



# MOULD & HYGIENE™

S O L U T I O N S

...because solutions matter



## Franchise Brochure

[mouldandhygienesolutions.com.au](http://mouldandhygienesolutions.com.au)



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**MOULD & HYGIENE™**  
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# Become a Franchise Partner

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## Be Your Own Boss

In business for yourself, but not by yourself.



## Guaranteed Sales Revenue

Peace of mind with our guaranteed sales revenue.



## Marketing & Lead Generation

We help bring customers to you.



## Our Vision

Partner with the best, to become Australia's best.



## Revolutionary Anti-microbial Treatments

Long-lasting mould and hygiene treatments. Solutions not quick fixes.



## Profitable, Simple, Supported

Your business, your money. We support you to make business simple.

# Mould & Hygiene Solutions

Mould & Hygiene Solutions specialises in mould removal, mould prevention and hygiene services for residential and commercial properties.

Resolving our customers' mould and hygiene challenges is our priority. We take the time to listen to our customers and understand their needs so that we provide them with a customised solution that gets results and brings peace of mind. We are committed to providing long-lasting solutions – not quick fixes.

Traditional mould and hygiene treatments are typically only effective for a short period of time. Our mould and hygiene treatments, provide our customers with ongoing protection against mould (for a minimum of 12 months) and bacteria and germs (for up to 30 days).



*We provide our customers with an unconditional 12-month mould free guarantee.*

## Our Vision

**Partner with the best, to become Australia's best.**

### Our Purpose

Our purpose is to create safe, sustainable and long-lasting mould free and hygienic environments for Australians.

We are committed to improving the health and wellbeing of our communities by providing expert solutions to the mould and hygiene issues faced by families and businesses throughout Australia.

### Our Guiding Principles

- **Operate Fairly, Sustainably and Responsibly:** We do the right thing by our Franchise Partners, Customers, Stakeholders and the Environment.
- **Solutions Not Quick Fixes:** We listen to our customers and understand their needs so that we create customised solutions that bring peace of mind.
- **One Team:** We work together and commit to the M&HS system.
- **Accountability:** We respect the M&HS brand and own our mistakes.

# Our Franchise Story

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Established in 2023, Mould & Hygiene Solutions has helped thousands of Australian home and business owners create long-lasting, mould-free, hygienic environments.

Following proven success in the residential and commercial markets in New South Wales, Co-Founders and Directors James, Scott, and James knew that they had developed a winning formula – one that could be replicated nationwide. Driven by a passion to help more Australians live and work in mould-free, hygienic environments, they embarked on national expansion and chose a franchise model as the ideal vehicle to grow the brand.

Why franchising? Franchise Partners are different to employees; they have skin in the game, they own and operate their business, and they have the opportunity to grow and prosper commensurate with their effort and commitment.

Mould & Hygiene Solutions has collaborated with industry professionals to develop robust systems, leading technology and procedures that ensure our Franchise Partners have every opportunity for success. With a replicable, scalable business model and full operational support, franchisees are positioned for long-term prosperous growth.

## Our Franchise Model: Profitable | Simple | Supported

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We are a fast-growing business that relies on our Franchise Partners – our most valuable asset – to deliver exceptional mould and hygiene solutions and outstanding customer experiences. The Mould & Hygiene Solutions brand is very important to us, and we want it to be equally meaningful and rewarding for our Franchise Partners.

At Mould & Hygiene Solutions, we believe that Franchise Partners are in business for themselves, but not by themselves. That's why we have invested significant time and resources to create a robust, profitable franchise model that is easy to operate and fully supported by leading technology and a dedicated, experienced Franchise Partner Success Team.



# Profitable

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## Start-up Package

Mould & Hygiene Solutions provides all new Franchise Partners with a comprehensive one-off start-up package valued up to \$25,000. The start-up package provides Franchise Partners with everything that is needed to hit the ground running.

