

This package has specifically been designed as a turn key solution for property services industry start up businesses

the property services start up package

Based on the successful model of a quarter million dollar business developed over 5 years

Fast Tracked

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Proposal Issued:
01.05.20

Think of this package as everything that a successful franchise offers without the ongoing costs

Specialists in building Property Servicing Businesses

I am here to help people
start something amazing

Why Fast Tracked works for you

- * Be your own boss, make the decisions
- * Fast Track the start up process
- * Own 100% of your business
- * No ongoing costs
- * Follow a proven model

Take the first step to creating your own professional
profitable business

I am using my proven business model to create a path for others to follow.

about me

I started Fast Tracked to offer no nonsense fully inclusive business packages to people who are in the same position I was in 5 years ago. At that time I gave up a corporate analyst job to pursue owning and operating my own small business. The business, SWISH, began as a one man window cleaning service and has morphed into a full property service business servicing over 700 regular residential and commercial customers throughout Tauranga, Mt Maunganui and Papamoa.

SWISH now employs four people and turns over a quarter of a million dollars but it hasn't always been easy and I have had to learn a lot along the way. I recently looked in to franchising SWISH across New Zealand but decided instead to sell replica packages of SWISH instead as I believe this to be fairer and better value for the owner and gives them 100% ownership of their business with no strings attached or on going costs.

The package I have designed for clients includes everything needed to successfully start and run a business similar to SWISH, everything I have learnt over the past 5 years (and earlier) and will FAST TRACK your business significantly whilst eliminating costly pitfalls and mistakes.

We give people the confidence to start something great



Mitchell Horton

director

I would love to talk to you about what the package offers and how I can help you FAST TRACK your new business for success!

Our Business Values



RESPECTing our Clients - their needs come first



The BEST advice from the best people



Take PRIDE in all our work

We collaborate with
proven specialists to
ensure you get the best



Fast Tracked Business Solutions offers you a
collection of Subject Matter Experts

COVERING DESIGN, OPERATIONS, MARKETING
AND FINANCIALS



our specialist support network



Communication between Client and Specialist is key



Mitchell Horton

director, project manager

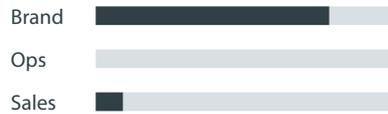
Originally a corporate marketing analyst he now has over 8 years experience of running his own successful small businesses. Oversees the entire project from start to finish.



Josh Smith

designer

Josh has over 15 years experience as a designer and specialises in branding and video creation. He will be supporting with input on branding and logos.



Steven Leaney

SEO/Adwords

Expert in his field having worked with a huge portfolio of big companies running strategic marketing campaigns. He will be setting up and running digital marketing.



WE LISTEN

We are here to support you in your new business - and we listen!

Our team values the need for constant interaction with our clients as we want your new business to reflect everything about you from branding to marketing. We will endeavour to keep you updated and included in all steps of your business setup.

property service package overview

This package will be exclusively limited by region

The aim of this package is to set you up with a full replica business based on our successful model

The full business set up covers three main areas



Frequently Asked Questions about the set up package

Will this package help me find customers for my business?

Yes, I will set you up to perform well in the digital marketing space and also introduce you to the other marketing techniques that will work well for your business.

Do I need to have previous experience in this industry?

No, I started out the same way and learnt through trial and error. The manuals I have created will guide you through all services and fast track your technician skills.

Will you assist other start up businesses in my region?

We have limited our involvement with other start ups by population size. In most regions we are only working with one startup only. In Auckland, Wellington and Christchurch we are offering two or more but these are separated by areas within the city.

Are there any ongoing costs?

This is a package deal, so all costs are upfront and once it is set up, the business is 100% yours. We do offer ongoing monthly support services for your business at an extra cost but this is not mandatory.



We recommend choosing to set up all these services in your business as they are complimentary and easy to upsell

services for both residential and commercial customers

exterior and interior window cleaning

house and building washing

water blasting

gutter cleaning

insect spraying

roof cleaning and treatments

Provide complete cleaning and maintenance services to a customer, a one stop shop!



Book a free consultation

With Mitch

I will walk you through the complete package and show you the incredible value it has.

branding and website

Branding creates trust



GOOD BRANDING IS THE FIRST FOUNDATION TO A SUCCESSFUL BUSINESS

Not only does good branding make a memorable impression on consumers but it allows your customers and clients to know what to expect from your company.

