



Franchise Information Pack

Appliance Tagging Services



A few words from our founder

Our journey into nationwide electrical and fire safety services started in 2002 when we completed a small testing and tagging job for a client in Melbourne, Victoria.

Roll forward 20 years, and ATS are proudly the leaders in Australian electrical and fire safety services.

We believe the high quality of our onsite services provided by our franchisees, along with our unwavering commitment to embracing technology to improve our service delivery in all areas of our business, have been integral to our growth.

The safety sector is a thriving \$1 Billion industry with no signs of slowing down, and at 20 years young we are looking for dedicated franchisees to be part of the next phase of our journey.

If you are passionate about customer service, love being hands on, and have the desire to grow a business with the support of a proven model, then an ATS franchise may be for you.

We look forward to talking with you.

Ainslie Allen
Founder and Managing Director



Our Shared Values Drive our Success



We act with **integrity** and show respect

We are committed to excellence in **customer service**

We are **passionate** about our business

We are all **accountable**

We strive for **simplicity** and **continuous improvement**

We love **success**

ATS Services are Legislated



Electrical test and tag in accordance with AS/NZS 3760 and WHS or Electrical Safety Regulations



RCD testing in accordance with AS/NZS 3760 and WHS or Electrical Safety Regulations



Microwave leakage testing to AS/NZS 60335.2.25:2020
Household and similar electrical appliances - Safety
Particular requirements for microwave ovens, including combination microwave ovens



Portable fire equipment testing in accordance with AS/NZS 1851 and Essential Services or Building Regulations



Exit and Emergency Lighting testing in accordance with AS/NZS 2293.2 and Essential Services or Building Regulations



Our People

- Our franchisees do not need to be electricians and come from a variety of backgrounds
- They all have a passion for customer service and safety
- They enjoy a different work environment each day
- They all have a desire to grow a profitable business
- They embrace commitment and the flexibility required to run a successful business
- They all value lifestyle and balance

Support Office Management Team



Sarah Allen

- General Manager and Co-Founder



Wayne Peters

- Operations Manager responsible for a support office team of 25



Daniel Carabott

- Franchise Development and Support with a focus on franchisee technical support and business development



Shankary Ganesh

- Service Manager leading a team of 5 service schedulers



Kevin Wilson

- IT Systems Integration and Technical Support leading a team of 6 technical support team members

Our Clients

- The ATS franchise model is built on client requirements.
- ATS and its franchisees work together to secure contracts with Australia's largest corporate, commercial and government organisations.
- Franchisees develop their local business opportunities in their direct marketing area.
- Most franchisees have access to an established client base on commencement.

ATS Test Equipment, IT Systems, Reporting

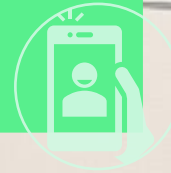
- NEO Pro and NEO Connect Portable Appliance Tester
- Tag PRO Bluetooth Printer
- Custom test trolley
- Custom test leads and scanner
- Unparalleled efficiencies

Test Equipment



- Microsoft Dynamics with Field Service
- Phone, Tablet and PC Applications
- ATS proprietary testing software

Service Software



- AIM Portal online reporting for all ATS services
- Custom test and tag, RCD testing, Fire and Exit and Emergency Lighting online reporting

Reporting Systems



- Improved testing systems and specialist software have been developed by ATS to increase franchisee test efficiencies whilst providing our customers with the highest level of online interactive reporting available.
- With ATS's unique data management and reporting procedures, ATS provide your clients with the most comprehensive reporting tool in Australia.

Why could an ATS business be right for you?



- ATS franchisees have access to the current ATS client base and our flexible model provides freedom to drive growth at your pace

Access to Existing Client Base



- ATS handles administration leaving you free to focus on customer service and client development.

Support Office



- Our support staff are dedicated to your business success and our monthly administration fees are % based.

% Fees



- There are no charges for lead generation.
- Support and training available

Business Development



- Our hardware and software systems are developed and supported in house providing you unparalleled efficiencies

Technical Support



A Day in the Life of an ATS franchisee

Meet client on site as agreed
Discuss any site-specific requirements with the client
Prepare to complete works in accordance with booking and client requirements

7:30 AM

7:45 AM

Start the works in the ATS testing system

Finalise the day's work with the client and get sign off

3:00 PM

3:05 PM

Upload testing data to ATS's secure system from site
Complete the works in the ATS testing system from site

When home, prepare for works for tomorrow.

Review client requirements, previous test history, parking and travel required.

