

# FRANCHISE PROSPECTUS



## SQUAREPEGS

A DIFFERENT KIND OF HANDYMAN



## WHY OUR CLIENTS LOVE US!

Squarepegs Handyman's clients love our female-focused approach to tradesmanship. Catering primarily to a clientele of women, we have been revolutionising the trades by ensuring each of the women we work with feels heard, respected, and valued throughout her entire experience with Squarepegs Handyman.

Right from first quote to finished product, our clients know their comfort and trust in us, as well as our integrity and high-quality craftsmanship is top of mind with every project we complete.

At Squarepegs Handyman, we prioritise the traditional values of client services found in other industries which tend to fall by the wayside in the trades. These include: punctuality, clear and friendly communication and respect, with a passion for equality that shines through in not only our online presence, but most importantly, the work we deliver to our clients.





## THE JOURNEY SO FAR

Coming from a background in Psychology, Sean moved from Australia to Vancouver, where he found a new passion in tradesmanship. Not long after, he met Britten, a native Albertan living in Vancouver and together, their love story sparked the long journey back to Australia.

It was here that Britten founded the concept for Squarepegs, after some unimpressive experiences with tradesman, who undermined her capabilities and intelligence based on nothing more than her gender. Knowing a better way was possible, and with Sean's tradesman expertise, the two founded a company that catered to a female clientele, whose opinions would be valued, heard, and respected.

Together, the two are working to change the nature of the industry by setting a new standard and expectation for how women are treated as clients when having projects completed around their home.





# WHAT WE DO

Squarepegs works hard to deliver home enhancement solutions that other tradesman may have determined too challenging or too small. We fill in the gap between the work homeowners can do themselves and what larger building companies are willing to take on. We take special care with each job to make sure our clients feel at home with us in their dwelling; operating conscientiously of pets, children, babies, and other residents.

While Sean does the quotes and works the tools, Britten is hard at work maintaining customer relationships, managing administration, and finding new and innovative ways to support local Australian businesses.





## WHAT A TYPICAL DAY IS LIKE FOR A FRANCHISEE

After checking the work vehicle and doing a quick run through to ensure all tools required for the day are readily available, franchisees should be on the road by 7:00am, though as a business owner, franchisees have the flexibility to set their own schedule.

On arrival at the site, the handyman will greet the client and find out their agenda for the day, being mindful to plan jobs and tools around the client's priorities.

It is important as little interference as possible is caused by your presence. In the afternoon, thoroughly clean before touching base with the client to update them on the day's progress before leaving at about 3:00pm. This gives you plenty of time for any tip runs or preparations for the following day.





# THE GROWTH OF THE COMPANY

Starting as a two-person operation with a vision to grow into something larger, Squarepegs Handyman can now be found operating in Newcastle, Lake Macquarie, Maitland and beyond, with a vision to have franchisees operating all over Australia.

More than just striving for the growth of the company itself, Squarepegs is motivated to change the standards and status quo across male-dominated fields and have created a community built around women-led businesses in these industries.



# THE IDEAL FRANCHISEE

The ideal Squarepegs franchisee is a tradesperson in their late 20's to early 30's with a partner at home doing the admin, though this is not a requisite for success as a Squarepegs franchisee.

Flexibility in thinking, with an attitude that anything is possible, and a confident but humble nature will serve a franchisee well. An extensive trade background is not as important as someone with a bit of experience on a jobsite and using power tools.







## WHY SHOULD YOU CHOOSE A SQUAREPEGS FRANCHISE?

A Squarepegs franchise is an ideal opportunity for franchisees with a trade background looking for a company that challenges the status quo and is making a real difference in changing the face of an industry with outdated ideals.

With comprehensive training delivered onsite, and office training, franchisees can be confident in all aspects of their Squarepegs business from the day they launch their own operation.

Further, all national branding is fully managed for you, with all local marketing fully assisted and approved by head office. There is also an option for head office to handle admin and scheduling. This inclusive support allows franchisees the opportunity to focus on billable hours.







## OUR VALUES



**Gender equality – Made by women for women;** We value women and their role in life, work, and the home. We firmly believe they are systemically underestimated by tradesman and are committed to revolutionising an industry that does not respect female contribution the way that it should.



**High-quality experience** – We do what others often say they can't (or won't) because we are flexible in our approach and believe anything is achievable with the right attitude and skillset.



**Care** – At Squarepegs we pride ourselves on the special care we take in the experience that we bring into each client's home, treating it as though it were our own.



# STEPS TO OWNING A SQUAREPEGS FRANCHISE





## THE BUSINESS MODEL

Our lucrative business model has been refined over years of successful practice in the home improvement space. Designed to propel the growth of new franchisees, Squarepegs franchise process is simple, straightforward, and profitable for all parties.

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support, owning your own successful handyman business has never been easier.

If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.



**Thank you for your continued interest in a Squarepegs Franchise**  
**If you would like to find out more get in touch with our team today**

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