

A single item or  
an entire household

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**Scotty's - "The Movers!"**

Anadidomi Pty Ltd

ABN 52 106 530 303

**Thanks for your interest in partnering with us in this exciting business opportunity. We believe we are well on the way to being the most referred brand in the Brisbane furniture removals industry!**

**This could be you!**



**LEARN MORE**

### **About Us:**

Scotty's – "The Movers!" commenced as a one-man-band in the year 2001, offering the services of a tray-back ute and "another pair of hands" to help people move their odds and ends around. Pretty quickly a canopy was added to the ute which made the vehicle suitable for small general removals. Not long after that, a second ute was added to cope with the growing number of requests to move entire two bedroom apartments. The rest is history. Currently Scotty's runs a fleet of trucks, of varying sizes, as well as two utes; and is recognised as a leading name in the Brisbane removals industry.

### **Our Future:**

Our growth has been so dramatic that we had to make a calculated decision as to the best way to manage the demands on our resources. Franchising seemed to be the logical path to take. There may be many people out there who know how to do a professional move, yet the general public really doesn't know how to find them and often doesn't trust unknown names. If you are committed to excellence in every aspect of the removals industry you may be the kind of person we're looking for to be a Franchise Partner. The Scotty's brand is already known for providing a quality and personal moving service. Our customers keep coming back and they keep referring us because we're good! Our problem is we can't keep growing without the right people and research shows conclusively that owner/operators, or small businesses with less staff, maintain a greater level of control over quality and customer service.



**Create your own business!**  
**Join one of the most  
respected brands in the industry**

Our Franchise Partners can be assured that the Scotty's brand is a popular choice for business relocations, families, couples and individuals alike. A Scotty's Franchise can provide small business owners like you with the opportunity to deliver outstanding services in the removals industry while knowing you also have the support that comes from a proven business model. Our marketing and business expertise has kept our phones ringing since 2001. We don't expect they will stop ringing anytime soon!

## Our Mission:

Our mission is to provide the customer with a first-class, family owned, local moving service with the peace of mind of a larger company; and to provide our Franchise Partners with all the tools they need to maintain a successful moving business.

## Our Vision:

Our vision is for Scotty's trucks to be the dominant image when people think of corporate or domestic furniture relocations; firstly in Queensland, then across Australia. When someone thinks about moving we want them to think *Scotty's*!

## The Benefits of a Scotty's Franchise:

The benefits of a Scotty's Franchise are many. Here are a few to consider:

- ❖ Our brand is known, people remember our name and we get the calls.
- ❖ A Scotty's Franchise is a business you can run from home. We can help you find a place to park your truck.
- ❖ When things are good, people upsize; when things get tough, people downsize. All year round, someone somewhere needs to move.
- ❖ You can start this business with just yourself and one off-sider; or you can employ two removalist staff and jump straight into the local marketing side. Either way, we're going to journey with you to grow your business. This means a simple start-up is possible with a low initial investment. All you really need is a home office and a sign written truck.
- ❖ We bring to you over a decade of industry experience which will provide you with an effective marketing edge over the competition.
- ❖ Because our brand is already known and our systems are already in place, you can go straight to work without all the usual hurdles a new venture might expect to have to overcome.
- ❖ It takes courage to transition from a day job to the scary, wonderful, challenging and exciting world of the entrepreneur.

It's still your business but we take the edge off some of the risk.



So... we believe a Franchise structure makes sense and will facilitate an even greater level of growth than we've enjoyed so far. A low initial investment allows for a simple and cost-effective start-up, a simple and easy-to-operate business system, and a marketing system that has consistently generated work.



We're building a brand – period! Now is the time to obtain the benefits of a ground floor opportunity and join an organisation that is absolutely committed to ongoing growth.

## Marketing, Marketing, Marketing:

If it feels like we are labouring this point, it is because we are! If you are granted a Scotty's Franchise, you get the benefit of a range of advertising including Yellow Pages online, radio, print and internet that is usually way beyond the reach of a local small business. Our call centre currently generates thousands of enquiries every year and our statistics confirm an average conversion rate around 50%; with some days being much higher.

New Enquiries so far today....

