

Focus Joint Venture Information Booklet

Thanks for becoming a Joint Venture partner with focus. If you're unsure of what this means for you, read on and hopefully all your questions will be answered. If you have any further questions please don't hesitate to contact us.

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Payments:

What % will YOU receive if somebody YOU refer decides to go ahead:

If you refer a person and that person decides to go ahead you will 10% of the contracted price (GST excluded). For example:

John Smith decides to get \$4500.00 of Artificial Lawn installed at his house. If he was referred by you, you will receive 10% of \$4090.00ex equalling \$409.00 and all you had to do was say “Hey John, if your thinking of grassing this area you should consider getting artificial grass, I know these guys who can look after you if you’re interested...” Pretty simple cash!

How do you get your money:

Monthly, Focus will inform you of the amount of money you have occurred due to your referrals. From there you simply send us an invoice and we pay you the amount owing. Simple.

You will be informed via E-mail on the third Thursday of every month.



Lead Generating Process:

What is a “Lead”:

This section will not be about tips to getting leads, but basic skeleton of what a lead is. For tips and ideas please refer to the “product guide” section.

Below is what we will require from you:

- Customer Name
- Customer Phone number
- Product their interested in
- Your name (so we know who the lead has come from)

That’s all you’ll have to get for us, then let them know that you’ll pass their details on to us and we’ll be in contact with them. Please refer to the “Product guide” section on the best way to do this.

How to get the “lead” to us:

There will be several different ways you can get the lead to us, simply choose the one that’s easiest for you:

- SMS the lead details to 0419974560
- Call 08 8329 9500 and tell the details to the receptionist
- E-mail the details to Curtis.humphreys@focusnational.com.au
- Fax the details to 08 8326 6422

We will send you a confirmation sms to confirm we have received your lead. If you do not receive the confirmation then please resend lead 30 minutes later.



Introducing your mates to become a Joint Venture Partner:

How do you refer a mate:

It's pretty simple, just contact us via one of the below, and we'll do the rest:

- Phone 08 8329 9500 and pass their details on to the receptionist
- Get them to fill out the web form at:
http://www.focushomeimprovements.com.au/about/Contact/Joint_Venture_Partner/
- Send an SMS with their Name and phone number to 0419974560 and we'll do the rest.

What % do you get if a mates lead that you've referred goes ahead:

If one of the leads that your mate has referred sells, you will get 1% of the contracted price (excluding GST). For Example:

John Smith decides to get \$4500.00 of Artificial Lawn installed at his house. The referrer gets 10% of the Contracted price (ex GST) (\$409.00) and you get 1% or \$40.9 just for being the guy who referred the other tradie!

So if you've referred 10 tradies, and they get 10 leads that sell in the month, you could make \$500+ in that month for not having done ANYTHING!! Now that's REALLY easy money!

The amount you earn due to referring mates will be given to you in the same way your lead money will be. Via e-mail, once monthly.



Our Product Guide:

Our Product Range and Benefits:

As you may have already noticed, enclosed in the envelop with this guide were also 4 pamphlets detailing the products, this guide will give a basic breakdown of each product and its Pro's so you can commit it to memory easier.

- Roller Shutters
 - Security
 - Insulation (for both Winter and Summer)
 - Sun and UV block out (great for shift workers or parents with children)
 - Noise Reduction (for both the same reasons as above)
- Roof Restorations
 - Fix leaks
 - Re-seal roof
 - Stops tiles from soaking up water (stressing batons)
 - Brand new roof without the price tag
- Artificial Grass
 - No Maintenance
 - No watering bills for the grass
 - Perfect looking grass all year round
 - Quality “so real even your dog can’t tell the difference” artificial Lawn
- Insulation
 - Safe and Natural Blow in insulation
 - Made from recycled newspaper (e.g. recycled and environmentally friendly)



- Much more effective than Batts
- Could slash energy bills by 34% or more.

Tips on how you can promote our product to the home owners:

Below are some tips and handy ideas on what to say and how to say it to increase the chances of you getting a lead:

1. Firstly make sure you know the client well, and that they think you trustworthy
2. When talking to the client, refer to us as “your mate” e.g. “I’ve got a mate who could help you out with that...” You’re not lying, if you’ve decided to become a JV Partner, you’re one of focus’s closest mates ;) We really appreciate the help!
3. A good lead takes some time to build up, so after you’ve met the client a couple times start to take an interest in more than just the house. Ask them what they’re going to be doing for landscaping, get interested in their lives and they’ll be more obliged to let you in. Once you’ve asked them about the landscaping, when they bring up “yeah we’ll probably grass this area here out the front” all you need to say is “Hey I’ve got a mate who does that, if you want I can get him to give you a call, I’ll tell him to look after ya”. And bam simple as that, you’re in.

Ideas for how to bring the conversation up for the particular products:

Artificial Lawn

- Ask them about what landscaping they are planning to do



Roller Shutters

- For keeping the light out of the house - Find out what they do for a living (shift worker) or if they have any young children
- Noise Reduction – Great for the same reasons as above
- Insulation – Find out if they are concerned about electricity bills and what type of heating & cooling they are putting in. Insulating rooms with roller shutters can save a significant amount on electricity bills
- Security – If it's a bit of a shifty area, they're old, have kids, live by themselves, all great reasons to get some roller shutters for security and privacy

Roof Restoration

- If you are crawling in the roof of a house you may notice water damaged insulation, or big holes and gaps in the roofing tiles or on the sheets of iron. Would be very easy for you to then go back down and tell them about “your mate, who works for focus.”
- From the outside, if you spot lots of lichen and moss on the roof, the roof looks old and brittle or you notice slumping, all good reasons to let them know about your “friend who works for focus, he can come out and give the roof an inspection.”

Insulation

- Similar to the above, if you are in the roof of a house and you notice that the insulation is lacking, gappy, packed down etc, head down and let them know you've “got a mate who can fix it.”



And that's it, simple as that, just grab their name, number and shoot that off to us with your name and the product and we'll do the rest!

Thanks for becoming a valued Joint Venture Partner, if you have any questions please call, sms, e-mail them through.

