses all documents with their Solicitor and/or Financial Advisor.

## Step 3 – after reviewing the documents

- Sign a *Letter of Acceptance*
- Apply for *Public Liability Insurance*
- Meet with the franchisor

## Step 4 - Administration

- Final documents will be prepared for entering into by you and the franchisor.
- Sign and execute agreements
- Pay balance of franchise

## Step 5 – Welcome on Board

- Start the training program and commence your new business.





**SHINE IT**  
STAINLESS

The logo features the word "SHINE IT" in a large, bold, italicized sans-serif font with a double-line outline. The word "STAINLESS" is positioned below it in a smaller, spaced-out, all-caps sans-serif font. The entire text is contained within a white rectangular frame with a double-line border. Two multi-pointed starburst graphics are placed on the left and right sides of the "SHINE IT" text.