You want it off, we'll get it OFF!

JOIN OUR TEAM
Call: 1300 305 307
Unfortunately for society, the graffiti and stain removal markets are not about to disappear, which means our services are always in demand and we have a valuable contribution to make to our communities. What we do is very technical and requires advanced training, specialty cleaning solutions and a vehicle that is equipped for fast operation and can meet stringent compliance criteria.

For over 37 years, this technical business has been refined and systemised to be now at the point that it is ready for growth by taking on business partners.

My family, which is now in its second generation owning this business is excited to open up this opportunity to like minded business people who are looking for a mobile service based business with high barriers to entry and a successful proven history.

This brochure provides information on what we have created and how we help you to succeed as a Graffiti Eaters Franchisee running your very own business.

Take your time to read through the information and then have a look at the franchising page on our website.

Mark Mackenzie
B.Eng (Hons) GAICD
Managing Director

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TESTING GROUND

Graffiti Eaters are proud to have a purpose built testing area at our Head Office where we can constantly develop our and new techniques to remove graffiti and stains from hard surfaces. We continuously test, so when we come to you we can guarantee you the best possible results.

WELCOME
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Why is Quality Assurance important to you!

By becoming a franchisee with a company that is quality accredited, you are not only looked upon favorably by councils and governments for their work, but investing in a company that has made a real commitment to document its system of doing business, so that it can be accurately replicated time and time again.

This level of business control ensures you are able to deliver to your customers an outcome of consistent quality, which in the long run as a business owner will save you time and frustration.

To ensure the highest level of best business practice, The Graffiti Eaters group is managed to International ISO standards and were the first company in our industry to achieve these high standards for quality back in 1995.

Four management standards have been integrated to ensure that you can provide your clients consistent quality, delivered via safe work practices with appropriate risk management and a commitment to the long term interests of our environment.

To make sure we stay ahead of the competition, our Integrated Management System is audited by third party auditors to ensure the level of service delivered to your clients is first class and constantly improving.

These Management Standards are:
- Quality Management - ISO 9001
- OH&S Management - AS/NZS 4801
- Environmental Management - ISO 14001
- Risk Management - ISO 31000

Our Awards

Comprehensive training is the key.

As a franchise your training is important to us and it is the reason we have been recognised as the best in the industry. Keep your Surface Restoration Technicians qualified via our ‘University of Graffitiology’ training program.

Of course, your superb talent and skill needs to go hand-in-hand with your purpose in life. That’s why we only sell franchises to people who share our passion and purpose for delivering excellent customer service without exception!
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PROUDLY AN AUSTRALIAN OWNED FAMILY BUSINESS

Why join our winning team

The Graffiti Eaters family like to reflect on just how proud we are to be Australian and just how lucky we are to be living in such a great country and helping to make it a better place by cleaning up graffiti and removing stains in the community.

If you share our passion, then we would like to invite you to consider applying to join our team online at:

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MEANS YOU CAN RESPOND TO OUR CUSTOMERS NEEDS 45% FASTER THAN OUR COMPETITORS

YOU +

CUSTOM BUILT SYSTEM = SUCCESS

A brand that is recognised for quality, dependability, perseverance and compliance.

Custom built system that is faster, fully equipped and totally compliant.

Service solutions to upsell and cross sell all year round.

Different view every day.

you're in charge of your time "freedom".

Mobile Business
• No leases, no refits
• You can chase the work wherever it is

Advanced training both technical and business

POSITIVE CAN DO ATTITUDE
INTEGRITY
PASSION
LOYALTY
DEPENDABILITY

BE YOUR OWN BOSS
REWARDS
LIFESTYLE
PEACE OF MIND
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NO EXPERIENCE NECESSARY

INVESTMENT

Our model is so detailed and robust that anyone with the right work ethic can be a successful Graffiti Eaters franchisee.

A background in painting or coating application is an advantage as it speeds up the training process, but is not essential.

Our “University of Graffitiology” training program is very comprehensive and ensures all the necessary competencies, skills and licences to operate your business.

The training is delivered with both theory and in-field components covering vehicle maintenance, marketing and sales, accounting, service delivery, customer relations and estimating.

Ongoing training and mentoring:

- Access to collective experience of over 70 years with 14 company run vehicles over 37 years.
- Year round access to Business Development Managers, Workshop Managers and Administration Managers for support.
- 24/7 online training for you and your staff.
- Annual business planning process with monthly KPI review.
- Monthly business meetings.
- Quarterly one on one performance reviews with Business Development Manager.

TESTIMONIAL

I thoroughly enjoyed my time on the Graffiti Eaters team working along side Rod and Mark as we established the company in Adelaide. I previously worked as a cabinet maker seeing the inside of the same four walls each day and loved the freedom that came from running this mobile business. I was able to meet nice people each day and find interesting ways to solve their graffiti and stain removal challenges. The equipment provided by the company is extremely good as they design and tailor build it to be fast and efficient in operation. The support of the office is terrific, even operating in a different state, they were only ever a phone call away.