3:45 PM

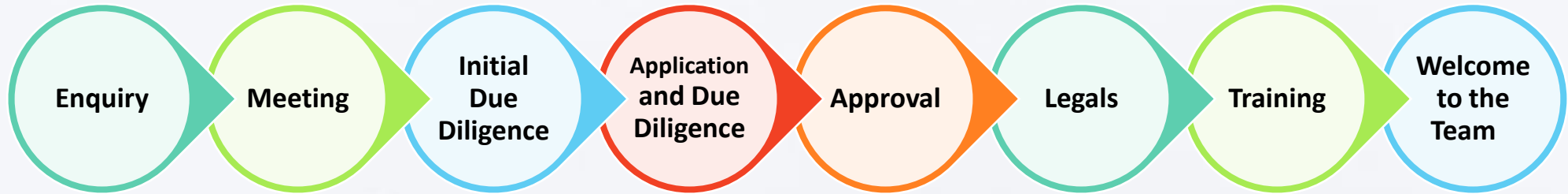
Plug-in Safe in the Workplace

A red watering can is shown pouring water onto a small green plant growing from a stack of coins on soil. The background is a blurred green field.

Franchise Establishment Costs

- Payable to ATS
 - Documentation Fee \$2,500 + GST
 - Franchise Fee \$33,000 + GST
 - Training Fee \$9,000 + GST
 - Start Up Stock and Equipment \$12,500 + GST
- Franchisee Cost
 - External Training and Licensing \$5,000 + GST - \$9,000 + GST
 - Tablet Computer \$3,500 + GST
 - Suggested Working Capital \$20,000 + GST
 - Plus a suitable black or white vehicle no older than 2 years on commencement

Timeline to your ATS Franchise



•Submit an enquiry. Complete and return the confidentiality agreement. We will arrange a convenient time for a meeting.

•At our meeting we will provide you with as much information as possible and you will have the opportunity to ask questions.
•Following the initial meeting we will provide you with a copy of our franchise application form.

•Chat to some of our existing franchisees.
•This is a great opportunity for you to understand the "nuts and bolts" of an ATS franchise.

•Submit a completed application form along with any payment.
•We will provide you with a preliminary Disclosure Document, Franchise Agreement and Franchising Code of Conduct.
•You need 14 days to review these documents and seek independent legal, business and financial advice.

•We will have further meetings, and should we want to move forward we will provide conditional approval. This letter will outline pre training requirements and details of the next induction training.
•Should you wish to proceed, complete a Franchise Offer and pay training fee.

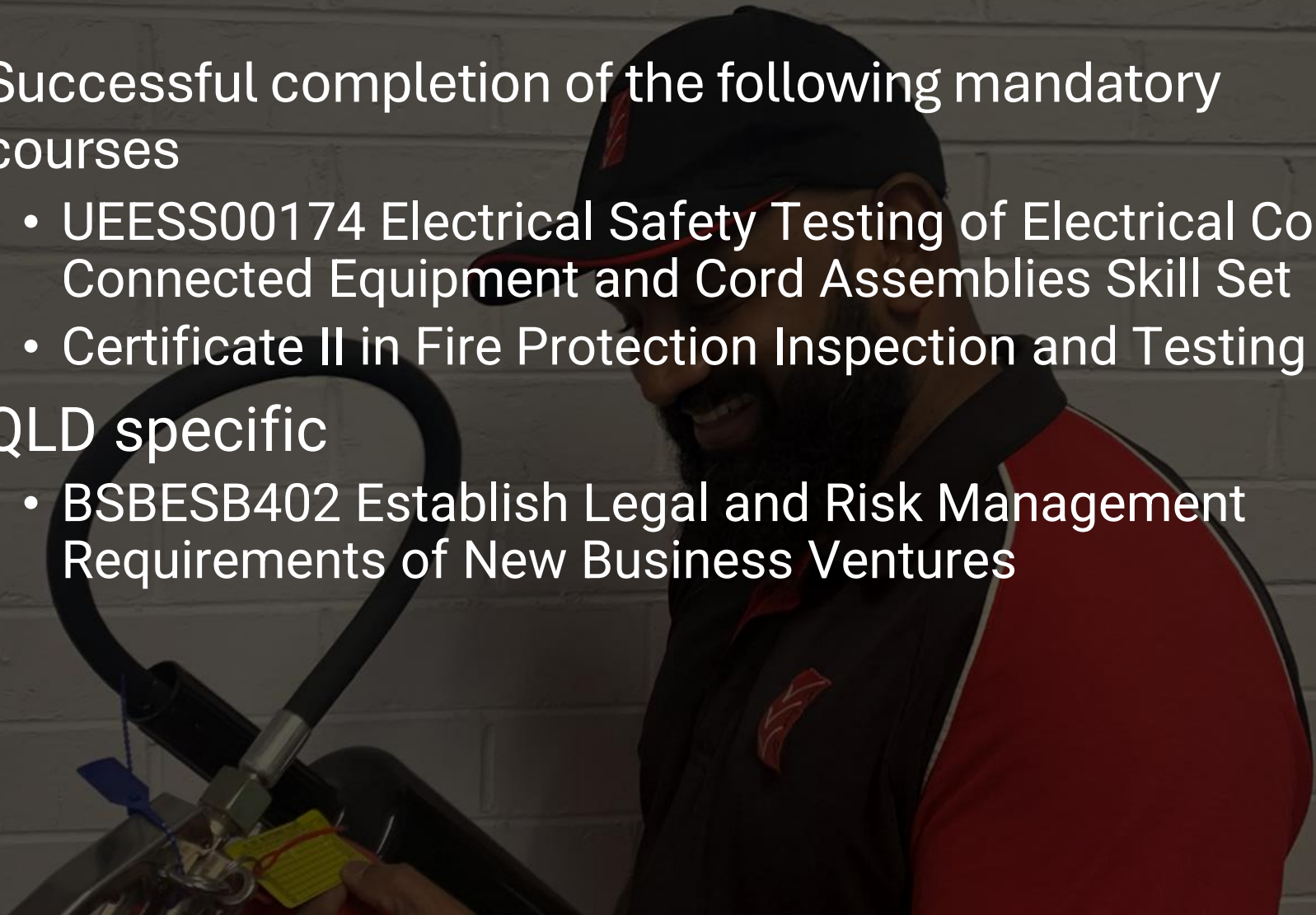
•We instruct our lawyers to draw up your formal franchise agreement, and you have a further 14 days to review the documents prior to entering into a formal franchise agreement.
•Sign and return your Franchise Agreement and make your final payment. Complete all required pre training requirements.