The package includes:

- A launch marketing campaign to generate sales enquiries from day 1
- Uniforms
- Treatment Solutions
- Equipment and PPE
- Vehicle Wrap
- Systems, Software and IT

## Guaranteed Sales Revenue

We understand that building a business can take time. In addition to our generous start-up package, we provide Franchise Partners peace of mind with a guaranteed sales revenue. Our guarantee is simple – if you don't make \$100,000 in sales revenue in your first year of trading, we pay money direct to you.

We are so confident in our franchise model, that we are putting our money where our mouth is.

Terms and conditions apply, including minimum performance criteria.

## Operating Territory

Franchise Partners are granted an operating territory and, with support from the Franchise Partner Success Team, develop targeted marketing campaigns. Franchise Partners have exclusive rights to market within their area, allowing them to directly benefit from leads, brand awareness and growth in their customer base.

## Value Pricing

Because we provide solutions and not quick fixes, we don't charge by the hour – our pricing represents the value and lasting results we deliver to our customers.



## Simple

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As a mobile service-based business, our franchise model offers Franchise Partners the freedom and flexibility to operate without the complexities of starting a business from scratch. We handle the heavy lifting of all backend operations to allow Franchise Partners to focus on providing outstanding customer experiences and building a successful, profitable business from day one.

The services that we provide to keep it simple for our Franchise Partners include:

- Manage sales calls and enquiries.
- Book appointments directly into your schedule.
- Prepare quotes and detailed proposals.
- Issue invoices.
- Create all marketing materials and digital assets.
- Supply, warehouse and dispatch product, equipment and uniforms.
- Provide and maintain core operating systems.
- Allow you to be your own boss.

# Supported

Our franchise model eliminates the uncertainty of starting a business by providing everything you need to launch, operate and grow with confidence.

## 5 x 5 Year Term

Secure your future with a long-term franchise agreement that provides stability and the potential for continuous growth. Enjoy an initial 5-year term with the option to renew for an additional 5 years at no extra cost, ensuring you benefit from your franchise for up to a decade and beyond.

## Start-up Package

We provide you with everything that you need to hit the ground running. Our one-off start-up package includes equipment, product, uniforms and marketing materials including a vehicle wrap.

When you need additional inventory, simply access your personalised online ordering portal to order what you need.

## Launch Marketing Campaign

It is important for you and us, that your business flourishes from day one. With the help of our external marketing agency, we create a targeted launch campaign to generate leads and create awareness of your franchise so that you start earning an income from the beginning. This includes:

- Investing in Search Engine Optimisation for your territory well in advance of commencement.
- Creating a website landing page for the new territory.
- Developing and executing a territory specific Google Ads campaign.
- Funding Google Ads for five weeks at the commencement of a new franchise.
- Supporting Franchise Partners to engage local businesses.

## Comprehensive Training

To help you create success, we provide you with first class onboarding and induction training. We are fully committed to ensuring that our Franchise Partners understand our business, what we do, why we do it and how we do it.

During the four-week program, you will receive technical, systems and business training and importantly, apply your learning in the field with the support of an experienced Franchise Partner Success Team member. Because we come to you, you do not incur any costs for completing onboarding and induction training.

## Ongoing Lead Generation and Brand Awareness

Mould & Hygiene Solutions works closely with Franchise Partners and our external marketing agency to deliver territory-specific marketing plans designed to generate ongoing leads and build strong brand awareness. Our support includes:

- Maintaining a dedicated website landing page for each franchise.
- Creating and executing a Search Engine Optimisation strategy for each territory.
- Developing a Google Ads strategy for each territory.
- Creating Social Media content.
- Providing Digital Assets.
- Systems, Policies and Procedures.

## Ongoing Support

Franchise Partners are well supported throughout their franchise journey. Regular meetings with the leadership team, along with direct access to the Franchise Partner Success Team, ensure that help, guidance, and expertise are always available whenever needed.