Rick Bleasdale
Previous State Manager SA. 1995 – 2013 (18 years)

OUR VALUES

PASSION

DEPENDABILITY

MASTERY

LOYALTY

NEXT STEP

2. Complete the online application form to start the ball rolling.
3. Enter the franchise approval process. Franchise applications will be approved based on meeting qualifying criteria and granted on the basis of value alignment.
4. Franchise Information and Due Diligence Phase
5. Support with Business Setup and Finance
6. Enter the University of Graffitiology Training.

THE MACKENZIE FAMILY ARE ALL GREAT HONEST PEOPLE THAT HAVE A REAL PASSION FOR THE BUSINESS AND ITS BRAND IN THE MARKET PLACE. I AM PROUD OF MY CONTRIBUTION TO THIS GREAT TEAM OVER MY 18 YEARS AND AM DELIGHTED THAT THE COMPANY HAS DECIDED TO GO DOWN THE FRANCHISING PATH, GIVING OTHER PEOPLE THE OPPORTUNITY TO EXPERIENCE THE ENJOYMENT AND JOB SATISFACTION THAT I EXPERIENCED.

Rick Bleasdale
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INVESTMENT

A Graffiti Eaters Franchise opportunity is a comprehensive all inclusive turn key business model. You just need to add passion, dependability, mastery and loyalty!

Our model works on a Franchise fee per territory plus a Royalty fee on sales. As you grow and increase the number of vehicles in the different service types, no further territory fees are payable. You are encouraged to grow and capitalise your efforts.

A Graffiti Eaters Franchise business can be a family affair with partners and children all contributing to the business success.

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ONGOING TRAINING AND MENTORING

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• 24/7 online training for you and your staff

• Annual business planning process with monthly KPI review
• Monthly business meetings
• Quarterly one on one performance reviews with Business Development Manager

The Mackenzie family are all great honest people that have a real passion for the business and its brand in the marketplace.

I am proud of my contribution to this great team over my 18 years and am delighted that the company has decided to go down the franchising path, giving other people the opportunity to experience the enjoyment and job satisfaction that I experienced.

Rick Bleasdale
Previous State Manager SA. 1995 – 2013 (18 years)
WHY CHOOSE US?

- As the first dedicated graffiti removal company in Australia, we are the market leader in Graffiti and Stain Removal having over 37 years experience in the industry.

- Because of our expertise, we are the first call made by councils, schools and local communities to remove graffiti.

- As a franchisee, your jobs are able to be comprehensively tested to determine the best graffiti removal method so you can ensure your clients' properties remain undamaged in the cleaning or removal process and the work conducted to ISO9001 Quality Standards.

- Graffiti Eaters franchises are environmentally focused, we ensure that all our methods are fully approved by all relevant authorities. To date we are proud to have successfully performed many delicate environmental clean-up jobs required after industrial accidents. (We are fully Environmentally certified to ISO 14001 Environmental Management Standards)

- As a franchisee you can be safe in the knowledge that you are protected by your $20 million Public Liability Policy, the work that you do is OH&S certified to AS4801 standards with you conducting a full Risk Assessment on all jobs to ensure your clients' properties are cleaned safely and properly.

- We don’t take Shortcuts!

- You can be confident in the knowledge that your specially designed, purpose built Surface Restoration Vehicle is tailor-made to ensure you can safely remove graffiti and stains that others can’t.

- Saving your customers up to 45% in Labour costs, which means you can provide a safe, efficient and competitively priced service each and every time.

- Graffiti Eaters cutting edge proprietary cleaning solutions and extensive Research and Development means that our franchisees are able to remove graffiti without damaging customer property.

- Our 37 years of experience counts in this field, we make sure you get it right so you don’t have to worry about making costly mistakes!

- Graffiti Eaters have extensive graffiti and stain removal experience in treating every type of spill/stain/mark the universe and our customers can throw at us! Having over 37 years experience means that there’s seen almost every problem before; so we are confident if your clients have a graffiti problem or a stain on a hard surface, we know how to fix it, fast.

BEFORE

You want it off, we’ll get it off!

AFTER

Guaranteed best result

SATISFACTION GUARANTEED

Graffiti Eaters

Guaranteed satisfaction

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OUR QUICK QUOTE SYSTEM

Our quick quote system is designed to help our franchisees land more work.

When you are in the local community, we have a "quick quoting" (QQ) letterbox drop system to help you to take advantage of opportunities that you spot when on the road.

Customers targeted by graffiti vandals or have difficult stain removal jobs often don’t know who to turn to, this is why we created our simple to follow QQ system. When you spot an opportunity simply fill out a QQ form and drop it in their letterbox.

Our QQ system will have you distributing quotes to potential clients in no time ready for approval.

Book a job online.

