



FRANCHISE OVERVIEW

Commercial Roofing / Residential Roofing

**Be your own boss and grow your business faster
by joining our successful franchise team**

Grow your roofing business with Topline

If you already run your own roofing business and you're looking to expand and grow, then perhaps it's time to talk the Topline Group about becoming a Topline Roofing franchisee.

This guide aims to take you through the benefits of joining a bigger team. You'll still be your own boss, but will have a large support network around you, along with administration and processes that mean you can focus on growing your business and increasing your profitability.

As you start this new exciting period in your life, rest assured that the Topline Group team will be with you at every step of the way to realise your hopes and dreams. Read on to find out more about Topline Roofing and what franchise opportunities are on offer, and if you have any questions, don't hesitate to get in touch with us.

We look forward to welcoming you to the Topline Group.

BY JOINING TOPLINE ROOFING YOU CAN...

- Take your business to the next level faster
- Focus on what you do best out in the field
- Tap into expert support programmes
- Become part of an award-winning team

Join today and leverage the goodwill of our established brand

**TOPLINE
ROOFING**

6 key reasons why to join Topline Roofing

① Comprehensive administration support

Our experienced administration team is here to help support you with your business admin, so you can focus on what you do best onsite.

They know the industry inside out and provide comprehensive support from quoting and tendering to reporting and account management, all with the aim of helping you deliver an excellent customer service experience.

③ Sales & marketing support programmes

As the franchisor we support you in high level commercial sales negotiations and presentation and we have existing corporate relationships we can leverage to further support you as a new franchisee.

Our exceptional marketing team deliver well-executed marketing programmes and are able to support ongoing brand awareness and sales enquiries for your business.

⑤ Enhanced group buying power

Because of our group buying power we are able to deliver exceptional quality at exceptional prices every day to our clients.

Our quoting and tendering is highly competitive and our long-standing relationships and partnerships with quality suppliers allows us to maintain good margins on the work we undertake.

② Exceptional systems and software

We have custom developed our own software system, STREAMLINE, to do just that, streamline the day to day running of your business.

Streamline is purpose built for our roofing business and is among the best in the industry. A system designed with your business in mind means you can focus on growing your business.

④ Expert operations support team

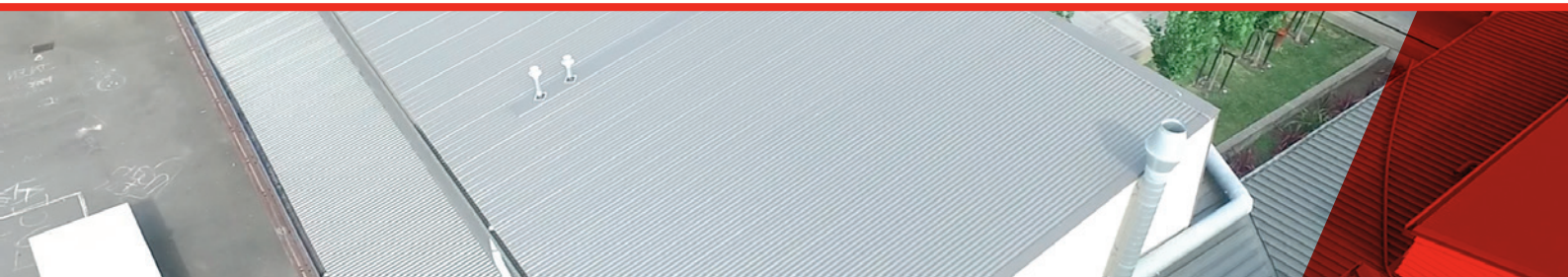
Our operations team has considerable industry and project management experience and they're here to take care of our people on the ground.

The team includes a qualified Health & Safety Manager and an operations team with a wealth of industry knowledge and experience. We have team members available to provide you initial training and ongoing advice and support.

⑥ Build a saleable asset to secure your future

By joining Topline Roofing, you get access to all of the outstanding support above, which allows you to focus on getting out and growing your business.

As you continue to grow you also build a scalable asset that will well repay your efforts in the long run. Topline Roofing is an exceptional opportunity focussed on the future.



