



Franchise
opportunity



The total vessel support
package



Imagine if
you
could...

Work for yourself
doing something
you love

Create a lifestyle
through your work

Create jobs in
your community

Earn what you are
worth

Well now you can...

As a BoatSmart HQ franchisee

Now that our business model is ready for national expansion, BoatSmart HQ is offering full and part-time franchise options to experienced boaties. If you're looking for a career change, or easing into semi-retirement doing something you love, we can provide a 'First Mate' platform to suit your needs.

With OTE of \$100,000 - \$200,000, depending the option selected, you can quickly build up vessel subscriptions in your local area through your network of contacts, all backed by our national marketing support.

Our total care package ensures your clients' boats are ready any time, any day of the year - and are always safe and compliant. What if you could reduce owners' costs through preventative maintenance and also give yourself a regular stream of income by working in a way that helps support your local suppliers and trades?



INDEX

- 4** What our clients say
- 5** Meet the team
- 6** Your opportunity
- 7** The investment
- 8** Our franchise model
- 9** Territories
- 10** Ingredients for success
- 11** Steps to owning your own BoatSmart HQ franchise
- 12** Get in touch and start the process

What our clients say

“This is my first sea bound boat. With my BoatSmart First Mate’s knowledge on tap, I have true peace of mind, plus it makes me safe, saves time and money!”

Steve - GulfStream 38

“With a maintenance and activity log, and an independent monthly assessment, BoatSmart HQ services help to maintain the value of my asset, assists with my insurance profile, and allows me to cruise with confidence.”

Daniel - Riviera 46 Coupe

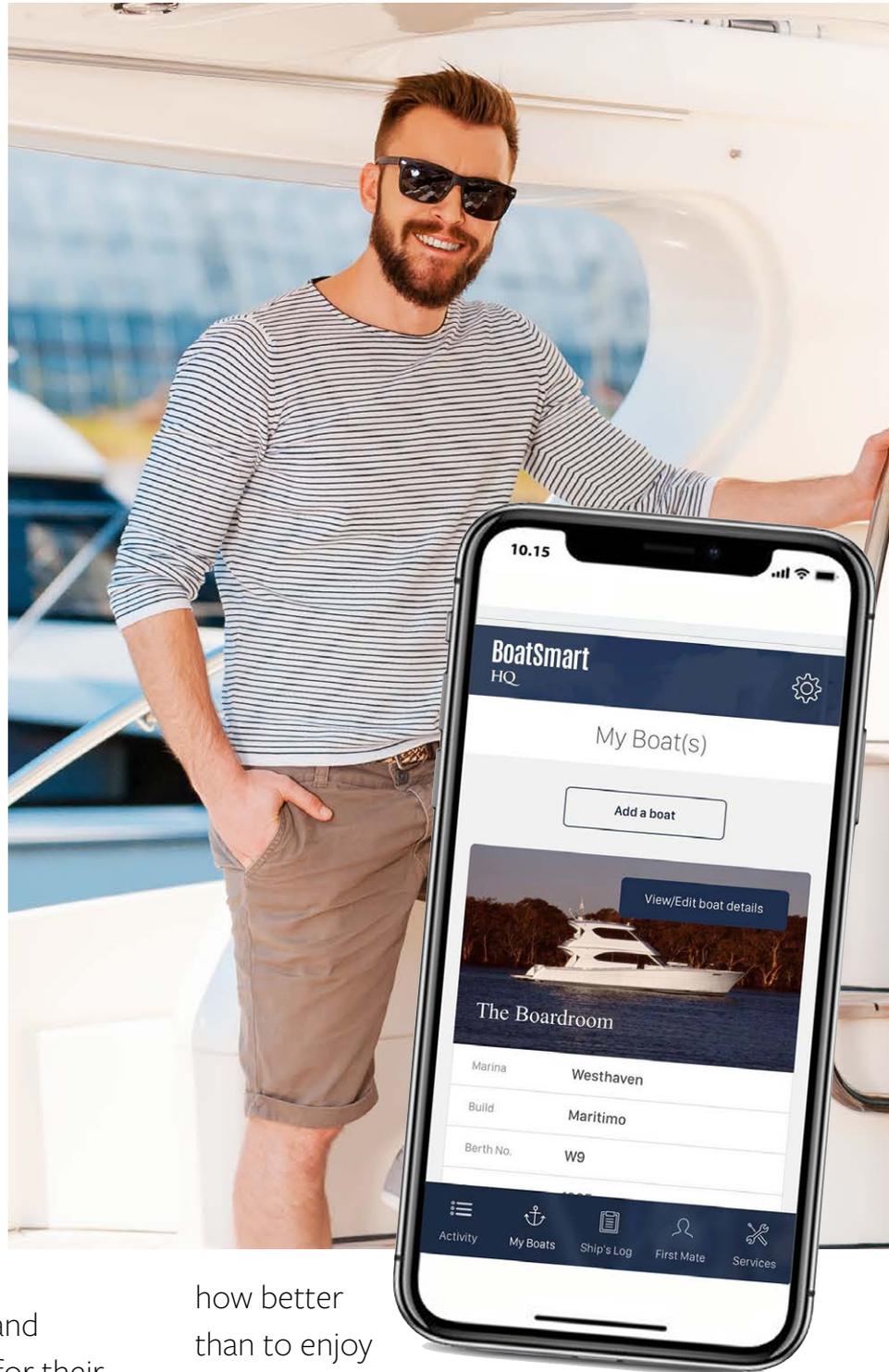
“Shout out for the fabulous app and service BoatSmart provide. My First Mate seamlessly looks after my baby. If you don’t use them, you should. Give them a call.”

