

“ for all your car cleaning needs ” 131 546

Out'n'About



Allan Fox
Jim's Car Cleaning, Regional Franchisor [WA]

615 Summit Road, Mundaring WA 6073
T: 08 6394 3333 M: 0407 086 470 E: allan.fox@jims cleaning.net.au
www.jims cleaning.net.au



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From left to right: Allan, Bevan, Lea, Alan and Tony [inset] modelling the latest in the Jim's Car Cleaning Collection – the 'bucket' hat. Ideal for sunny days.

2010 was a **BIG** year for Jim's Car Cleaning

Let's hear from Ali Olmez [JCC CEO Aust. & NZ]

I received an email from Ali just before Christmas as he was about to go on leave BUT before he left he wanted to share the statistics of how we were developing as a group.

It was overwhelmingly a good news story, so I thought I'd share it with you today;

- We started the year with 19 Franchisees
- We finished the year with 34 Franchisees

- We had 15 new sales and 3 resales

In addition we have a new Franchisor in South Australia, which will provide greater impetus for the growth of the business in that state.

Where to from here Ali ?

"2010 was my first year as a Divisional Franchisor, but more good things to come as I have big plans for 2011. I will be sharing my success stories at the AGM in Perth."

And I for one am looking forward to hearing them Ali.

Welcome!

To the latest edition of the *Out'n'About* Newsletter.

We wrapped up 2010 with our Franchisee monthly meeting in the Swan Valley.

Coincidentally for Franchisees who brought their partners, the venue happened to be an excellent German restaurant and glass brewery, which we all enjoyed immensely.

Looking ahead we have an updated price list being introduced in January 2011. The new price list increases some prices at the upper and lower spectrum and introduces a new Deluxe Service. Sure to be popular.

Then in February 2011 the Cleaning Group AGM will be held in Perth. This is when the Franchisors from all cleaning divisions get together to discuss the meaning of life and to resolve all the problems of the world.

**Lots to look forward to,
How's your year looking ?**

See you *Out'n'About* ..

Allan Fox

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Learning #35

Know when to discount

When I started I regularly discounted to get the work, I was afraid to lose a job, but nowadays I'm far less inclined to reduce price but prefer rather to value add.

Note: You get that way when you're regularly booked out for the next 7-10 days.

However I do have exceptions to this rule;

Trade companies: if I'm working for a mechanic or a panel beater I give a 10% discount.

Pensioners: if I go there regularly I also give them a 10% discount.

In summary; there's nothing wrong with discounting, but don't get into the habit.



From left to right: Porsche Carrera – Lamborghini - Ferrari

How do you spend your afternoons ?? ..
I recently detailed this trio of beautiful machines
I confess that I had never driven a 'super car' before and I had to be shown how to start the vehicle correctly ..
BUT then the earth moved - vroooooooooom ..
What an afternoon !!

When things go wrong you need Dean ..

I had a run of bad luck with my high pressure hose recently which necessitated 3 visits to the Karcher Service Centre in Malaga.

It started when Dean [Service Manager] diagnosed [then fixed] a problem by email, when others hadn't come close to fixing it [it was very impressive].

Unfortunately, this had masked a second more serious electrical problem which was also diagnosed and fixed.

Finally [it comes in 3's] I blew a hose, which had

to be replaced.

On every occasion I arrived with little advance notice, waited for the repairs to be complete and then went back to work.

The service was great.

I highly recommend Karcher and I single out Dean as being a phenomenal support to our business.

The monthly meeting was a huge success last month



Alan's on the Move ..

Alan [Jim's Car Cleaning Joondalup] has decided to relocate/reunite his family in NSW in the next few months which means that his Franchise is up for sale.

Alan operates a mature and profitable business with a very busy diary,

many regulars, and numerous clients who return on an ad-hoc basis. Ergo; Alan has a business that will start earning you money on Day #1.

If you are interested in this great business then call Alan on 0422 863 601

A New Years Resolution

This year I am going to work less, and take my wife out more often.

What's your 2011 resolution ?

Call me to talk about joining Jim's Car Cleaning 0407 086 470

Don't delay .. call today .. take the leap .. be your own boss ..