•Your 10-day induction training will be held at our Melbourne support office. You will have the opportunity to meet everyone in the ATS Support Team, and your training will cover all aspects of business operations along with in house and in field technical training.

•In the first few months you will have loads of questions, both technical and operational. The ATS support team you met during your training will be there to answer your questions and guide you through the start-up of your business.

Pre-Training Course Requirements

- Successful completion of the following mandatory courses
 - UEESS00174 Electrical Safety Testing of Electrical Cord Connected Equipment and Cord Assemblies Skill Set
 - Certificate II in Fire Protection Inspection and Testing
- QLD specific
 - BSBESB402 Establish Legal and Risk Management Requirements of New Business Ventures



2 Week ATS Induction Training

- Test and Tag, RCD Testing
- Exit and Emergency Lighting
- Portable Fire Protection
- Microwave Leakage Testing

Classroom and In Field Technical Operations



- Planning and General Business Operations

Business Management



- Xero
- RCTI

Financial Management



- Scheduling
- Stock Management
- Customer Service
- Client Retention

Client Service and Operations



- Sales Activities
- Quoting
- Local Area Marketing

Business Development



- Franchisee Responsibilities
- Client Responsibilities

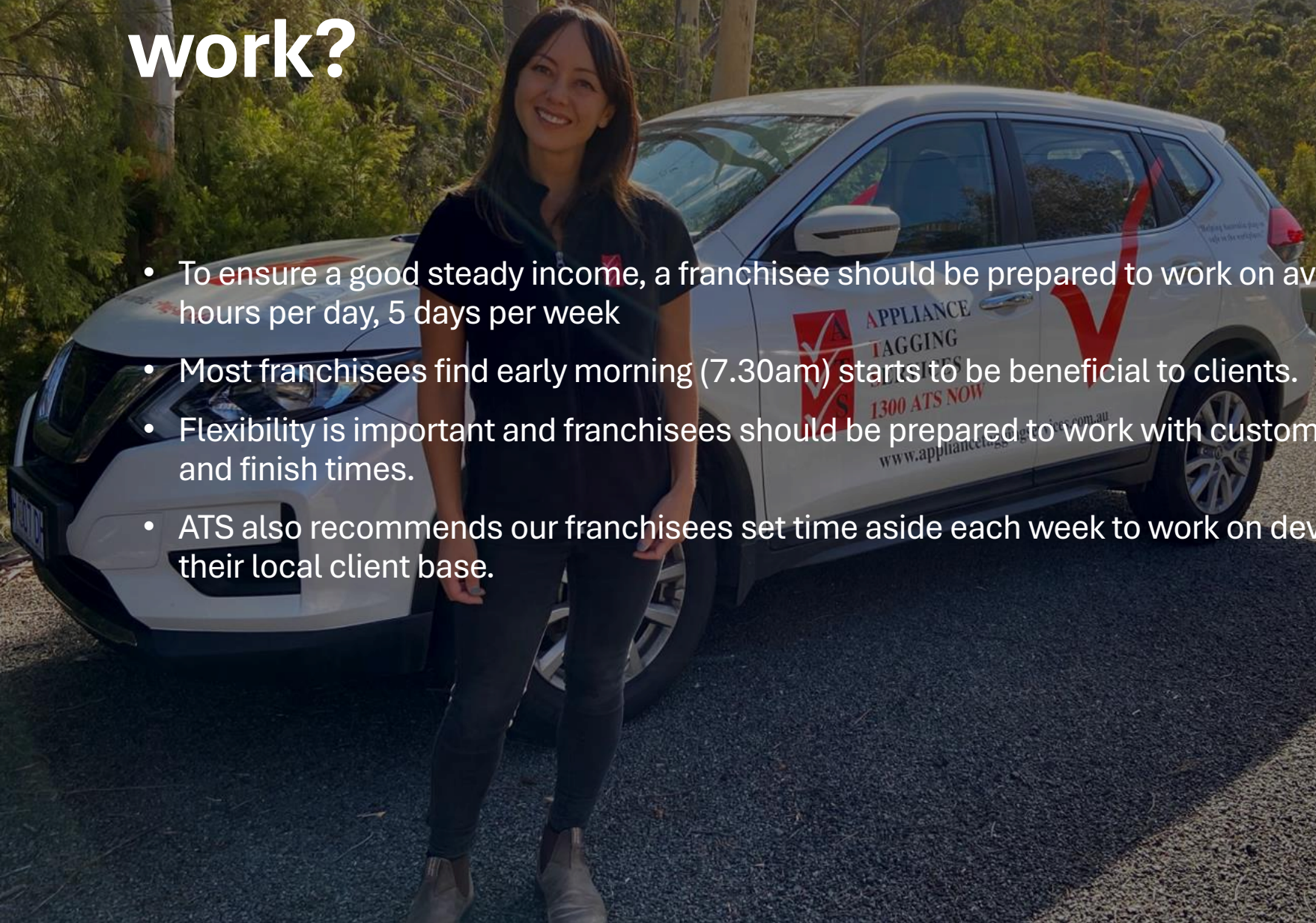
Workplace Health and Safety



"Helping Australia plug-in safe in the workplace."

What hours does a franchisee need to work?

- To ensure a good steady income, a franchisee should be prepared to work on average eight hours per day, 5 days per week
- Most franchisees find early morning (7.30am) starts to be beneficial to clients.
- Flexibility is important and franchisees should be prepared to work with customers on start and finish times.
- ATS also recommends our franchisees set time aside each week to work on developing their local client base.



What demand is there for ATS's services?