Russ - Fairlane 57

“BoatSmart HQ assists boat owners by taking the uncertainty and worries out of owning and caring for their expensive asset. Imagine having the comfort of knowing that your vessel is being maintained and serviced on a regular basis –

how better than to enjoy the asset you have trouble free.”

Bruce - Gulf Group Marine Brokers



You're in good hands



Zach Du Burgess, GM Operations

Zach has many years' experience in the marine industry, working as an Engineer and First Mate on Superyachts. In more recent years, Zach has been involved in technology-led businesses engaging with the clients and ensuring customer satisfaction. When not doing that, Zach enjoys fishing, surfing, sailing and trail riding.



Jeff Taylor, Founder & Managing Director

Jeff is an investor in Intellectual Property. He recently returned to New Zealand having enjoyed an international career at European corporate board level in Marketing and Brand Development, before establishing his own brand consultancy. With a launch in Auckland, he was looking for a managed maintenance solution, which has led to the development of BoatSmart HQ.



Nick Paul, Chairman

Nick has enjoyed a lengthy career within the telecommunications industry, including GM Sales for Spark and CEO for Leading Edge Communications. He founded The Sales Factory, supplying outsourced Sales Directors into ambitious NZ businesses, and holds several board appointments in the technology sector. An avid lover of all things aquatic, Nick loves to dive, sail, fish and surf as much as he can.

Your opportunity

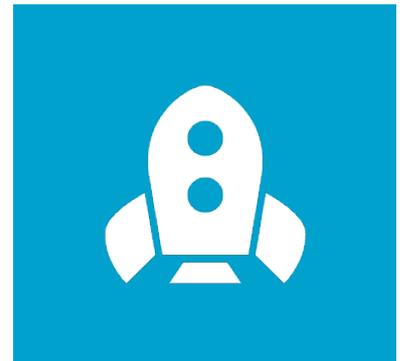
Operate a BoatSmart HQ franchise in an exclusive territory



Harness the growing demand of time poor boat owners requiring a complete vessel management solution.



Receive comprehensive start-up and ongoing training, so you're a confident BoatSmart HQ business owner.



Grow your business through proven systems and the BoatSmart First Mate unique vessel management software.



Be part of a value-driven team that shares ideas for success and constantly looks at ways to do things better.