A good business is reflected by its branding and design.

As part of the start up package, we professionally design your brand to reflect both you and the industry.

If you have a name in mind great, if not we are more than happy to help you to develop one as part of the package

1 - Concept

The first design step

As part of the package you will be given three logo concepts based on our professional designer's knowledge, your input and the

2 - Logo Finalizing

Developing your chosen concept

Once we have a concept you have chosen this is further developed out and tweaked over two design consultations until we have the final product.

3 - Branding Release

Logo is dispersed across all media

From here we deploy your new branding across business cards, promotional materials, social accounts and website.

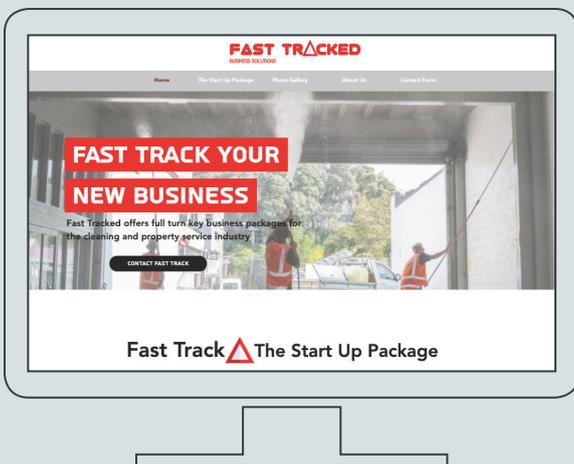
Stand out with a beautiful, functional website

good design will ensure
your business is noticed



your website is vital to
your business success

A well designed, easy to navigate website
is make or break for every business. This is
your greatest marketing tool and the basis
of your initial interactions with customers



I KNOW WEBSITES AND I KNOW YOUR
CUSTOMERS

A key to our success in the property services
industry has been having a good website.

A website should communicate everything
about your business and what you offer cus-
tomers whilst having a call to action.



We design your website to work smoothly on both
desktop, iPad and mobile



We offer a number of well designed templates to
choose from and stock images



We will provide you with all the basic knowledge
you need to manage your website ongoing

operations and user manuals



PRICING GUIDES

These are crucial to being able to quote with confidence



'HOW TO' MANUALS

All Property Services across various building types



SCHEDULING SOFTWARE

We'll set you up and guide you with the best industry software



HR DOCUMENTS

How to hire and effectively manage staff as you grow



HEALTH and SAFETY

Policy and documents covering everything you need



ACCOUNTING

How to invoice, reconcile and manage XERO



With the right advice you will have the confidence to tackle any job

we give you the nuts and bolts

1



The magic number for quote success is 80%

PRICING GUIDES

Developed through five years of trial and error

A big part of making our property services business successful was learning to correctly price all the different services we offered, for both commercial and residential properties and across varying building sizes and types.

These guides will give you the confidence to quote accurately and ensure your services are all fair to the customer but also profitable for your business.

2



Every service is different and requires diligence

GUIDES FOR EVERY SERVICE

These guides will be the backbone of your operations

When I first started SWISH I knew nothing about this industry, I hustled, learnt from the best and tried and failed numerous times. I have done the hard work so you don't have to.

These manuals will provide 'how to' guides for all the services you will be providing - from Window Cleaning to Insect Spraying. They also cover varying property styles and uses, I have included equipment guides as well. They are based on experience gained from 1000's of jobs over the past years.

3



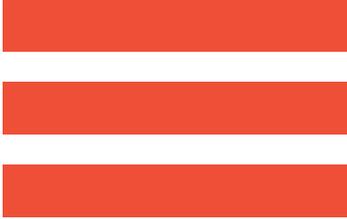
Managing your jobs and team well is key for an efficient business

SCHEDULING SOFTWARE

The best software for the industry

When we first started our Property Service business we trialed a number of different software scheduling packages. We found the one that works best for the Property Service industry.

We will guide you and set you up in the software that will become the most used instrument in your business. It is used to manage quotes, schedule jobs, manage staff members and rebook customers. We will show you how to do all of this efficiently and accurately.



4



Your staff will become your biggest asset

HR DOCUMENTS

Be prepared for future growth

In order to scale your business it is going to be important to hire the right staff at the right time. We have had a number of full time and part time employees through our doors.

In this section we cover everything you need for hiring and managing the right staff for your business including contracts, pay roll, induction and basic management principals.