Our website is designed with your customers in mind. Not only is it filled with informative content, on every page we have our easy job booking system.

Book a job: Just come and remove this problem. These customers know we can be relied on to remove the problem quickly at a fair price and just want action.

Formal Quote: We understand that a lot of businesses need to follow a process, so our Formal Quote system helps them to generate the quotes they need to get the job organised.

Quick Quote: As the name suggests, we provide our customers a quick quote turnaround so they can get on with getting us to remove the problem.

MMS a photo: When customers send us a photo of their job, we can provide them a more accurate online quote.
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A Graffiti Eaters Franchise is an asset building business career, not just a job.

The diverse range of services built into the business model accommodates the year round demand, allowing franchisees to grow multiple vehicles with multiple revenue streams within their territory.

**Three Tiers to Growth**

We want you to be rewarded by growing your business and adding value to your asset.

That’s why we offer our high performers a three tier growth path over their 5 year term.

<table>
<thead>
<tr>
<th>Tiers</th>
<th>Title</th>
<th>Details</th>
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</thead>
</table>
| Tier 1 | Single mobile owner operator | You operate vehicle 1  
Build technical skills in Graffiti Removal and Graffiti Coatings  
Build skills in sales, estimating and job management. |
| Tier 2 | Multi mobile           | Employ trained technicians to run vehicle 1  
You establish and operate vehicle 2  
Expansion into Stain Eaters service offerings  
Expansion into Floor Grinding and Industrial Coatings  
Expansion into Glass Polishing and Graffiti Films |
| Tier 3 | Multi franchisee       | Employ more trained technicians to run vehicles 1, 2 and 3  
Purchase another franchise territory and expand client base |

**MARKET DIVERSIFICATION**

The Graffiti Eaters has six main streams of income:

1. Residential – Graffiti removal, graffiti prevention, stain removal, pressure cleaning.
2. Commercial – High volume graffiti removal, graffiti prevention, stain removal, pressure cleaning.
3. Glass scratch repair and anti scratch window film application.
5. DIY Graffiti Market Online Sales – Managed by the franchisor with all leads passing to franchisee for service support.
COMPREHENSIVE SUPPORT STRUCTURE

The Graffiti Eaters have developed and refined systems for training, support, service delivery, maintenance and supplier relationships that maximise the opportunity for Franchisees to focus on the growth of their own successful business.

Commercial
- Head Office team focused on national account customers
- Graffiti Eaters is the preferred supplier to many of these groups
- Quality, OH&S and Environmental certification for national accounts

Marketing
- Access prebuilt adverts, press releases, brochures and marketing materials
- Be part of prebuilt national CRM system with monthly client newsletter

Information Technology
- Comprehensive IT platform that is cloud based and cost effective allowing complete mobility via smart phone and tablet PC
- Eliminates double handling with complete integration
- Provides client database of site paint colours and protective coating treatments
- Provides clients with a convenient job portal for job management
- GPS tracking provides fast client response time

Supplier Relationships
- Group buying power with leading suppliers nationally

Human Resources
- Access to job placement adverts, screening systems and employment contracts
- Advice on Workplace Health and Safety and Industrial Relations issues

Technical Resource
- Full R&D centre for new product design and testing to ensure only the best quality products are utilised
- 24hr/7 day Technical support through comprehensive intranet based system and technician support blog
- Friendly support is only ever a phone call away with people that have over 20 years experience working within the company

Operations
- Dedicated team at Head Office monitors national phone, website and email network enquiries
- Industry leading procedures are documented step by step on company intranet
- KPI cloud software allows full business monitoring and support advice

BRAND STRENGTHS

- Three distinct brands for unique but complimenting markets
- High profile dual branded website
- More than 37 years as the leading brand in the graffiti and stain removal industry
- Centrally managed national 1300 numbers for corporate accounts
- Strong brand recall with trade marked catchy name and slogan
- Graffiti Eaters branded DIY product range
- Access to national clients who have properties in your territory
- Proprietary cleaning solutions that provide a market edge
- Custom built efficient vehicles that save time
- Third party certification to secure government work
OUR SERVICES

- Anti Graffiti Coatings
- Anti Scratch Window Film
- Anti Slip Coatings
- Bill Poster Removal
- Glo Safety Products
- Graffiti Removal
- Line Mark Removal
- Paint Spill Removal
- Shopping Centre Maintenance

Impressed?
Find out more, register
your interest today.
Call us on 1300 305 307

OUR SERVICES

- Building Exterior Cleaning
- Chewing Gum Removal
- Deck Rejuvenation
- Driveway Sealing
- Factory Floor Coating
- Fire Restoration
- Grease Spill
- Oil Stain Removal
- Pavement Cleaning
- Pressure Cleaning
- Retail Canopy Cleaning
- Rust Stain Removal
- Sky Light Cleaning
- Stain Removal
- Tyre Mark Removal
- Urine Stain Removal

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