Earn a substantial income and watch your business and profits grow, as demand increases for total vessel management solutions.



Receive continuous marketing support and guidance, leveraging opportunities through digital and social media as well as trade shows.

The investment

The BoatSmart HQ initial fee is \$20,000 for an exclusive territory and unlimited vessels license

This covers

- Intensive training that includes all aspects of running your BoatSmart HQ business
- Full support and assistance from Franchise HQ through all phases of establishing and running your new business
- Access to the software and tools you need to run a successful BoatSmart HQ franchise
- A full set of operations manuals which encapsulates everything you need to know about the day-to-day requirements of running your business
- An advertising and marketing plan to launch your franchise
- Ongoing training and access to updates and improvements
- Continuous marketing programme to build awareness and ensure a steady flow of enquiries

Start-up costs

If you don't already own one, you will need to purchase or lease a late model Ute, no older than 10 years old in either silver, white or black which will be sign written in the BoatSmart HQ branding.

Ongoing costs

Franchise royalty fees are 17% of turnover. For this we provide:

- Unlimited advice and assistance for the successful ongoing operation of your franchise
- Software updates and improvements to ensure the most efficient running of your business
- Technical support and training as we develop and update our BoatSmart HQ systems
- National marketing campaigns designed to grow brand awareness and generate leads for our network of franchisees

A minimum marketing spend of \$2,000 per year on local marketing to grow awareness in your territory

- We provide a backend solution that integrates with Xero to provide centralised invoicing and manage supplier payments so you can spend more time generating revenue

Income

Cash flow projections will be provided for the first two years and for a typical mature business. Once your business is established you can expect to have Earnings before Interest, Tax and Depreciation (EBIT & Depn) in the order of \$100,000 - \$200,000 per annum. Because the majority of costs are fixed, profitability increases as your client base grows.

Our franchise model

BoatSmart Headquarters

Responsible for:

- Training and ongoing professional development
- Client invoicing
- Software development
- National marketing



“Come and work with us!”

Territories



It's our policy to offer new franchisees a territory that can demographically support a BoatSmart HQ franchise. Depending on availability and your preference, we can offer the territory that's closest to where you live or the territory that offers the most potential for success.

Ingredients for success

Experience

You have a highly experienced Headquarters team available 24/7 for business and technical advice, committed to ensuring we represent industry best practice, and you stay profitable. With over 60 years combined boating experience and vessel ownership within the team, you have the support and knowhow available to enable you to confidently grow your business and offer the best total vessel management solution for your customers.

Training

Our management training programme covers all aspects of starting up and running a BoatSmart HQ Franchise. Two weeks of intensive on-the-job training at HQ and on client vessels, will ensure you are fully equipped to successfully operate and manage your new business. Ongoing support is available as your business grows and your operation scales up.



Robust model

Since our launch in late 2017, we have continuously developed and improved our business model. We have made all the mistakes on this journey to ensure you don't have to. We have validated revenue expectations from different classes of vessels and client profiles.

Steps to owning your own BoatSmart HQ franchise

1

Research

- Read this PDF and visit the BoatSmart HQ website, note down your questions or concerns
- Talk to Jeff
- Meet with the BoatSmart HQ Headquarters team
- Keep asking questions until you're ready to decide

2

Agreement

- Contact Jeff and say you're ready to own a franchise
- Headquarters will prepare a draft franchise agreement and an outline of a territory based on your discussion
- Seek accounting and legal advice