## Systems, Policies and Procedures

We have invested heavily in developing **robust systems, policies, and procedures** to make it easy for you to run a **compliant and successful business**.

Our support includes:

- A sophisticated CRM that manages workflow, drives efficiency through automation and enhances customer experience.
- A detailed Franchise Operations Manual that serves as your key point of reference and 'go to' guide for successfully operating your franchise.
- An intranet to access important information.
- An online ordering portal to order inventory, equipment and uniforms.
- A suite of business policies to help you manage your employees.



# Experienced Leadership

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The Mould & Hygiene Solutions franchise is guided by a leadership team with extensive expertise in management, business strategy and operational excellence. The diverse backgrounds and accomplishments of our founders, uniquely position Mould & Hygiene Solutions to achieve its Vision and Purpose and strategically grow a sustainable franchise business.

## JAMES BLAIR

With a career spanning Finance, Banking, and Construction. James brings decades of experience in strategic management, retail operations and business development.

He has extensive experience managing national branch networks for leading organisations, a background that has been instrumental in shaping Mould & Hygiene Solutions' national expansion strategy.

In addition to Mould & Hygiene Solutions, James is a Co-Founder and Director of multiple other companies, including JS Procurement Group, ZTX Group, and Baynyi Group.

## SCOTT VAN EPEN

Scott brings extensive experience in strategic human resources and leadership across a wide range of industries, including government, healthcare, insurance, finance, manufacturing, mining, and property.

He is the Co-Owner and Director of several successful businesses, including JS Procurement Group, ZTX Group, Baynyi Group, and CoBond Material Solutions.

With his strong background in HR leadership and expertise in growing innovative businesses, Scott provides invaluable insight into the expansion and growth of Mould & Hygiene Solutions.

## JAMES BLAIR JNR

Since the inception of Mould & Hygiene Solutions, James has led our NSW Residential and Commercial operations.

James has a deep understanding of the technical and operational components of the business and through his hands on experience, has defined and executed our customer experience strategy.

Through experience, learning and proven success, James has mastered the formula for growth and has been instrumental in shaping our franchise model, including the development of systems, policies and procedures that support Franchise Partner success.

# Become a Mould & Hygiene Solutions Franchise Partner

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Mould & Hygiene Solutions has a clear vision for national expansion and we know if we want to become Australia's best, we need to partner with the best.

## What you'll do:

- Provide solutions, not quick fixes.
- Create memorable customer experiences.
- Specialise in mould removal, mould prevention and hygiene services for residential and commercial properties.
- Follow established systems, procedures and processes.

## Who we want:

- Committed, positive and self-driven individuals wanting to take control of their career.
- People with a solutions first mentality.
- Individuals with a customer centric mindset.
- People that do the right thing and are accountable.
- Tenacious and resilient people that see challenges as opportunities.
- Individuals with experience in a service-based role.



# Your Mould & Hygiene Solutions Franchise Journey

Starting your own business is a big step – one filled with potential. We're here to make the process clear and simple and provide you with support every step of the way. This is an important decision for both of us, and we'll provide all the information and guidance you need to make the best choice for you and your family.

## STEP 1

Send us an online enquiry or give us a call.

## STEP 2

We'll chat and if the opportunity feels like a good fit for both of us, we will send you a Franchise Brochure, Expression of Interest Form, Non-Disclosure Agreement and a Franchise Information Statement.

## STEP 3

Read through the information provided, fill in the Expression of Interest Form, sign the Non-Disclosure Agreement and send them to Mould & Hygiene Solutions.

## STEP 4

We'll then meet in person so that we can get know to each other and ask each other questions. It is important that both parties have the opportunity to evaluate the suitability of a Franchise Partnership.

## STEP 5

If both parties are positive about moving forward, you pay a refundable registration fee of \$500 and conduct your due diligence.

## STEP 6

After you have conducted your due diligence and both parties agree to move forward, you must, at your own cost, obtain the following:

- A Police Check
- A Pre-employment Medical Check

Once you have completed and passed these checks, final franchise documents are issued.