5



Making sure your business is set up for H&S

HEALTH AND SAFETY

Everything you need to ensure your business is operating correctly

In 2020 it can be really hard to navigate what is required to meet Health and Safety requirements for your business

Included in the set up of your business will be a complete H&S Policy for your business, a folder with all logs, forms and factsheets you require. A similar set up would cost close to \$2000 from an H&S Consultant.

6



Staying on top of your day to day finances is crucial

ACCOUNTING

The best software for the industry

We set you up with Xero, a very user-friendly accounting package and show you step by step what you need to do on a daily, weekly and monthly basis in order to run your business successfully from a financial point of view.

marketing and sales



DIGITAL MARKETING

90% of your clients will find you digitally, make sure they can



MARKETING PLAN

Plan for growth, including cold, social and email marketing

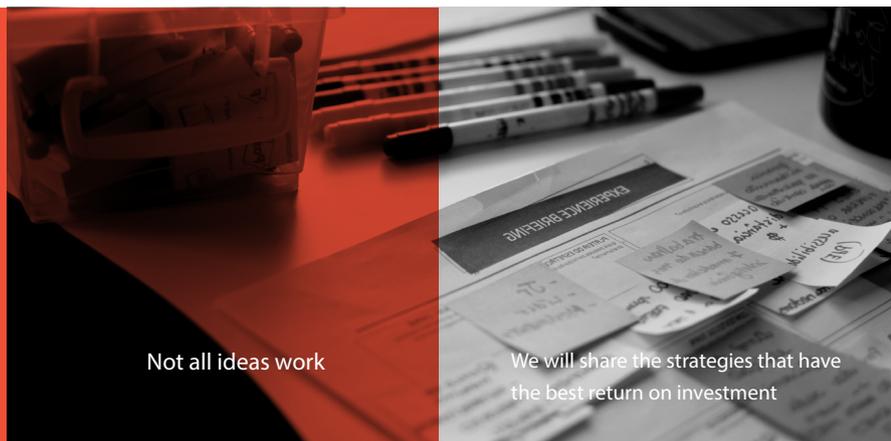


CRM

Customer Relationship Management is what makes a business

building clients takes time, plan for it

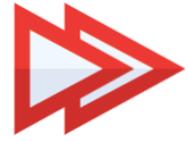
Growing your business involves getting new clients, this involves having a robust, multi leveled marketing plan



Not all ideas work

We will share the strategies that have the best return on investment

its all about building your client base



1



DIGITAL MARKETING

This is where you will see the majority of new customers

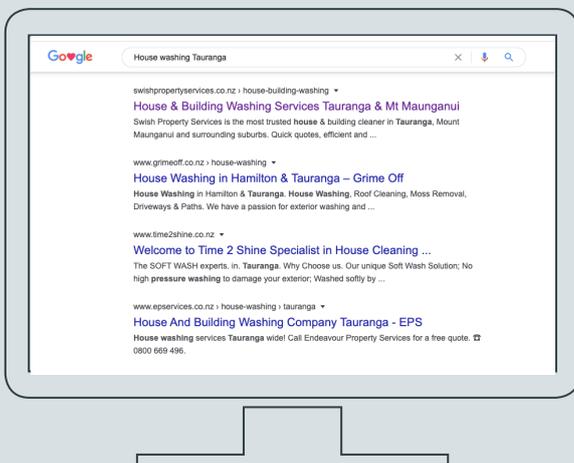
90% of your clients will find you digitally, so make sure they can

As we continually shift to a more digital world, consumers are spending more time online, across a variety of devices and platforms.

Businesses need to identify how their target market interacts with these digital platforms, and develop a CX (customer experience) strategy that enables their customers to be able to discover, research and decide on which business they want to enquire/contact/transact with ease.

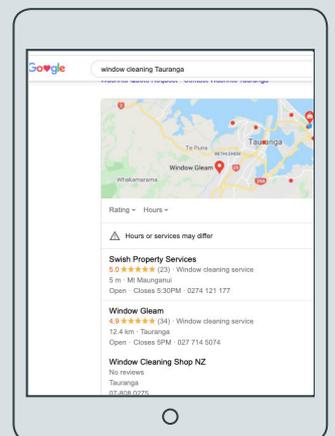
With Google having over a 95% market share of the Search market in NZ, Google Search plays a vital role in the final stage of customers' decisions, and with Search volume through Google increasing at 10-15% every year, it is essential to have an SEO and Google Ads strategy that drives traffic through to a well-designed website.