- Whilst WHS and Electrical Safety Legislation varies from state to state, all state regulators enforce testing of portable electrical appliances in accordance with AS/NZS 3760:2022 In Service Safety Inspection and Testing of Electrical Equipment and RCD's.
- Nearly 20 years' experience tells us more than 5% of items will fail first round testing. These items are accidents waiting to happen and have the potential to seriously injure.
- Electrical safety testing and tagging of portable electrical equipment and RCD's should be completed regularly with retest frequencies ranging from 3 monthly to 5 yearly.
- Fire and Essential Services regulations in each state also specify 6 monthly testing of portable fire equipment and exit & emergency lights.



What sort of revenue can I make?

* Shown is actual revenue and expenditure detail from an existing franchisee in each bracket for the 2023 Financial Year.

Profit and Loss*	Low	Medium	High	Ultra
Trading Income	\$134,532	\$229,220	\$347,073	\$445,005
Cost of Sales	\$54,300	\$54,376	\$89,956	\$150,005
Gross Profit	\$80,232	\$174,844	\$257,117	\$295,000
Total Expenses	\$31,084	\$67,841	\$264,638	\$289,875
Profit incl Wages	\$59,148	\$151,003	\$173,654	\$247,120
Comment	Single operator	Single operator	Single operator	2 technicians



Lifestyle & Flexibility

An ATS franchise isn't for everyone, but it may just be right for you.

Over the past 20 years, the ATS franchise system has developed into one of Australia's premier mobile service franchise systems.

Our franchisees benefit from outstanding levels of technical support along with a team of dedicated administrative support people providing end to end services in account management, scheduling, invoicing and financial functions.

When we ask our franchisees about the reasons they love the ATS model they all talk about lifestyle and flexibility. Our investment in technology has improved our service efficiencies and ability for our franchisees to spend less time on site, and more time developing their businesses.

If you enjoy providing outstanding customer service, are physically fit and love being hands on, then an ATS franchise may be for you.

We look forward to talking with you.

Sarah Allen
Founder and General Manager