If either party decides not to proceed or you do not pass the checks, your registration fee will be refunded and the opportunity closed.

## STEP 7

Within 14 days of receiving the final franchise documents, the Franchise Agreement is signed and the balance of fees are paid.

## STEP 8

A 14-day Government mandated cooling off period applies.

## STEP 9

Onboarding and induction training is organised, including time for you to complete your Working at Heights Ticket so that you can commence trading.

## STEP 10

Let's celebrate the launch of your franchise!

# Frequently Asked Questions

## Question 1

What qualifications do I need to become a Mould & Hygiene Solutions Franchise Partner?

### Answer 1

No formal qualifications are required to join the Mould & Hygiene Solutions franchise.

Comprehensive training will be provided to you so that you can build a successful business from day one.

## Question 2

What experience do I need to become a Mould & Hygiene Solutions Franchise Partner?

### Answer 2

You don't require any industry experience, however experience in a service-based role, such as hospitality, is beneficial. Our primary focus is attracting and retaining people with the following attributes:

- Committed, positive and self-driven individuals wanting to take control of their career.
- People with a solutions first mentality.
- Individuals with a customer centric mindset.
- People that do the right thing and are accountable.
- Tenacious and resilient people that see challenges as opportunities.
- Individuals with experience in a service-based role

## Question 3

What do I get for my franchise fee?

### Answer 3

- The right to operate a Mould & Hygiene Solutions franchise for a period of 5 years with another 5-year option to renew at no cost. You have the security to build a business over time.
- Guaranteed Sales Revenue for the first 12 months of operation.
- Start-up package including equipment, product, uniforms, marketing materials and a vehicle wrap so that you have everything you need to start trading.
- Comprehensive training to ensure that you are confident with every aspect of running a successful Mould & Hygiene Solutions franchise.
- A targeted launch campaign to generate leads and create awareness of your franchise so that you generate sales revenue from the start.

## Question 4

What does it cost to buy a Mould & Hygiene Solutions Franchise?

### Answer 4

The franchise fee for a Mould & Hygiene Solutions franchise is \$45,000 + GST, representing exceptional value for a proven and profitable business model.

### Question 5

Why do I need to pay a refundable fee before undertaking due diligence?

### Answer 5

It's important to both you and us that you have all the information needed to make the right decision about becoming a Mould & Hygiene Solutions Franchise Partner. We invest significant time and effort into our recruitment and evaluation process because we understand how crucial it is for you to feel confident and secure in your decision.

As we move forward, we ask for your genuine commitment to exploring this opportunity. Should you decide not to proceed, your fee is fully refundable.

### Question 6

Do you have locations near me?

### Answer 6

Very likely! We have franchise opportunities available across Australia, in both metropolitan and regional areas. Simply let us know which location you're interested in and we'll review the available opportunities with you.

### Question 7

Why do you offer a Guaranteed Sales Revenue?

### Answer 7

Our guarantee is simple – if you don't achieve \$100,000 in sales revenue in your first year of trading, we'll pay money directly to you. It's our way of giving Franchise Partners peace of mind and putting our money where our mouth is.

We're confident that when you follow our proven system, you'll build a sustainable, profitable franchise and we won't need to pay you a cent.

### Question 8

If I want to move forward and explore the opportunity to become a Franchise Partner, what do I need to do?

### Answer 8

Send us an online enquiry or give us a call. We'll chat and if the opportunity feels like a good fit for both of us, we will send you a Franchise Brochure, Expression of Interest Form, Non-Disclosure Agreement and Franchise Information Statement.

**You can contact us at [info@mandhsolutions.com.au](mailto:info@mandhsolutions.com.au) or call 1300 853 469.**

**Disclaimer:** This brochure is for general information only and does not constitute an offer, recommendation, or guarantee. Full details are provided in the Franchise Agreement and Disclosure Document as required by the Franchising Code of Conduct.



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