Digital Marketing entails reaching these target audiences, at key parts of their decision-making journey.

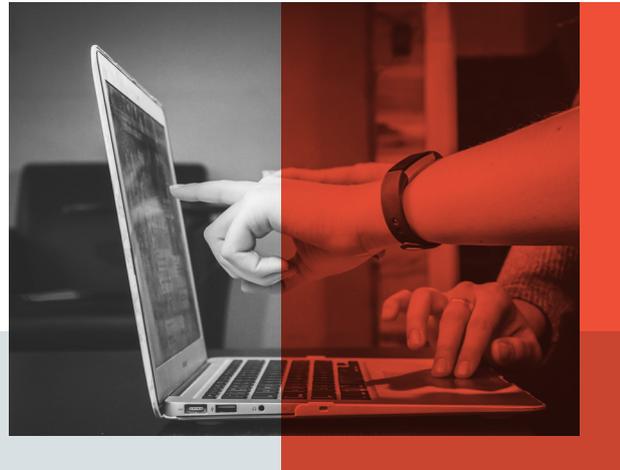


Our advisor for Digital marketing has been responsible for over AUD5million in marketing spend a year, and has implemented strategies in the property services industry which have seen over 300% year on year increase in leads.

We will work with you to define your target audience, where they are searching for your services, and set up the framework to be able to measure the success rate.



don't underestimate good marketing



2



Planning leads to success

MARKETING PLAN

Keeps you on track to grow your business

Whether it is email marketing, advertising, social media or cold calling we have tried it all to varying levels of success.

The marketing plan we will develop with you will include ideas to find new customers, retaining and scheduling in existing customers and upselling services to customers. It is important to plan your marketing and sales efforts over the year with a focus on different services and promotions at different times of the year. We will include a specific focus on social media marketing.

The plan will include text campaigns and the systems to use, email campaigns for new customers and existing customers. We will also set you up in the best online programmes to make these marketing efforts straight forward and easy.

3



The most important asset to your business are your customers

CRM

Client Relationship Management

Keeping a customer is considerably easier and cheaper than finding a new customer. Many businesses neglect their existing customers to the detriment of their business, we won't let this happen to you.

One of the main reasons for SWISH's success was building a strong and loyal customer base of over 750 residential and commercial clients. We had a great retention rate and a high upsell of new services to customers.

Managing your client lists efficiently and accurately is extremely important and we will show you the best way to do this as part of your business practises. Every customer has different needs, some require a more hands on approach with bookings and some simply need to be left to book you when they wish to.

If you can manage your clients well you build loyalty and trust in your business.

project budget breakdown

FULL START UP PACKAGE



\$9,995.00

Fully inclusive price

Payment plans available.

The package includes everything below plus more.

- Branding and Logo
- Website Development
- Operational Manuals
- HR and H&S Manuals
- Digital Marketing
- Marketing Plan
- CRM

Its time to start something amazing

If you are from a smaller region of NZ, talk to us about what we can offer you

The beauty of this package is gaining 100% ownership of your business.

project timeline workflow chart



Week 1

Week 2

Week 3

Week 4

Building your Brand, and Logo

Building your Website

We begin introducing you to the industry, running through the guides, quoting and pricing, customer cycle etc.

We go through Accounting, HR and Health and Safety

Setting up your digital marketing incl Adwords, SEO, Social accounts and Google Analytics

Develop your marketing plan and CRM

Week 1

Getting started

We start with a focus on building your brand and identity. This will involve a couple of consultations.

We also begin the roll out of our guides and operations.

FOCUS: BRAND

Week 2

Now we're cooking

Having finalised your logo I will begin work on your website.

This week will also see a further focus on manuals that I will run through with you over a series of zoom consultations.

FOCUS: OPERATIONS

Week 3

Full steam ahead

We will focus heavily on putting together your marketing and sales plan and set up.

This will include consultations with myself and our specialist Digital consultant.

FOCUS: MARKETING

Week 4

That's a wrap

Your final consultations will be with myself (CRM and final wrap up) and also my wife (Erin) for everything accounts and finances.

Your business will now be ready to hit the ground running

FOCUS: COMPLETION

* Please note this timeline is a guide and may vary slightly between clients



Thank you for your interest

We look forward to getting you started
on your track to business success.

FAST TRACKED
BUSINESS SOLUTIONS

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