Our guiding principles

All Topline Roofing team members work in accordance with our business principles. We focus on quality, expertise, reputation and compliance in order to provide exceptional service to our customers.

QUALITY

The management team at Topline Group has invested a significant amount of time and money into our personnel.

We provide our customers with qualified experienced staff who have huge technical expertise. We also run apprenticeship programmes and all staff receive ongoing training and mentor-led programmes.

Topline Roofing has a Quality Assurance programme in place with software tracking all aspects of projects, from contract documentation set-up, through to invoicing. Communication is key and we maintain clear and accurate reporting between our trades teams on site, Site Managers, Project Managers, our Administration Team and our customers.

REPUTATION

We believe we're a cut above the rest, with our hugely experienced, accredited and licensed team.

We have established a unique industry organisational structure which is designed to support corporate, commercial and residential requirements.

Operating with integrity is important to our team, from our most junior apprentice to our senior management. Every tradesperson has been security checked and adheres to industry regulations and licensing rules. Our customers know that they can trust us to respect their property and to carry out work to the highest standards.

EXPERTISE

At Topline Roofing we are a united team with a balanced and wide ranging expertise, capable of delivering exceptional results.

Company Director Neil Gillespie has over 40 years of industry experience. All of our management team has vast industry expertise, and we also have a dedicated, qualified Health & Safety Manager and specialist Roofing Estimators with over 30 years experience.

Our team on the tools are led by experienced competent Leading Hands. There is an extensive mix of technical skills in the team, ranging from metal roof and cladding laying, membrane roofing, gutter installations, flashing and detail work, roof leak sourcing and repairing.

COMPLIANCE

Topline Roofing follows best building practice guidelines and codes and adheres to E2/AS1 weathertight solutions. We are conscious of our duty of care to comply with these regulations.

When it comes to compliance, we lead the way with ongoing training, knowledge of up-to-date Building Code and Health & Safety requirements.

All Topline Roofing staff are licensed to carry out their work safely and effectively and undertake refresher training as required.

Our work is covered by Liability Insurance, which has a standard \$10 million cover, providing our customers with additional peace of mind. We guarantee our workmanship and also offer warranties on all of our roofing products.

Would we be a good fit?

The Topline Group is a values driven company. Every member of our multi-cultural and diverse team adheres to our three core values. Anyone joining as a franchisee needs to embrace and respect these. We are a member of Diversity Works NZ, are Immigration NZ Accredited through our Auckland CBD business, and we are here to help and support our new franchisee businesses in any way we can. We are also Site Safe 100% and proud of it.

PURPOSE

Together we create, build, succeed

VALUES

T EAMWORK

- Respect & help each other
- Shared knowledge
- Positive, friendly attitude

O WNSHIP

- Own your actions
- Keep your promises
- Get it right - make it right

P RIDE

- Exceed expectations
- Integrity is everything
- Protect our reputation

"WE'RE STRONGER TOGETHER"

"YOU'RE GREAT AT WHAT YOU DO - OWN IT!"

"TAKE PRIDE IN ALL THAT YOU DO."

TOPLINE GROUP

What we're looking for in our franchisees

We realise that becoming a Topline Roofing franchisee is a huge step for you to undertake, but it's also a big decision for us too.

We need to recruit people who will uphold our values and be great ambassadors for the Topline Roofing brand. If you can answer yes to the list of expectations below, then we should talk.

- You must be able to commit to our business principles of quality, expertise, reputation and compliance
- You must have good communication skills and the ability to promote your business
- You must take pride in your personal appearance as well as your staff, vehicles etc
- You must be prepared to keep abreast of new information, material and techniques made available to you
- You need to be in a financially sound position
- You must thrive on challenges
- You must be motivated to plan and work towards achieving set goals
- You must be able to work independently
- You must be willing to work as part of a franchise team
- You should be in good health
- You need to hold a current full clean driver's licence and be clear tested for drugs and alcohol. We will not consider applicants with a criminal history.

The next step...

At this point, should you wish to proceed, you will be required to complete the Franchise Application Form which includes completing a Statement of Financial Position.

The Topline Group will then contact you to discuss your application further, with particular regard to which location you may be interested in, and whether you are looking at commercial or residential roofing opportunities. We acknowledge that all information provided by you is strictly private and confidential and all information supplied will remain confidential to the directors of the Topline Group.

