



DRIVING TO NEW HEIGHTS



For Justin Williams, becoming a Jim's Fencing franchisee was an easy decision.

A mechanic by trade, Justin had spent his most recent working tenure in a customer service role for a manufacturer's head office. He had no previous experience working with timber but says it was a smooth transition as he loves working with his hands

The Jim's Fencing franchise was attractive to him for a number of reasons. "Obviously you see Jim's trailers from a number of different divisions all over town." He said it was the exposure to Jim's brand, the system's

proven track record of success, and the security of the brand that appealed to him the most.

Justin says the eight week training program that included business training, extracurricular activities, and on the job training provided him with the impetus to move forward with purchasing his first franchise.

"They pack a lot into it," he said of the training. "Knowing how to build fences is one thing, but how to build fences and make money is a different thing altogether."

Justin says he always enjoyed working with various materials. He did so at high school, and attributes this time to helping him choose a career after his schooling.

"Dad was a building inspector so I spent a lot of time on building sites," he said. This fork in the road led him to choose a career in the automotive industry, but after ten years working with cars, he decided it was time for a change.

After moving into a corporate environment working in customer service, Justin found working in an office environment just wasn't for him.

"Although a great experience, after sitting in an office for two years staring at a computer screen, I knew this kind of job wasn't for me.

"But at the same time, I had no desire to go back into cars," he said.

Justin found the challenges of paid employment didn't always align with the effort put in, either.

"You work hard, but you don't always see the benefit of the hard work personally," he said.

When considering his next move, Justin broke it down to three things: He didn't wish to go back to the automotive industry, he didn't wish to work in an office environment, and he sought a position where the effort resulted in personal reward. It was pretty clear to him that self-employment was the logical next step.

After researching many business opportunities, Justin said he found the initial enquiry with Jim's Fencing to be a very transparent process.

"From the time that you contact the franchisor, they qualify you as appropriate for the system. It's not a matter of walking in with a cheque and buying a franchise. They are very careful and selective so that they can ensure their franchisees will be successful in the system."

"Part of this process is spending a day or two with a franchisee and trainer who evaluated your skills using the tools. This was especially important as it provided me with an opportunity to see what the day to day job was all about," he said.

Once Justin received all of the appropriate documentation and had these reviewed by his accountant and solicitor, it was time to commit to the training.

"Initially, you attend general training, among franchisees from all of Jim's divisions, which is a three day generic training course at Jim's head office in Mooroolbark. It was a nice, quiet and serene environment where they provide you with all the background into the Jim's brand," he said.

Justin says this provided him with fantastic exposure to Jim's network and found the contacts he made during this time very useful.

"All of this took place before I committed to the franchise. That's why I think it's a very transparent process," he offered.

Since joining Jim's Fencing in 2011, Justin speaks positively of the ongoing support he receives. "Even receiving the odd proactive phone call periodically from your franchisor



is useful," he said.

Owning your own franchise also provides other benefits not usually associated with working for someone else.

"Because you have the flexibility, I never feel like I have to be somewhere," he said.

Justin says the choice is yours: "The more you work and put in, the more you get out."

The transition to business ownership was personally very timely for Justin. At the time of signing his contract, Justin's partner, Mariska, was seven months pregnant with their second child.

"We would have struggled if I was in a normal job. I was able to schedule our appointments to make sure I was providing support at home as well," he said.

Justin, however, warns the potential franchisee not to be too romantic about the system doing all the work.

"The biggest thing is you need to look deep down and work out whether you are going to be successful in your own business. Be prepared to work hard and make sacrifices. Buying the franchise doesn't instantly mean you will be successful," he said.

He also highlights the importance of finding a franchise you are going to enjoy.

"If you enjoy what you do, it goes a long way to ensuring you will be successful," he said.

For more information regarding a franchise with Jim's Fencing:

Ph: 131 546
Web: www.jimsfencing.net



DAVE SKENE

Sydney is currently experiencing a growth phase under the new management of Adam and Vanessa Powell. Adam tells us his latest recruit Dave Skene from Jims Fencing (Bondi) has just completed his eight week on site training and has hit the ground running with three weeks' worth of work already booked ahead and being swamped with leads!

Dave has been a life guard for one of the famous beaches on the Eastern Suburbs of Sydney. He has been a part of lifesaving for over 10 years and it was time to change.

Dave is a fantastic addition to the Jims Fencing division. He is community minded, hardworking and an asset to the Jims Fencing Sydney team.