Today	
<b>Total:</b>	<b>23</b>
<b>Conversion Rate:</b>	<b>60.87%</b>
<b>Confirmed:</b>	<b>14</b>

Add to this the fact that we are set to roll out even more advertising campaigns that will continue to build up our quality enquiry base, which in turn will continue to expand and build with our continued growth. All Franchisees will also have the scope to market themselves within their allocated territories.



A unique aspect of the Scotty's system is the capacity for Franchises to also earn passive income from jobs completed by other Franchise owners. This means you can earn passive income to cover downtime for truck maintenance, family time and holidays.

Bookings so far today....

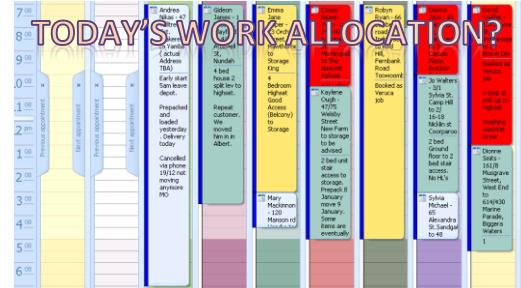
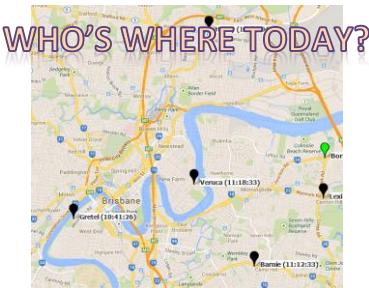
✉ Sales	3:04 PM
✉ Sales	2:42 PM
✉ Sales	1:38 PM
✉ Sales	1:09 PM
✉ Sales	12:16 PM
✉ Sales	11:07 AM
✉ Sales	10:48 AM
✉ Sales	10:43 AM
✉ Sales	10:28 AM
✉ Sales	10:26 AM
✉ Sales	10:19 AM
✉ Sales	10:19 AM
✉ Sales	10:17 AM
✉ Sales	10:03 AM
✉ Sales	9:50 AM
✉ Sales	9:06 AM
✉ Sales	8:46 AM



## Systems and technology

Scotty's has developed a unique custom-built database that records each and every enquiry that comes to our Call Centre. From this database jobs may be converted into sales or allocated to a non-sale category; but never deleted. This means that once we have received an enquiry we begin the process of building a relationship with people through an on-going email campaign. This means we are continually building a self-perpetuating list for direct (but not pushy) marketing straight to the people who have already demonstrated that they need our services. Obviously we respect people's privacy so would never pass on our database to anyone, nor do we spam people. We honour people's requests to opt out of future marketing if they so desire. We have also developed a comprehensive procedures manual.

Our online booking software has been developed to enable our Franchises to not only see what jobs our Call Centre has booked for them but to also make their own bookings in the system. Franchise Partners can also use the system to block off time as “unavailable”. Add to all this a sophisticated GPS tracking system which is installed into each and every Scotty’s truck, and we have a total care package that will enable us to assist and support our Franchise Partners every step of the way.



## Training

Scotty's has developed a quality training system in moving techniques, customer service and administration systems. Our training covers moving, packing and loading techniques, Workplace Health and Safety, systems overview, risk assessment and customer service.



Thanks for your Interest!

Graeme Scott has been involved in the furniture removals Industry for over a decade. Graeme founded the business now trading as *Scotty's – "The Movers!"* in 2001 as a local service provider offering his own services as a driver and a ute. The business quickly grew to multiple vehicles and evolved into a full-scale professional furniture removals business. Originally trading as *Scotty's Ute Hire and Driver* it was rebranded as *Scotty's – "The Movers!"* in 2008 to better reflect the present scope of the services provided.

Graeme's other business experience includes launching as a start-up business (and then selling as a going concern), *Scotty's Scuba* on the Sunshine Coast in 2004. This was a personal scuba diving tuition service. Other previous businesses include being the owner and managing director of *Rust Free (Aust) Pty Ltd* from 1993 to 1995, owning two *Rust Free* Franchises at Wynnum and Morningside prior to 1986 and establishing an automotive car detailing business in the early 80's. Graeme is also qualified in the field of theology holding a Diploma of Ministerial Studies and a Bachelor of Ministries degree.



Hard work brings  
prosperity; playing  
around brings  
poverty.

Bible

**"HARD WORK BEATS  
TALENT WHEN TALENT  
DOESN'T WORK HARD"**

-TIM NOTKE