3

Set-up

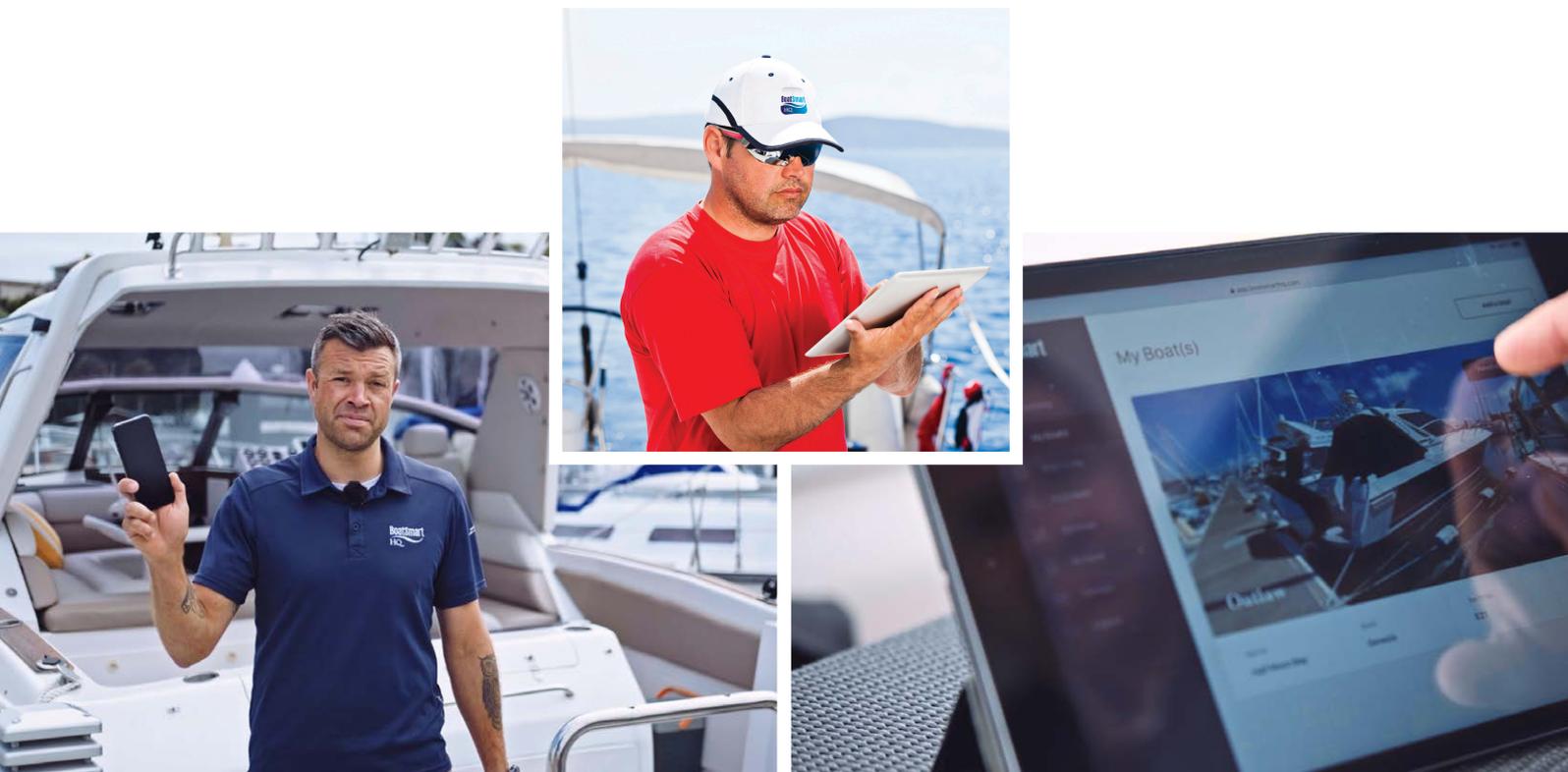
- Purchase or lease a Ute less than 5 years old, HQ will help you arrange sign writing
- Set a 'go' date for when your business will start
- Sign the Franchise Agreement
- Work with Headquarters on an initial marketing campaign to launch your business
- Start your training with us

4

Start

- Once you have your first client onboard, our team start working with you on your first VIR
- Practical training starts on one of managed vessels in Auckland once you sign on
- Congratulate yourself – you have your own BoatSmart HQ business!

Becoming a BoatSmart HQ franchisee enables you to do something you love that suits your lifestyle



Become a BoatSmart HQ franchisee - contact us today!

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