Please complete the Franchise Application form and return it to:

Topline Group Ltd

P.O. Box 99-353, Newmarket, Auckland 1149

The Franchisor is Topline Group Limited, a wholly New Zealand owned and operated company.

Head office

Topline Group

11 Tawari St, Mt Eden, Auckland 1024

Postal address

P.O. Box 99-353, Newmarket, Auckland 1149

Tel: 0800 111 818

Web: toplinegroup.co.nz

franchise@topline.co.nz



Our most popular FAQs

We realise that you will have a number of questions around joining up as a franchisee. Here are some of the queries we often get asked:

Q. How much working capital (i.e. cash to run the business, cover wages and other overheads) do I need?

A. We recommend a minimum amount of approximately 3 months of total business expenses to fund your initial working capital requirements. This amount can vary depending on your personal requirements as well as the cost of vehicles required for the business.

Q. Are there ongoing fees?

A. Yes there is an ongoing monthly franchise participation fee as well as a group marketing fee derived as a % of turnover as well as a monthly technology fee.

Q. Do I need to have industry qualifications?

A. No, but you will need to employ staff with the required skills, experience and technical knowledge to advise and provide solutions, project manage jobs and carry out the on-tool work. As a business owner you will be expected to have a good understanding of how to manage and run a successful franchise and should have a successful business management background.

Q. Will I have exclusive territory?

A. Yes you will have an exclusive territory with the size and details of the exclusive area agreed with you on finalisation of the franchise agreement.

Q. What marketing and advertising will you provide?

A. A major benefit of group marketing is that every dollar you contribute to marketing is exponentially multiplied by the total number of franchisees in the network. The marketing

fund is exclusively used for group marketing purposes and covers national media advertising, national special offers, website optimisation & advertising, and group social media management.

Q. How can I fund the initial cost?

A. There are many ways to fund your initial cost, including accessing your home mortgage, savings, family and business loans. Always keep in mind that loans and related financial instruments that attract interest need to be factored into your ROI calculations when evaluating the business opportunity.

Q. What are the processes and timings involved before I can start operating as a franchisee?

A. You need to follow the basic franchisee recruitment process which follows some basic checks and balances. Once approved a region needs to be agreed and we can proceed to finalising and signing the franchise agreement and any further legal documentation. There is no specific period to finalise an operating franchise but this can be achieved in as little as 6 weeks if you are converting your existing business into a Topline Roofing franchise.

Q. How many franchises are you planning on operating?

A. Topline Group has a multi-pronged approach to the franchise model with a target of 30 franchises over the next 5 year period.

Q. Can I sell my franchise

A. Yes you can as you are the owner of your business. This is a benefit of joining our franchise network, with you developing and building a business asset you are able to sell at a future date.

For other FAQs please visit the Franchise Opportunities page on the Topline Roofing website.

Neil and Jennie Gillespie - Directors

Having worked in the industry for over 40 years, Neil's breadth of experience covers work with individual homeowners through to overseeing numerous large scale projects including re-roofing Mt Eden Corrections Facility, Chelsea Sugar Works, Smales Farm, Devonport Library and a multitude of tertiary institutions, schools and large commercial properties.



Neil holds a certified plumbing license and is NZQA licensed for metal roofing and cladding for which he holds the equivalent of LBP (Licensed Building Practitioner) status. He also holds a membrane applicator's license. He has considerable experience in metal and rubber membrane roofing for industrial, commercial and residential properties.

Jennie has a background in spatial design and management studies. She graduated from design school which lead to work in retail and office design in Auckland and then Sydney. On returning to NZ she spent considerable time working and training in business systems, management and administration before joining husband Neil to create Topline, a roofing and plumbing business.



As joint Managing Director, Jennie is responsible for overseeing the administrative and financial aspects of the business which includes: Accounting & Finance, HR, OHS, Marketing, IT and the ongoing development of company systems and processes.

EXCELLENCE IN ROOFING SINCE 1987

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toplineroofing.co.nz

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Auckland 1024,
P.O. Box 99-353
Newmarket, Auckland 1149

For further information, Please contact us on:

Phone - 0800 111 818

Email - franchise@topline.co.nz